



Strategic Plan

2023 - 2026

Build relationships with local organizations, government, and leaders to advocate for our community

Year 1: Solidify mission, vision, messaging, and brand

Year 2: Educate public and create advocacy plan

Year 3: Execute outreach plan and continue to educate public

Create programs that provide sales platforms, business development, education, and networking opportunities for members

Year 1: Host festival and informational happy hour

Year 2: Provide 1-2 membership programs

Year 3: Create and execute annual membership program plan

Leverage the collective to provide common resources meeting the needs of our members

Year 1: (See membership)

Year 2: Launch member resource portal

Year 3: Create and execute plan to fill member resource portal

Build a diverse and inclusive group of members that represents DC

Year 1: Gather information from prospective members about what they want and need

Year 2: Launch membership and undertake outreach plan to potential members

Year 3: Begin hosting regular events and programming for members; board elections; form committees

Design systems to create a self-sustaining organization

Year 1: Establish best practices, create infrastructure designed for longevity

Year 2: Continue to build internal systems

Year 3: Work with partners to expand capacity