

COOL THINGS PA COMMUNITY ACTION AGENCIES ARE UP TO

COMMUNITY ACTION SOUTHWEST



REAL TIME STRATEGIC PLANNING IN A RAPID-RESPONSE WORLD

NONPROFIT STRATEGY REVOLUTION

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REAL TIME STRATEGIC PLANNING

TRADITIONAL

- **STATIC, STALES QUICKLY**
- **SPECIFIC, PREDETERMINED GOALS & OBJECTIVES**
- **GOAL SETTING RATHER THAN STRATEGY FORMATION**

REAL TIME

- **FLUID AND ORGANIC**
- **QUICK ADAPTATION IS THE KEY TO SURVIVAL**
- **IDENTIFY, UNDERSTAND & ACT UPON INFORMATION & DYNAMICALLY CHANGING SITUATIONS AS THEY OCCUR**

WHY REAL TIME STRATEGIC PLANNING



Strengthen capacity for strategic thinking and acting

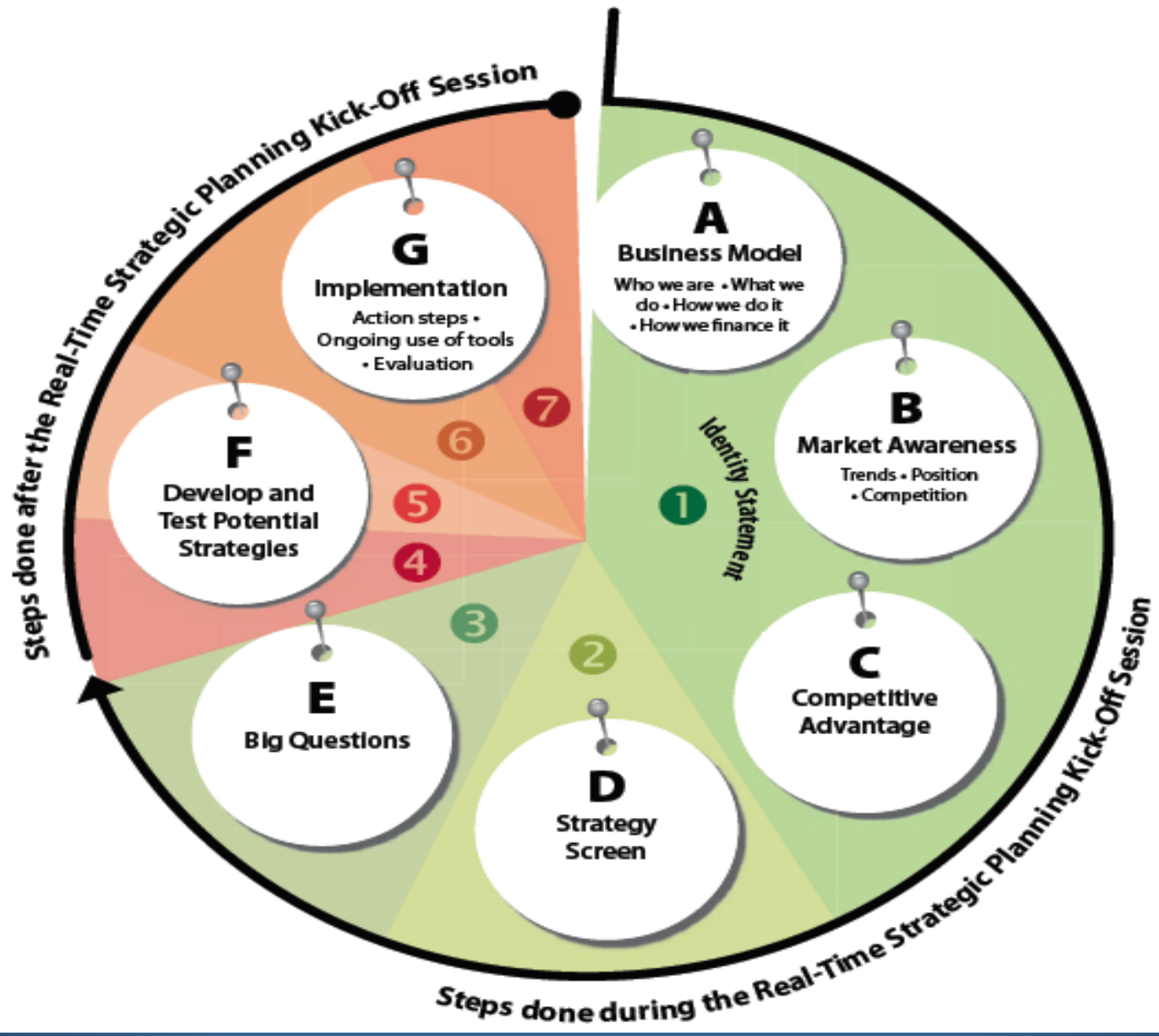


Adapt to change on an ongoing basis



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