

**NORTHWEST FOOD PARTNERS NETWORK  
(NFPN)**

**STRATEGIC PLAN**

**Year 2012 - 2015**

*Innovative Collaborations and Community Empowerment  
To  
Building Food Security*

(Project Supported By: The Greater Chicago Food Depository through a Grant from the Goodman Foundation)

# Northwest Food Partners Network

## **Mission**

(Revised 6/28/12)

To collaborate to end hunger, improve nutrition and empower community members to build their own food security.

# FOCUS QUESTION

How can NFPN build collaborations to help end hunger, improve nutrition and empower community members to actively participate in our efforts by the Year 2015?

3/29/12

Northwest Food Partners Network

### Environmental Scan: STEP ANALYSIS

STEP Analysis is a widely-used tool (sometimes called PEST Analysis) that helps us understand the broader picture - the current Sociological Technological, Economic, and Political environment. Our aim is to: understand the current reality and the forces that are affecting our world and to consider the possible impact these situations/issues/happenings may have on strategic plan development.

#### SOCIOLOGICAL

- More people need assistance.
- People are going to pantries more frequently; visiting multiple sites.
- Urban Agriculture Movement is stronger in Chicago.
- Demand going up; resources going down.
- Stronger divide – haves and have not's.
- Distrust of institutions, e.g., public aid etc. impacts accessing resources. (Immigration – documentation)
- Huge foreclosure rate; homelessness is high.
- Different gangs/groups – turf issues. Crime
- Aging population – more demand for food – less supply.
- Food related illnesses.
- Lack of education about food and nutrition.
- Growing food on a smaller scale. (Project last year.)
- Access to healthy produce/food.

#### TECHNOLOGICAL

- Some don't have resources, e.g. utensils to prepare the food, stove, can opener.
- Intakes are completed using electronic resources to collect data.
- Some people who need resources are not reached by our websites.

3/29/12

Northwest Food Partners Network

## Environmental Scan: STEP ANALYSIS

### ECONOMIC

- Rise in food prices for consumers and social programs.
- Rise in gas prices.
- Innovation. Link cards are not accepted at Farmers Markets
- There are a number of people on social security and are forced to choose between food and medicine.
- The current situation provides a credible argument to fund networks.
- Funders are providing financial resources to fund “collaborative” projects.
- Easy access to bad food.
- Lack of education regarding how to use money. (Financial Literacy)
- Cost of transportation on the bus.

### POLITICAL

- Major State Budget cuts.
- Trends to make food stamps and other resources more difficult to access.
- Potential for Federal cuts.
- Farm Bill – Nutrition/Food Issue.
- Funding trends – shift in priorities.
- Restrictions on pantry donations. (Example: Tentative Statue in New York)
- Restrictions on Urban Agriculture
- Push back by the Occupy Movement related to health care, education, etc.
- Redistricting created different political players.
- (Negative) perception of the neighborhood by outside communities.

3/29/12

**Environmental Scan: SWOT ANALYSIS**

SWOT Analysis is a tool for understanding the Strengths and Weaknesses of NFPN and for identifying both the Opportunities and Threats that the Network may encounter. Aim: To discover new opportunities, and manage or eliminate weaknesses and threats.

