



Strategic Plan

2024 - 2026

Our Mission

To help low-income families and individuals reach the goal of stable homeownership through programs of education and support.

Financial Vibrancy & Sustainability



Goal:

Secure additional funds to reach the goal of creating 6-8 homeownership opportunities per year.

- Maximize use of HOME dollars with a goal of 2 homes funded and completed over the next two years.
- Increase grant revenue by 50% over 2023 by EOY 2025 and 55% by EOY 2026.
- Maximize the car collection as a fundraiser (25% growth over 2023 by EOY 2025 and 32% by EOY 2026.)
- Increase other donations by 10% over 2023 by EOY 2024 and 12% by EOY 2026.
- Develop a fundraising event to raise \$15k by EOY 2025 and \$20k by EOY 2026.

Building and Strengthening the Volunteer Program



Goal:

Recruit, maintain, and enhance the volunteer program through individual participation, corporate collaborations, and additional avenues.

- Create a tailored volunteer recruitment campaign(s).
- Diversify partnership expansion - Seek out new opportunities for collaboration with different industries.
- Create a volunteer retention program.

Capacity Building (Staff)



Goal:

Add, retain, and ensure that the organization has the right number of employees with the necessary skills and knowledge to meet the increased demand for production.

- Identify and establish new staff role(s).
- Benchmark our pay and benefits against the Bureau of Labor to ensure our competitiveness.
- Implement Staff Appreciation initiatives to enhance engagement, motivation, and overall performance.
- Provide training and professional development opportunities to enhance staff abilities.

Marketing, Awareness and Visibility



Goal:

Build a communication strategy plan and implement targeted marketing campaigns to increase brand visibility and recognition that expands our outreach efforts.

- Increase social media presence by 20% through engaging content, consistent posting, and enhanced brand awareness and engagement.
- Develop a comprehensive marketing and communication plan.
- Increase targeted outreach events, focusing on improving clients, volunteers, and donors and overall community awareness.
- Through applicant outreach, increase the pool of qualified applicants.

Involve Partners in Addressing Challenges



Goal:

Develop new and strengthen existing partnerships to address current challenges.

- Involve partners in a re-evaluation of acquisition strategies to develop a healthy construction pipeline.
- Develop new and strengthen existing partnerships to increase the availability and use of donated/discounted materials.
- Involve partners to increase the buying power of HONK clients.