

ANNUAL ACTION PLAN | January 1, 2018 – December 31, 2018

Goal I: We are a large, engaged and strong state-wide housing and community development network.

Objective	Initiatives	Person(s) Responsible	Timeline	Resources Needed	Deliverable/Metric
Double current membership base	Develop a membership campaign	Membership Committee	Q3	Staff	Written membership campaign strategy
Increase capacity of practitioners	Develop an educational strategy	New hire - membership	Q4	Board	Initial educational strategy
Increase member engagement in Georgia ACT activities	Develop a field-based member engagement strategy	New hire - membership	Q4	Membership Committee	Increase of 20% in members who attend at least one GACT activity in 2018
Increase geographic and sector diversity of members	Develop strategy to diversify members in membership campaign	New hire - membership	Q4	Board	Written strategy in place with numerical goals identified
	Improve use of technology to attract and serve clients/members	Relationship Manager	Q3	Membership Committee	Completed analysis of tech options, e.g., webinars, electronic member meetings, etc.

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Goal II: We are the “go-to” experts on housing and community development policy in Georgia.

Objective	Initiatives	Person(s) Responsible	Timeline	Resources Needed	Deliverable/Metric
Establish state-wide relationships that result in entities seeking Georgia ACT advice / assistance / counsel on housing and community development policies & best practices	Develop an engagement strategy for local government and quasi-governmental entities	Relationship Manager	Q2	-Legislative consultant -Member organizations -Intern	-Strategy document including contacts for second-tier cities -Objective based list of desired partners
Increase awareness of Georgia ACT brand	Develop a marketing and communications plan	Executive Director	Q3	-Relationship Manager -Intern -Board	-Marketing and communications calendar; -Increase information shared through social media, press releases, media interviews, etc.
Create opportunities to engage members and others across state in policy / legislative issues	Develop strategy for engaging members, partners, and other stakeholders in advocacy	Relationship Manager	Q1 (late February for Housing Day)	-Legislative consultant -Policy Committee (need to establish)	-Schedule/calendar of potential events, meetings, activities, engagements -Plans in place for Housing Day at the Capitol -Create materials to educate members on state (and local) legislative and policy issues

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Goal III: We have a strong financial resource base that supports the work of the organization, including nonprofit members.

Objective	Initiatives	Person(s) Responsible	Timeline	Resources Needed	Deliverable/Metric
Establish and leverage partnerships	Connect value of housing to other societal concerns for funders	Relationship Manager	Q1	-Intern	-Marketing collateral -Document of value of housing -List of possible donors/foundations including contact info and current priorities
	Use marketing to grow relationships / donors	Executive Director	Q3	-Budget for marketing collateral -Intern -Board	
Maintain and grow connections through leadership transition	Ensure smooth transition of relationships	Board Chair	Q1	-Former Executive Director -Succession Planning Committee -Board	-Succession/Transition plan -Consistent message/script for transition
	Board identifies connections / relationships	Board Chair	Q1	-Board	
Create strong revenue base	Develop resource development plan to include focus outside of metro Atlanta	Executive Director	Q3	-Board	-Resource development plan -Appealing Case Statement
	Revisit Case Statement	Executive Director	Q1		
Add staff	Recruit and hire one staff person	Executive Director	Q4	-Board -Budget	-Job description with funding identified