

FOUR STRATEGIC PRIORITIES

I. Evident Community Impact & Leadership:

Deliver measurable, sustainable solutions focused on Healthy Community, Financial Security, and Youth Opportunity that move ALICE families to economic stability.

Key Objectives:

1. **Programs:** Manage and coordinate tailored, community-informed services for households at or below the ALICE Threshold, in partnership with trusted Community-Based Organizations.
2. **Partners:** Strengthen the region's non-profit ecosystem through a tiered membership model that builds partner capacity, fosters collaboration, and advances best practices.
3. **Public Sector:** Engage local government officials, decision-makers and municipalities in raising awareness of the needs of the ALICE population with the goal of addressing localized barriers to success through systems- and policy-level solutions.

II. Elevated Brand Strength, Awareness & Relevance:

Transform our brand into a thought leader and cultural movement that spurs community action in service of ALICE households and engages Grassroots and Mid-Level donors.

Key Objectives:

1. **Visibility:** Target marketing to increase community recognition of the United Way NCA brand, leading to increased donor engagement in key demographics and geographies.
2. **Awareness:** Build brand trust and awareness through storytelling across various stakeholder groups, including donors, government officials, non-profit organizations and community members, through publicizing our impact across key geographies.
3. **Donor Acquisition, Experience, and Affinity:** Build an annualized donor experience journey designed to deepen brand affinity and cultivate long-term donor relationships. Foster these connections with consistent touchpoints and timely acknowledgements to sustain engagement and improve retention.

III. Diversified Revenue:

Deliver on our ALICE promise to ensure long-term financial sustainability by cultivating diverse revenue streams and engaging donors in new, meaningful ways.

Key Objectives:

1. **Donor Engagement:** Design an annualized donor journey that deepens brand affinity and fosters long-term donor relationships at scale, with consistent touchpoints to sustain engagement and improve donor stewardship.
2. **Internal Systems:** Build Resource Development capacity and infrastructure.
3. **Donor Cultivation:** Prioritize meaningful donor engagement opportunities that drive revenue generation, increase giving, and expand United Way NCA access to opportunities such as multi-year foundation funding, government grant funding and fee for service contracts.

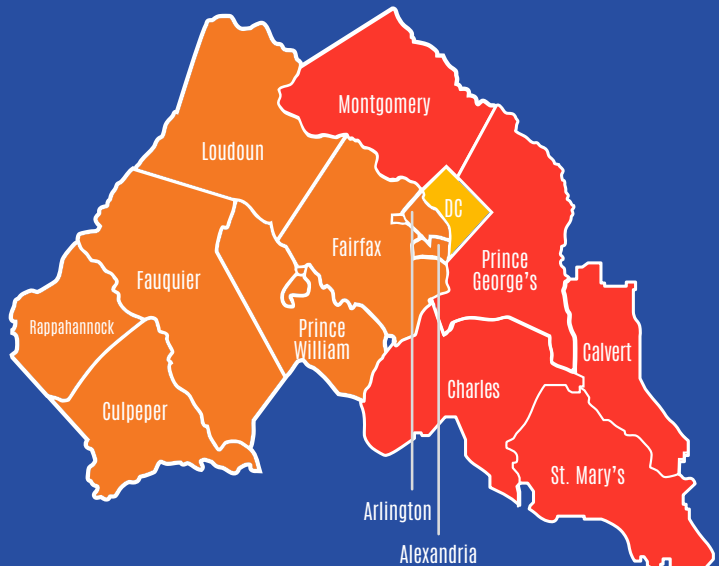
IV. Strong Organizational Foundation:

Create a future-ready organization through strong infrastructure, agile systems, and a high-performing culture.

Key Objectives:

1. **Culture:** Build a strong internal Accountability, Performance and Results (APR) Culture.
2. **Leadership:** Improve leadership effectiveness to foster a strong organizational culture.
3. **Systems:** Modernize and maintain core internal systems.





LEARN MORE AND
GET INVOLVED

unitedwaynca.org/get-involved

3-YEAR
STRATEGIC PLAN
2026-2029

CHARTING OUR FUTURE FOR A THRIVING
NATIONAL CAPITAL AREA: 2026-2029



OUR COMMITMENT

is to help people living at or below the ALICE Threshold in the National Capital Area to ensure they have a healthy community, youth opportunity, and financial security through strategic partnerships, responsive programs, and policy & advocacy.