| <b>STRENGTHS</b>  | <b>WEAKNESSES</b>  |
|---|--|
| <ul style="list-style-type: none"> <li>• Leadership</li> <li>• Organized as a network</li> <li>• Flexible, nimble</li> <li>• Active members who work.</li> <li>• Awesome programs-diversity of service</li> <li>• GCFD Participation with the Network</li> </ul>  | <ul style="list-style-type: none"> <li>• NFPN Members have other responsibilities-not just food programs.</li> <li>• Need to publicize achievements.</li> <li>• No coherent Vision Statement.</li> <li>• Mission Statement too long.</li> <li>• Need to build relationships internally.</li> <li>• Players changing.</li> <li>• Low participation.</li> </ul>                                      |
| <b>OPPORTUNITIES</b>  | <b>THREATS</b>   |
| <ul style="list-style-type: none"> <li>• Collaborating with health and obesity ventures.</li> <li>• Urban Agriculture</li> <li>• Encouraging participation</li> <li>• Building relationships with public officials.</li> <li>• Advocacy (Building efforts.)</li> <li>• Help our community residents to get food services.</li> <li>• Eradicate hunger.</li> </ul> | <ul style="list-style-type: none"> <li>• Crime</li> <li>• Sustainability in funding.</li> <li>• McDonald’s – Inexpensive food that is not good.</li> <li>• Unemployment</li> <li>• Diminished services due to unemployment in the Network</li> <li>• Staff shortages</li> <li>• Coordinator bandwidth/time</li> <li>• Reputation of community – gang affiliation as perceived by others</li> </ul> |

3/29/12

**VISION: A NATIONAL MODEL FOR BEST PRACTICES TO OTHER COMMUNITIES**

| <b>A</b>                                  | <b>B</b>                              | <b>C</b>   | <b>D</b>                          | <b>E</b>                                   | <b>F</b>   | <b>G</b>  |
|---|---------------------------------------|--|-----------------------------------|--|--|---|
| <b>NETWORK VISIBILITY &amp; PRESENCE</b>  | <b>PANTRY NUTRITION INITIATIVE</b>    | <b>SECURED RESOURCES &amp; NEW OPPORTUNITIES</b> | <b>INCREASED FOOD SECURITY</b>    | <b>ACCOMPLISHED COMMUNITY PROJECTS</b>     | <b>GROWING MEMBERSHIP</b>                        | <b>INNOVATIVE PARTNERSHIPS</b>                            |
| Community Awareness                       | Nutrition Standards Set Within NFPN   | Secured Funding For Next 3-5 Years               | Many Pantries with Nothing To Do! | More Focused Mission/Vision Statement      | More Professionally Diverse Members              | Partner with Local Stores for Food Distribution           |
| NFPN is Known in Community                | Nutritional Needs of Clients          | More Funding                                     | No Family Turned Away             | Advocacy Campaign with Pantry Participants | Engaged Membership Increased by 20%              | Pantries Partner with Local Growers/Gardens               |
| Active Facebook Website 800#              | Teach Integrated Nutrition            | Coordinator Position Funded for 5 Years          | Those in Need Feel Welcomed       | Common Referral Pantry(s) Open Everyday    | Community Outreach to Expand Network             | Strong Partnerships with Local Food Resources             |
| More Visibility                           | Accessible Healthy Food               | Responded to Dwindling Resources                 |                                   | Create Area Hunger Awareness Week          | Active Community Members                         | Innovative Collaborations→ Comprehensive Social Solutions |
| Organization Name Commonplace             | Cooking/Nutrition Groups for Families | Funding to Staff Local Pantries                  |                                   | Yearly Gathering in the Park               | Despite Staff Turnover -Consistent Participation |   |
| Recognized Name/Brand = Increased Funding |                                       | Opportunity for Participants Employed by Network |                                   |  | Abundance of Participation                       |   |
|   |                                       | More Resources for Current Agencies              |                                   |  | Membership Conference                            |   |

