2018-2023 STRATEGIC DIRECTIONS

VISION  
North Carolina’s nonprofit sector is a vital leader in building and sustaining equitable and thriving communities.

MISSION  
To educate, connect, and advocate for North Carolina nonprofits.

VALUES  
COLLABORATION  We believe that working together with nonprofits, business, and government achieves the best solutions and strengthens the fabric of our communities.

EQUITY & INCLUSION  We are committed to helping nonprofits be change agents that contribute to an equitable society.

IMPACT  We make a difference and focus on results that matter.

EXCELLENCE  We challenge ourselves to do great work and actively seek feedback to continually improve and evolve our services.

RELEVANCE  We are responsive, adaptive, and committed to innovation.
The Center will become a self-sustaining organization. It will shift its approach from a transactional framework to a dynamic and transformational culture, where equity, inclusivity, and the ability to generate sustaining earned income will guide its strategic decisions on programming and services.

**Advance the Nonprofit Sector**
- Reposition the Center as the “go-to” organization on advocacy and public policy for the state’s nonprofits.
- Convene government and corporate sectors for conversations to work together for the common good.
- Proactively educate and mobilize the sector to influence the direction, budgets, and policy decisions with appropriate governmental entities.
- Deepen the staff bench to offer additional member advocacy services.

**Innovate Training**
- Experiment with new ways to accomplish the training objectives of the annual conference.
- Identify and expand relevant programming initiatives (e.g., Equity Diversity & Inclusion, Executive Succession).
- Use updated website and improved technologies to resourcefully deliver best practices information and on-demand training.

**Initiate Connections & Relationships**
- Proclaim the nonprofit story, increase the brand of NC’s nonprofit sector, and encourage the growth of and collaboration with regional nonprofit capacity building partners.
- Deepen partnerships with other statewide organizations.
- Engage, support, and encourage leadership development opportunities that increase opportunities for the next generation of leaders and for those in communities of color.
- Take the Center’s programs and staff to the members.
- Be out in the field building relationships.

**Grow Relevant Services for Members**
- Shift to a more inclusive and responsive organizational culture.
- Develop mutually beneficial relationships with members.
- Create in-demand back-office partnerships that save members money (e.g., health insurance, IT).
- Engage retired nonprofit executives to mentor and give back to the sector.
- Develop a consultant referral program for members.
- Significantly increase memberships and membership revenue.

**Improve the Center’s Internal Capacity**
- Acquire more suitable office space.
- Upgrade IT systems for both staff and programmatic effectiveness.
- Improve the organization’s financial standing.
- Ensure that the Center has the appropriate staff and board capacity to fully carry out its vision and mission.

North Carolina Center for Nonprofits

Many missions | 100 counties | One voice