



# Pathways to Potential

2020-2025 Strategic Plan

## Progress Report Outreach Goals 5, 6 & 7

Terri Bowman, Grant Writer/Fundraiser  
7/8/2021

# Outreach Goal #5: Strengthening Community Relations

*Build and strengthen WCCA's profile through positive relationships within each community*

*Lead: David W., Terri B., and Senior Leadership Team*



Extend invitations to assist area nonprofits with their unmet client needs.

*In process – 67 Community Partners & Growing!*

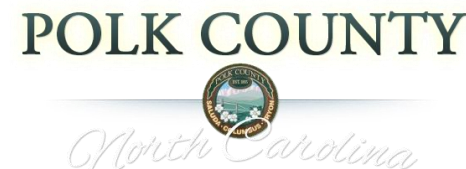
- Visit area nonprofits to distribute program materials and discuss how we can collaborate. *In process*



Offer WCCA staff as potential board members. *Ongoing*



Host a Community Needs Day with other nonprofits to discuss ways to partner. *Coming back in 2022!*



# Outreach Goal #5: Strengthening Community Relations

*Build and strengthen WCCA's profile through positive relationships within each community*

**Lead: Board Chair and Senior Leadership Team**

- Hold WCCA Board meetings within the communities we currently serve. *Coming 2022!*
- Invite county leaders and rural partners to attend the local Board meetings and participate in discussions. *Coming 2022!*
- Establish a Board/Senior Leader partnership to represent WCCA in each community. *Coming 2022!*
- Improve communications with local government agencies through personal visits, shared program reports and email newsletters. *In Process*





# Outreach Goal #5: Strengthening Community Relations

*Build and strengthen WCCA's profile through positive relationships within each community*

*Lead: Senior Leadership Team*

- Intentionally choose to attend or co-host community events and round tables that will establish WCCA as a market leader contributing to the greater good. *Coming in 2022!*



Send WCCA speakers to community gatherings to promote solution



**Pisgah Health Today**

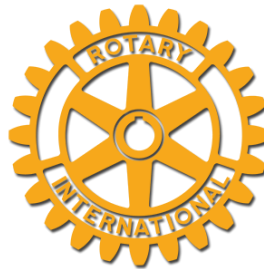
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Episode 73 featuring Western Carolina Community Action, Inc



WESTERN CAROLINA COMMUNITY ACTION



**CALVARY**  
EPISCOPAL CHURCH



WESTERN CAROLINA COMMUNITY ACTION



 **Hendersonville  
Woman's Club**  
Established 1915

## **Strengthening Community Relations**

### **Projected Outcomes:**

- **WCCA will foster an open atmosphere of collaboration among all nonprofits.**
- **WCCA will be recognized as a collaborative partner and active member of the communities it serves.**
- **WCCA's knowledge, expertise and professional staff will be sought out by community leaders.**



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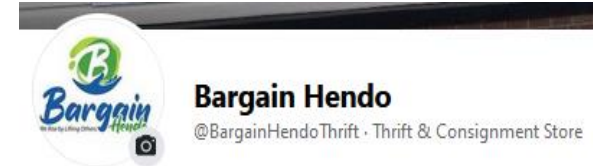


# Outreach Goal #6: Raising Public Awareness

*Raise public awareness of WCCA's programs and services to attract clients, donors and partners*

*Lead: David W., Terri B., Jonathan S., and Senior Leadership Team*

- WCCA will update its brand identity and messaging content, including logos and marketing materials with an emphasis on our values, community impact, mission and vision. *In process - 2022*
- ✓ Revise website, grow social media presence and utilize other communications channels to promote the agency.
- Host open houses at key WCCA locations for clients, donors and community influencers. *Coming 2022!*
- Host special events and/or educational events in outlying counties. *Coming 2022!*





# Outreach Goal #6: Raising Public Awareness

*Raise public awareness of WCCA's programs and services to attract clients, donors and partners*

*Lead: David W., Terri B., Jonathan S., Senior Leadership Team and other supporters*



Form a Marketing/Development Committee comprised of Board, non-Board, and staff members. *Ongoing*

- Make an informational video for each program that can be used to educate the public and donors. *In process - 2022*



Contribute newspaper articles that position WCCA as the industry leader and expert on early childhood education, transportation, housing, and senior services needs. *Ongoing*

- Develop a speakers group on program subject matter for presentations to local community groups. *Coming 2022!*



The Transylvania Times  
online edition

**MOUNTAIN**  
**Xpress**  
Asheville, NC



BlueRidgeNow | Times-News

**Citizen Times**

Hendersonville  
**LIGHTNING**  
The fastest name in media



**WCQS**  
Western North Carolina Public Radio



Tryon Daily Bulletin

# Outreach Goal #7: Implement a Development Program

*Implement a strategic Development program to connect people's philanthropic passions with community needs*

*Lead: WCCA Board, David W., Terri B.*

- Form a Development Committee focused on building a culture of philanthropy. *In process - 2022*
- Create opportunities for Board members, staff and volunteers to engage in development activities. *In process - 2022*
- ☒ Implement a modern donor management and fundraising system.
- ☒ Improve processes for communication with donors, the media and community groups.
- Develop a speakers group to give presentations that promote the Agency to civic and faith-based groups. *In process - 2022*





# **Raising Public Awareness and Implementing a Development Program Projected Outcomes:**

- **WCCA's brand identity campaign will re-introduce the Agency to the community and create greater visibility.**
- **WCCA Communications will clearly identify our agency's services and impact.**
- **WCCA will build a culture of philanthropy.**

**Good things await us on the pathway ahead!**

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Potential**  
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