



NEBRASKA
CHILDREN'S
HOME SOCIETY

children first.

PRIORITIES

STRATEGIC PLAN 2019-2029



Priority 1

ESTABLISH A CLEAR STRATEGIC DIRECTION

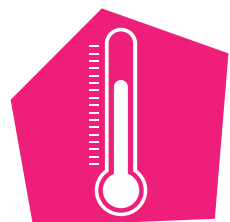
Using the strategic plan as a guide, align the work of the NCHS board, committees and the entire organization around strategic priorities and bold aspirations for the future.



Priority 2

PRIORITIZE PROGRAMS AND SERVICES

Prioritize programs and services to align with NCHS's mission, vision and expertise. Services will undergo regular evaluation to ensure optimum alignment with the needs of Nebraska's children and families.



Priority 3

IMPROVE FUNDRAISING

Overall fundraising efforts will align with a long term plan to ensure the sustainability of NCHS services. Compelling cases for support will foster investment from prospective donors.



Priority 4

ASSESS COMMUNITY NEEDS/CHANGING NEEDS

Leverage the knowledge and expertise of communities across Nebraska to ensure NCHS's expertise aligns with community needs. Enhance and establish partnerships with nonprofits, businesses and foundations.



Priority 5

STRENGTHEN ENDOWMENT

Focus on enhanced planned giving strategies and major gift opportunities to strengthen the NCHS endowment.



Priority 6

LEADERSHIP SUCCESSION PLANNING AND BOARD ENGAGEMENT

Strengthen leadership succession planning and board engagement, to retain and recruit the best and the brightest in pursuit of the NCHS vision.



Priority 7

OPTIMIZE MARKETING AND COMMUNICATION

Leveraging the power of personal stories, educate Nebraskans about purpose and services of NCHS.