3/29/12

**ROAD BLOCKS TO BUILDING COLLABORATIONS & HEALTHY FOOD ENVIRONMENTS**

| <b>DIVERSE CLIENTS DIVERSE NEEDS</b>              | <b>UNFOCUSED NETWORK FUNDRAISING</b>   | <b>UNDERDEVELOPED NETWORK STRUCTURE</b>  |                            | <b>UNTAPPED HUMAN RESOURCES</b>         |  | <b>HARMFUL FOOD ENVIRONMENT</b>    |
|---|--|--|----------------------------|---|--|------------------------------------|
| LINK Not Accepted<br>No Benefit                   | Unidentified Targeted Donors           | Staff Turnover                           | Why Change In Staff        | Finding Volunteers                      | Untapped Professional Networks           | High Cost of Healthy Foods         |
| Internet Not Commonly Available                   | Funding Competition Within the Network | No One Goes Hungry                       | Unclear Vision Statement   | Understanding One Can Make A Difference | Too Few Volunteers for Social Networking | Interest in Nutrition & Health     |
| Different Clients, Different Nutritional Standard | Insufficient Funding                   | What Does Hunger Look Like?              | Inactive Membership        | Good Use of Current Resources           | Additional Members Needed                | Individual Income Insecurity       |
| Street Cred                                       | Cuts in Funding                        | Unmatched Marketing Strategy to Audience | Unable to Prioritize       | Unaware of How to Help                  | Local Stores = Low Funds (sometimes)     | Hard to Combat Culture & Marketing |
| Nutrition Classes at Inopportune Times            |  | Network No Concrete Product              | No Agreement on Priorities | Uninformed Community                    |  | Food % of Budget ↓ Families        |
|   |  | Pantries Run Independently               |                            | (Network) Message Not Communicated      |  |                                    |



**NORTHWEST FOOD PARTNERS NETWORK**

**Strategic Directions**

|   |  |   |  |
|---|--|---|--|
| <p><b>A. Connecting (Services to) Participants</b></p> <ul style="list-style-type: none"> <li>• More Hours and Days Open to Serve</li> <li>• Collective NFPN Distribution</li> <li>• Handout Info in Different Languages</li> </ul>   | <p><b>B. Improving Nutrition Education to the Community</b></p> <ul style="list-style-type: none"> <li>• Group Nutritional Classes</li> <li>• More Education for Families</li> <li>• Offer Nutritional Recipes with Bags</li> </ul>  | <p><b>C. Hosting Events and Festivals</b></p> <ul style="list-style-type: none"> <li>• Nutrition Puppet Show</li> <li>• Network SNAP Days</li> <li>• Cultural Local Nutrition Pamphlets</li> <li>• Hosting Community Events &amp; Festivals</li> <li>• Festivals with Demos/Giveaways</li> <li>• NFPN Health Fair</li> </ul>                                | <p><b>I.</b><br/> <b>BROADENING SERVICES TO THE COMMUNITY &amp; CREATING NUTRITION AWARENESS</b><br/> <i>(Daniel Pasquini-Salazar)</i></p> |
| <p><b>D. Enhancing (Internal) Operations</b></p> <ul style="list-style-type: none"> <li>• Form Common referred Pantry Operation</li> <li>• Low Funded Pantries Combine</li> <li>• New Referral Process for Participants</li> <li>• Staff Diversity Training</li> <li>• Consensus on Joint Project Priority</li> <li>• Increasing Member Agency Capacity to Serve</li> </ul> | <p><b>E. Identifying Funding &amp; Resources</b></p> <ul style="list-style-type: none"> <li>• Engaging Leadership in Network Value</li> <li>• Collective Fundraiser &amp; NFPN Agency Distribution</li> <li>• Identify Grants Funding for Continued Work</li> <li>• Find a Food Partner (Aldi, TJ)</li> <li>• Fundraising Plan</li> </ul>                        | <p><b>F. Increasing Volunteer Capacity</b></p> <ul style="list-style-type: none"> <li>• Explain How Individuals Can Help</li> <li>• Volunteer Match Profile &amp; Job Descriptions</li> <li>• Designated Volunteer Coordinator/Recruiter</li> <li>• Invest in Volunteers – Quality vs. Quantity</li> <li>• Board Member Participate on Food Days</li> </ul> | <p><b>II.</b><br/> <b>STRENGTHENING INFRASTRUCTURE &amp; HUMAN RESOURCES</b><br/> <i>(Casey Nunes)</i></p>                                 |
| <p><b>G. Cultivating Network Ownership</b></p> <ul style="list-style-type: none"> <li>• Membership Conference</li> <li>• Bring More Programs to Your Site (Members)</li> <li>• Appeal to Local Agency Re: Benefits</li> </ul>   | <p><b>H. Exposing Network Within the Community</b></p> <ul style="list-style-type: none"> <li>• Marketing Plan</li> <li>• FaceBook Page Linked to Our Websites</li> <li>• NFPN Signage Displayed in Community</li> <li>• Community Bulletin w/Success Stories</li> <li>• More Emails-Listserv Community Board</li> <li>• Work with Cultural Marketing</li> </ul> |   | <p><b>ENHANCING NFPN MEMBERSHIP &amp; MARKETING STRATEGY</b><br/> <i>(Sarah Finkel)</i></p>  |

