

# Salina Area United Way Strategic Plan

*The mission of the Salina Area United Way to  
is to better enable people to care for one  
another.*

## LEADERSHIP

Lead in improving the quality of life in our  
community

### Needs Assessment

To conduct research on current and emerging  
human service needs

### Community Needs and Issues

To focus community research, dialogue, and  
action on current and emerging human service  
needs and quality of life issues

### Coalition Support

To promote and sustain diverse partnerships to  
address community issues

### Non-Profit Capacity

To provide information and technical support  
to improve non-profit organizational vitality

### Business Excellence

To exceed donor and community expectations  
through operational excellence

## RESOURCE DEVELOPMENT

Expand resource development capacity

### Campaign

To increase annual campaign giving

### Grantsmanship

To investigate and secure grants from private  
and public sources

### Planned Giving & Endowment

To secure commitments in planned giving and  
endowment development

## INVESTMENT

Target resource investments to address critical  
community problems

### Fund Allocation

To focus funding on important community  
issues while maintaining a safety net for the  
most vulnerable

Or/and

To direct funding to the most effective and vital  
programs and projects.

### Community Improvements/Results

To monitor and measure community  
improvements for effectiveness and efficiency