COOL THINGS PA COMMUNITY ACTION AGENCIES ARE UP TO

COMMUNITY ACTION SOUTHWEST
REAL TIME STRATEGIC PLANNING IN A RAPID-RESPONSE WORLD

NONPROFIT STRATEGY REVOLUTION

DAVID LA PIANA
# Real Time Strategic Planning

<table>
<thead>
<tr>
<th>Traditional</th>
<th>Real Time</th>
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<tr>
<td>• Static, stale quickly</td>
<td>• Fluid and organic</td>
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<td>• Specific, predetermined goals &amp; objectives</td>
<td>• Quick adaptation is the key to survival</td>
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<td>• Goal setting rather than strategy formation</td>
<td>• Identify, understand &amp; act upon information &amp; dynamically changing situations as they occur</td>
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WHY REAL TIME STRATEGIC PLANNING

Strengthen capacity for strategic thinking and acting

Adapt to change on an ongoing basis

Creates a process that can be used continually to build, implement and revise successful strategies
CAS STRATEGY SCREEN

• MEETS & ADVANCES OUR MISSION
• ADDRESSES AN IDENTIFIED COMMUNITY NEED
• MANAGEMENT CAPACITY TO IMPLEMENT
• FINANCIALLY SUSTAINABLE WITHIN ACCEPTABLE TIMEFRAME
• BENEFITS OUR CLIENTS
• CAPITALIZES ON COMPETITIVE ADVANTAGES

• POTENTIAL FOR HIGH IMPACT
• SERVES OUR GEOGRAPHIC SERVICE AREA
• CONSISTENT WITH CAS CULTURE & VALUES
• BEST USE OF AVAILABLE RESOURCES
• DOES NOT JEOPARDIZE KEY PARTNERSHIPS
• OUTCOMES CAN BE MEASURED
IMPLEMENT A COMMUNICATION STRATEGY TO REBRAND CAS AND INCREASE COMMUNITY AWARENESS AND ENGAGEMENT OF OUR DIVERSE PROGRAMS AND SERVICES

NEW NAME, LOGO, & TAGLINE TO BE ANNOUNCED SOON

COMPREHENSIVE COMMUNICATION CAMPAIGN LAUNCH
GENERATE ORGANIZATIONAL FUNDS THROUGH METHODS THAT DO NOT OVERTAX LIMITED RESOURCES AND STAFFING.

LITTLE FREE LIBRARY SPONSORSHIP CAMPAIGN
PLACE 30 SPONSORED LIBRARIES IN LOW INCOME COMMUNITIES
RAISE $30,000/YEAR – REPLACE SPECIAL EVENT FUNDRAISING
GENERATE ORGANIZATIONAL FUNDS THROUGH METHODS THAT DO NOT OVERTAX LIMITED RESOURCES AND STAFFING.

CREATION OF A CROWD FUNDING PLATFORM TO ADDRESS INDIVIDUAL CLIENT BARRIERS UNDERWAY

EXPLORE POTENTIAL FOR REVENUE GENERATION THROUGH SALE OF PLATFORM TO OTHER NONPROFITS
INCREASE THE USE OF EVIDENCE BASED PRACTICES

STRENGTHEN OUTCOMES IN ALL PROGRAM AREAS

ATTRACT NEW FUNDING

MAKE PROGRAMS MORE CREDIBLE
IMPLEMENT A 2GEN APPROACH TO STRENGTHEN THE ECONOMIC SELF-SUFFICIENCY AND COPING ABILITIES OF CHILDREN AND FAMILIES

REDESIGN SERVICE DELIVERY TO INTENSIFY PROGRAMMING FOR PARENTS OF HEAD START CHILDREN
MAXIMIZE FAMILY FUNCTIONING & ECONOMIC STABILITY
BUILD PATHWAYS TO SELF SUFFICIENCY
DEVELOP SERVICES TO SUPPORT THE SELF-SUFFICIENCY AND LIFE SUCCESS OF EX-OFFENDERS.

ADDRESS THE GROWING PRISON POPULATION RESULTING FROM OPIOID ADDICTION

GETTING AHEAD WHILE GETTING OUT CURRICULUM IN COUNTY CORRECTIONAL INSTITUTIONS

SERVICES, FOLLOW UP AND SUPPORT UPON RELEASE