



2020 – 2022 Strategic Plan

Mission – My Sister’s Place (MSP) shelters, supports and empowers survivors of domestic violence and their children, while providing leadership and education to build a supportive community.

Priority Area	Goal/Outcome	Indicators	Strategies
Long Term Sustainability	1- Increase and diversify funds	<p>Increase funding from individuals, foundations, corporations and events by 10% each year</p> <p>Regular funder meetings with staff/board</p> <p>MSP invited to committees/work-groups</p> <p>MSP PR plan</p>	<p>Create donor and corporate engagement plans</p> <p>Meet with foundation contacts and identify 10 new prospects/year</p> <p>Explore grants specific for services – trainings, trauma education</p> <p>Develop annual giving events/activities</p> <p>Raise our profile with funders – mtgs with DC Council, Mayor, other funders</p> <p>Elevate brand</p>
	2- Build reserves/evaluate amount annually	Six months of operating expenses in reserve account	<p>Build reserve amount into budget</p> <p>Maintain reserve fund and contribute annually</p>
	3- Decide if need to add another shelter/expand capacity (renovations vs new shelter)	Facilities need and analysis plan	Identify organization to evaluate geographic scope of programs (DC vs DC Metro) – evaluate need and ability to respond to need

Organizational Effectiveness	1- Up-to-date programs and policy manuals for all programs	Manuals (and process for updating) exist for all programs, Emergency plan – Continuity of Operations (COOP)	Create documentation of programs and policies
	2- Recognized as Leader in DV Community (programs, trainings, etc.)	MSP is asked to participate in funding/DV groups/events MSP training is sought out	Prioritize evaluation and impact and communicate to community Ensure staff present/lead in DV community events and groups Enhance and expand trainings in community Ensure staff receives best/latest trainings
	3- Recognized as Employer of Choice in DC area DV community	Low turn-over and high demand for vacant positions	Review staff retention, compensation, leadership development, organizational culture, succession planning Create system to evaluate employee satisfaction and how to improve
Programs and Services	1- Launch/increase mobile DV services	MSP has structured mobile DV programming	Increase programming in community Develop/enhance mobile advocacy program Seek funding for mobile advocacy
	2- Expand and enhance Volunteer Program	MSP volunteer program supports all programming and is highly sought Volunteers groups/individuals become donors	Enhance volunteer training, communication and opportunities Engage volunteers in giving