



CAUSE COLLECTIVE

Strategic Plan 2023–2026 Review

Executive Summary & Progress Report

This overview outlines results of each goal and key achievements of our current plan. While all goals have been achieved, a small number of objectives were intentionally not pursued after feasibility discussions.

2023–2026 Strategic Goals

Goal	Status	Key Milestones & Outcomes
Revenue Growth	Exceeded	Successfully scaled the operational budget by nearly 100% to account for expanded staffing, enhanced benefit packages, trainers and inflationary adjustments.
Organizational Capacity	Achieved	Expanded core team with the strategic hire of an Associate Director to support current and future service delivery.
Market Awareness	Achieved	Established a robust brand presence beyond the nonprofit sector through memberships in the Chamber of Commerce, ERN, several community wide initiatives and increased interaction with corporate sponsors. Secured 24 corporate sponsors and conducted over 20 coaching sessions for potential emerging nonprofits.
Programmatic Expansion	Achieved	Launched new initiatives including Elevate, Purpose Palooza! , and Skill Share Plus , while maintaining or scaling all legacy services.

CAUSE COLLECTIVE 2026–2028 Strategic Goals

1. Membership Engagement & Retention

Deepen relationships with our current member base through targeted outreach and value-driven touchpoints.

To include creating a formal boarding process for new members and direct requests to all members to provide orientations and marketing through Social Media, newsletters and member meetings.

2. Program Optimization & Innovation

Maintain affordable access to core services while rigorously assessing program ROI.

Continue all legacy services while maintaining affordable access to core services and assessing program ROI. This will include assessing partnerships with like agencies.

3. Financial Sustainability & Professional Growth

Target a 5% annual budget increase to mitigate inflation.

Prioritize funding for strategic marketing initiatives and staff professional development.

4. Strategic Partnership Project

Formalize and execute a collaborative framework to enhance collective impact within the community.

Through coaching and information sharing, we will introduce membership agencies to alternative organizational models that may enhance sustainability and efficiency of services. These may include fiscal sponsorships, mergers, acquisitions, or expanded use of shared services commonly needed across nonprofits.



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