## IMPLEMENTATION WORK PLAN

STRATEGIC DIRECTION I: BROADENING SERVICES TO THE COMMUNITY & CREATING NUTRITION AWARENESS

GOAL A: Connecting Services to Participants

GOAL STATEMENT: To schedule and coordinate services between all member agencies within the Network making emergency food services available at a minimum of 5 hours per day.

| WHAT                 |                                   | WHO                     | START DATE                          | END DATE | RESOURCES NEEDED   | COST                   |
|----------------------|-----------------------------------|-------------------------|-------------------------------------|----------|--|------------------------|
| Program or Activity? |                                   | Who is the Lead?        | When will the action begin and end? |          | What financial, human, political and other resources are needed? | How much will it cost? |
| 1.                   | More Hours and Days Open to Serve | Daniel Pasquini-Salazar |                                     |          |  |                        |
| 2.                   | Collective NFPN Distribution      | Daniel Pasquini-Salazar |                                     |          |  |                        |
| 3.                   | Handout Information in Spanish    | Daniel Pasquini-Salazar |                                     |          |  |                        |
|                      |                                   |                         |                                     |          |  |                        |
|                      |                                   |                         |                                     |          |  |                        |
|                      |                                   |                         |                                     |          |  |                        |
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## IMPLEMENTATION WORK PLAN SAMPLE

**STRATEGIC DIRECTION I: BROADENING SERVICES TO THE COMMUNITY & CREATING NUTRITION AWARENESS**

**GOAL B: Improving Nutrition Education to the Community**

**GOAL STATEMENT:**

Eight (8) NFPN Member agencies will connect 100% participants with nutrition information and programming through the Quarterly NFPN Newsletter, the Introductory Session and at initial entry into the pantry.

| WHAT                 |                                      | WHO                     | START DATE                          | END DATE | RESOURCES NEEDED   | COST                   |
|----------------------|--------------------------------------|-------------------------|-------------------------------------|----------|--|------------------------|
| Program or Activity? |                                      | Who is the Lead?        | When will the action begin and end? |          | What financial, human, political and other resources are needed? | How much will it cost? |
| 1.                   | Group Nutritional Classes            | Daniel Pasquini-Salazar |                                     |          |  |                        |
| 2.                   | More Education for Families          | Daniel Pasquini-Salazar |                                     |          |  |                        |
| 3.                   | Offer Nutritional Recopies with Bags | Daniel Pasquini-Salazar |                                     |          |  |                        |
|                      |                                      |                         |                                     |          |  |                        |
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|                      |                                      |                         |                                     |          |  |                        |
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## IMPLEMENTATION WORK PLAN

**STRATEGIC DIRECTION I: BROADENING SERVICES TO THE COMMUNITY & CREATING NUTRITION AWARENESS**

**GOAL C: Hosting Events and Festivals**

**GOAL STATEMENT:**

To engage community members in 2 NFPN sponsored events and participation in 3 externally sponsored events and festivals during 2012.

