

**Philanthropy West Virginia's MEANINGFUL ACTION: Learning, Leveraging, & Leading Strategic Plan
Goal & Strategies Tracking & Impact Report**

Goal #1: Membership Services & Growth - Retain and Expand Philanthropy WV's broad network of members to strengthen philanthropy across the state to at least 100 members.	2017	1Q 2018	2Q 2018	3Q 2018	4Q 2018	2019	2020
Strategies & Action Steps: [Responsible Parties]							
· Refine programs to serve our diverse membership with members serving as program leaders							
(A) Use annual members survey to conduct listening sessions of specific sector members hosted by board members							
(B) Assess model and role of regional meetings to maximize future benefit [M&P and staff]	<i>DONE</i>	<i>Changes underway ==></i>					
(C) Expand members involvement for conferences presenters [M&P and staff]	<i>Underway ==></i>						
(D) Expand the Corporate Responsibility Council [M&P and staff]	<i>Initiated</i>		<i>Expanding==></i>				
(E) Partner with Forum & Foundation Center to implement "Get on the Map" [Staff]	<i>On Hold</i>		<i>Getting Back on Track</i>				
(F) Advance Keep5Local and TOW Program with new investments [Board & Staff]	<i>Underway ==></i>						
· Continue collaboration of services and programs with other Regional Associations to expand expertise							
(A) Promote and expand usage of Legal Help Desk [Staff]	<i>Done & Underway ==></i>						
(B) Work with Forum to expand national list-serves for sectors of members [Staff]				<i>Initiating</i>			
(C) Quarterly webinars for Corporates [Staff]		<i>Underway ==></i>					
(D) Identify New Partnership Opportunities to enhance learning and services to members. [Staff & Board]	<i>Ongoing ==></i>						
· Develop a cadre of members and experts to expand "Sparking Solutions Consulting Services"							
(A) Update and implement plan involving sub-contractor consultants [Staff]	<i>Initiated</i>	<i>On Hold</i>	<i>Getting Back on Track ==></i>				
(B) Expand our new foundations "Foundations 1010" and ongoing programs for all funders [M&P and Staff]		<i>Underway ==></i>					
(C) Update the training & planning services listing to include new expertise of sub-contractors and peer review	<i>Being updated annually</i>						
(D) Track and refine services to focus in on most needed services [Staff & BOD]				<i>Initiating</i>			
· Maintain a 95 to 100% retention rate and grow membership to more than 105							
(A) Increase staff capacity in serving current and growing members (Create Membership & Development					<i>Begin process</i>		
(B) Initiate member renewal recongition and annual new services packet/update [M&P and Staff]	<i>DONE and updated annually</i>						
(C) Create a members' as Ambassadors program for outreach [Staff & BOD]				<i>Kicking off with 25th anniversary</i>			
(D) Create and launch the value of Philanthropy WV campaign [ALL]				<i>Kicking off with 25th anniversary</i>			
(E) Explore expansion of membership categories (professional advisors/philanthropic consultants, donor advised funds, etc.) [ALL]		<i>Initiated</i>					
Goal #2: Philanthropic Giving & Impact: Philanthropic investments and giving will be expanded to influence positive changes across WV by leveraging regional and national partners	2017	1Q 2018	2Q 2018	3Q 2018	4Q 2018	2019	2020
Strategies & Action Steps: [Responsible Parties]							
· Engage new national and regional partners and serve as an intermediary funding collaborative to optimize new	<i>DONE</i>						
(A) Coordinate partnership with other organizations/research entity that provides an assesment of WV's needs every 2 to 4 years to help focus funders collaborative work [Staff & Board]	<i>DONE</i>						
(B) Use the annual conference to include national foundation leaders to make conatct and learning [Staff & Board]	<i>DONE & Ongoing</i>						
(C) Connect WV foundation leaders with national foundations through delegation visits and tours on identify		<i>Ongoing</i>					
(D) Broaden philanthropy involvemetrn with individuals, corporations, national fudners, and federal grant funders				<i>Initiating</i>			
· Create an "impact measure" to report on Philanthropy's impact across all pillars							
(A) Determine pillars to define impact and use these to guide future strategy [ALL]			<i>Initiating</i>				

(A) Ensure the board's diversity, inclusivity, and geographic variety grows [All & Governance Committee]	<i>Annually each fall with new Governance Committee</i>							
(B) Improve board orientation materials and process [Chair & Paul]	<i>DONE</i>							
(C) Ensure a proper leadership transition process for board members is in place [EC & Governance Committee]								
(D) Ensure operatin policies and procedures are updated [CEO w/ BOD]								
(E) Monitor and update strategic plan on a regular basis [All with Executive Committee facilitating]	<i>DONE</i>		<i>Undewray</i>			<i>Again</i>	<i>Again</i>	
Add-Ons by Board & Staff:	Reason	Who	What	By	When			