



STRATEGIC FOCUS AREAS

October 2024

Dear Members,

As Impact100 Garden State looks ahead to the next three years, the Leadership Team is excited to announce our Strategic Focus Areas for 2024-2026. These priorities will guide our efforts to strengthen the organization, enhance member engagement, and ensure long-term sustainability.

The areas outlined below represent a careful evaluation of our current work, paired with a targeted approach to maximize impact, even with our limited time, talent, and resources. We're sharing them with you now to be fully transparent with our membership.

2024-2026 Strategic Focus Areas

1. Succession Planning / Pipeline Development

- Develop a robust Succession Plan for committee chairs, subcommittee leads and officer roles.
- Educate members about leadership opportunities and identify potential future leaders through direct outreach, open learning sessions or self-identification

2. Member Retention & Recruitment

- Focus on maintaining our current membership of 408 members, aiming to increase last year's 83% member retention rate.
- Continue to engage Ambassadors to support onboarding new members throughout their first year.
- Continue organizing events aligned with member interests, as identified through our recent survey, including pop-up events and volunteer opportunities.
- Design and implement a new annual Impact Report to quantify the impact of our grants and engage our broader community.

3. Technology

- Evaluate and implement a new Customer Relationship Management system (CRM), with a clear plan for integration into our current workflows.
- Explore future technological initiatives such as upgrading our grant system and document management.

4. Financial Health

- Strengthen our financial foundation by continuing campaigns for 110% membership renewals and encouraging matching gifts.
- Prioritize sponsorships to offset operational costs, with a focus on maintaining strong relationships with our Gold, Silver, and Bronze Sponsors.
- Ensure continued fiscal responsibility with tight budget management.

5. Non-Profit Outreach (NPO) / Grants

- Pilot a new Visioning process for grant applicants to ensure alignment with our mission.
- Implement benchmarking practices with other chapters to identify best practices and areas for improvement in grant management.
- Enhance outreach efforts with grant applicants, ensuring clear communication before, during, and after the funding cycle.
- Finalize policies for merit awards, including establishing minimum and maximum thresholds.

Supporting Areas

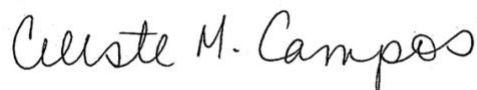
Communication & DEI teams will support all of the above focus areas, ensuring consistency in messaging, outreach, and inclusivity across all initiatives.

Next Steps

To move forward, each area will be developed into specific action plans. We encourage all members to stay engaged and contribute to these efforts. Our opportunities for growth and impact in the coming years are significant. The Leadership Team believes we can best achieve them by naming our priorities and proactively defining how to achieve them.

We look forward to your continued involvement and collaboration as we work towards achieving these critical goals.

Best regards,



Celeste Campos
President, Impact100 Garden State