| WHAT                 |                                    | WHO                     | START DATE                          | END DATE | RESOURCES NEEDED   | COST                   |
|----------------------|------------------------------------|-------------------------|-------------------------------------|----------|--|------------------------|
| Program or Activity? |                                    | Who is the Lead?        | When will the action begin and end? |          | What financial, human, political and other resources are needed? | How much will it cost? |
| 1.                   | Nutrition Puppet Show              | Daniel Pasquini-Salazar |                                     |          |  |                        |
| 2.                   | Network SNAP Days                  | Daniel Pasquini-Salazar |                                     |          |  |                        |
| 3.                   | Cultural Local Nutrition Pamphlets | Daniel Pasquini-Salazar |                                     |          |  |                        |
| 4.                   | Festivals with Demos/Give-A-Ways.  | Daniel Pasquini-Salazar |                                     |          |  |                        |
| 5.                   | NFPN Health Fair                   | Daniel Pasquini-Salazar |                                     |          |  |                        |
|                      |                                    |                         |                                     |          |  |                        |

## IMPLEMENTATION WORK PLAN

STRATEGIC DIRECTION II: STRENGTHENING INFRASTRUCTURE & HUMAN RESOURCES

GOAL D: Enhancing Internal Operations

GOAL STATEMENT:

To develop 5 initiatives, policies and 2 professional development opportunities to increase the efficiency of internal operations.

| WHAT                 |  | WHO              | START DATE                          | END DATE | RESOURCES NEEDED   | COST                   |
|----------------------|--|------------------|-------------------------------------|----------|--|------------------------|
| Program or Activity? |  | Who is the Lead? | When will the action begin and end? |          | What financial, human, political and other resources are needed? | How much will it cost? |
| 1.                   | Form Common Referred Pantry Operation      | Casey Nunes      |                                     |          |  |                        |
| 2.                   | Low Funded Pantries Combine                | Casey Nunes      |                                     |          |  |                        |
| 3.                   | New Referral Process for Participants      | Casey Nunes      |                                     |          |  |                        |
| 4.                   | Staff Diversity Training                   | Casey Nunes      |                                     |          |  |                        |
| 5.                   | Consensus on Joint Project Priority        | Casey Nunes      |                                     |          |  |                        |
| 6.                   | Increasing Member Agency Capacity to Serve | Casey Nunes      |                                     |          |  |                        |

## IMPLEMENTATION WORK PLAN

### STRATEGIC DIRECTION I: STRENGTHENING INSTRASTRUCTURE & HUMAN RESOURCES

#### GOAL E: Identifying Funding and Resources

##### GOAL STATEMENT:

To conduct one (1) meeting with all NFPN member leaders and at least 10 one-on-one follow up meetings to secure support for funding and resources.

| WHAT                 |  | WHO              | START DATE                          | END DATE | RESOURCES NEEDED   | COST                   |
|----------------------|--|------------------|-------------------------------------|----------|--|------------------------|
| Program or Activity? |  | Who is the Lead? | When will the action begin and end? |          | What financial, human, political and other resources are needed? | How much will it cost? |
| 1.                   | Engaging Leadership in Network Value                   | Casey Nunes      |                                     |          |  |                        |
| 2.                   | Collective Fundraiser and NFPN Agency Distribution     | Casey Nunes      |                                     |          |  |                        |
| 3.                   | Identify Grants Funding for Continued Work             | Casey Nunes      |                                     |          |  |                        |
| 4.                   | Find a food partner. (Example: Aldi's or Trader Joe's. | Casey Nunes      |                                     |          |  |                        |
| 5.                   | Fundraising Plan                                       | Casey Nunes      |                                     |          |  |                        |
|                      |  |                  |                                     |          |  |                        |

## IMPLEMENTATION WORK PLAN

### STRATEGIC DIRECTION II: STRENGTHENING INFRASTRUCTURE & HUMAN RESOURCES

#### GOAL: INCREASING VOLUNTEER CAPACITY

##### GOAL STATEMENT:

To develop a volunteer recruitment and matching process to connect NFPN member agencies to support Network activities. Connect 25 volunteers to member agencies and 10 to NFPN activity.

