

# Alliance for Nevada Nonprofits (ANN)

Phil Johncock, Executive Director

AllianceForNevadaNonprofits.org

Strategic Plan: 2013-2014

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vision

Alliance for Nevada Nonprofits is the go-to organization that delivers relevant and market-sensitive products and services to Nevada's charitable nonprofits through outreach, education and advocacy while capitalizing on economies of scale, cost savings, efficiency, and a sustainable, virtual business model.

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mission

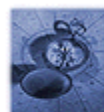
To strengthen communities by increasing the influence and capacity of Nevada's nonprofit sector.

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objectives

- **Outreach**
    - Increase # of nonprofit email addresses/social media fans, members, followers
  - **Education**
    - Increase # of individuals (members/non-members) attending education events.
    - Increase # of hours of education (i.e., conferences, webinars, workshops, etc).
  - **Advocacy**
    - Increase impact in Nevada 77<sup>th</sup> and 78<sup>th</sup> Nevada legislatures.
    - Increase impact with Federal policy through National Council of Nonprofits.
  - **Cost Savings**
    - Increase \$ of cost savings to nonprofit sector (members/non-members).
    - Increase # and quality of member benefits, products and services.
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strategies

- Research and strategically deliver relevant "best practices" from other state associations.
  - Expand benefits, products and services like unemployment packages, conferences, etc.
  - Lobby at 77<sup>th</sup> and 78<sup>th</sup> Nevada legislative sessions.
  - Educate sector around AB 60 compliance (solicitation training and financial systems/reports).
  - Offer webinars on topics of interest to nonprofits twice per month.
  - Deliver relevant and market-sensitive annual, regional conferences.
  - Increase efficiency by hiring a Virtual Assistant (VA) and strengthening committee structure.
  - Improve communication with sector through email database, social media and website.
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action plans

- Train VA to streamline management and policies and procedures starting 1/13.
  - Offer 2 education webinars per month starting 2/13.
  - Offer a monthly eNewsletter starting 2/13 and social media/website updates monthly.
  - Budget and register a lobbyist for Nevada legislative sessions (77<sup>th</sup> by 2/13 and 78<sup>th</sup> by 2/15).
  - Offer AB 60 compliance webinars, workshops, sessions and money-saving tools starting 7/13.
  - Report research on 990-reported "best practices" of state associations by 7/31/13.
  - Apply for Google Grant for free search engine marketing with Google AdWords by 8/31/13.
  - Offer career center by 10/13, conferences by 11/13 and unemployment packages by 1/14.
  - Offer conferences in Las Vegas and Reno starting 11/13, then annually in both regions.
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