

# Illinois Partners: Strategic Plan

## January 2020 - June 2021

*We are leading efforts to fully fund human services to ensure that all Illinoisans reach their full potential, and have access to a sector that is equitable, sustainable, and speaks with a collective voice.*

### Strategic Goals

#### 1. Increased Influence in State Government Efficiency and Investment in Human Services

This goal will be achieved through enacting our policy and advocacy agenda

Key Performance Indicators:

- # of attendees at advocacy presentations and events
- # of meetings with key policy makers and human service administrators
- Participation rate by partners in calls to action
- Presence in key working groups for human services

#### 2. Increase the number of active coalition partners statewide by 20%

This goal will be achieved through a comprehensive partner engagement strategy, with a clear value proposition to our paying partners

Key Performance Indicators:

- # of contributing partners in our coalition (partners who contribute financially)
- # of engaged partners in our coalition (partners who attend events, open emails, respond to calls to action, participate in research surveys)

#### 3. Illinois Partners is a leader in developing key resources to increase equity and visibility of the issues facing the human service sector

This goal is achieved through our reframing initiative, research reports, and through launching a Human Services digital media series

Key Performance Indicators:

- # of research reports created
- # of DEI and racial justice resources shared
- # of reframing presentations given
- # of media engagements

### Operational Goals

#### 1. Increase funding between June 2020 and June 2021 by 7%

This goal will be achieved through diversifying funding sources, including individual donations, partner support and grant opportunities

Key Performance Indicators

- # of new funding sources
- % increase in funding annually

#### 2. Develop organizational infrastructure to fully support increased engagement with our coalition and inclusive work environment

This goal will be achieved by streamlining administrative processes to increase efficiency. We will maintain an updated database, implement a CRM, online payment system, develop a new website and participate in DEI and racial justice activities

Key Performance Indicators

- # of engagements with new website
- Participation in DEI and racial justice activities by staff and board
- # of records in database
- # of online contributions
- # of partners engaging with online media