| WHAT                 |  | WHO              | START DATE                          | END DATE | RESOURCES NEEDED   | COST                   |
|----------------------|--|------------------|-------------------------------------|----------|--|------------------------|
| Program or Activity? |  | Who is the Lead? | When will the action begin and end? |          | What financial, human, political and other resources are needed? | How much will it cost? |
| 1.                   | Explain How Individuals Can Help           | Casey Nunes      |                                     |          |  |                        |
| 2.                   | Volunteer Match Profile & Job Descriptions | Casey Nunes      |                                     |          |  |                        |
| 3.                   | Designated Volunteer Coordinator/Recruiter | Casey Nunes      |                                     |          |  |                        |
| 4.                   | Invest in Volunteers-Quality vs. Quantity  | Casey Nunes      |                                     |          |  |                        |
| 5.                   | Board Members Participate in Food Days     | Casey Nunes      |                                     |          |  |                        |
|                      |  |                  |                                     |          |  |                        |

## IMPLEMENTATION WORK PLAN

### STRATEGIC DIRECTION III: ENHANCING NFPN MEMBERSHIP & MARKETING STRATEGY

#### GOAL G: Cultivating Network Ownership

##### GOAL STATEMENT:

To increase the participation of 14 member agencies and develop ownership in the NFPN by increasing member attendance, by 5%.

| WHAT                 |  | WHO           | START DATE                          | END DATE | RESOURCES NEEDED   | COST                   |
|----------------------|--|---------------|-------------------------------------|----------|--|------------------------|
| Program or Activity? |  | Who the Lead? | When will the action begin and end? |          | What financial, human, political and other resources are needed? | How much will it cost? |
| 1.                   | Membership Conference                      | Sarah Finkel  |                                     |          |  |                        |
| 2.                   | Bring More Programs to Your Site (Members) | Sarah Finkel  |                                     |          |  |                        |
| 3.                   | Appeal to Local Agency re: Benefits        | Sarah Finkel  |                                     |          |  |                        |
|                      |  |               |                                     |          |  |                        |
|                      |  |               |                                     |          |  |                        |
|                      |  |               |                                     |          |  |                        |



## IMPLEMENTATION WORK PLAN

STRATEGIC DIRECTION III: ENHANCING NFPN MEMBERSHIP & MARKETING STRATEGY

GOAL H: Exposing Network Within the Community

GOAL STATEMENT:

To create a Marketing Plan and to raise the level of awareness of NFPN and its' mission among service providers and the general public.

| WHAT                 |   | WHO           | START DATE                          | END DATE | RESOURCES NEEDED   | COST                   |
|----------------------|---|---------------|-------------------------------------|----------|--|------------------------|
| Program or Activity? |   | Who the Lead? | When will the action begin and end? |          | What financial, human, political and other resources are needed? | How much will it cost? |
| 1.                   | Marketing Plan                          | Sarah Finkel  |                                     |          |  |                        |
| 2.                   | Facebook Page Linked to Our Website     | Sarah Finkel  |                                     |          |  |                        |
| 3.                   | NFPN Signage Displayed in the Community | Sarah Finkel  |                                     |          |  |                        |
| 4.                   | Community Bulletin with Success Stories | Sarah Finkel  |                                     |          |  |                        |
| 5.                   | More Emails-Listserv Community Board    | Sarah Finkel  |                                     |          |  |                        |
| 6.                   | Work with Cultural Marketing            | Sarah Finkel  |                                     |          |  |                        |

## IMPLEMENTATION TIMELINE

**Year 2012-2013**

| <b>1<sup>ST</sup> Quarter<br/>Jul-Aug-Sep</b>   | <b>2<sup>nd</sup> Quarter<br/>Oct-Nov-Dec</b>   | <b>3<sup>rd</sup> Quarter<br/>Jan-Feb-Mar</b>  | <b>4<sup>th</sup> Quarter<br/>Apr-May-Jun</b>                                    |
|---|---|--|--|
| <ul style="list-style-type: none"> <li>• Get Consensus on Joint Project Priority (See Resources Section)</li> <li>• One Page Appeal to Local agency with Benefits</li> <li>• Marketing Plan</li> <li>• More Emails Listserv Community Board</li> <li>• Facebook Page Linked to our Websites</li> <li>• NFPN Signage Displayed in Community</li> <li>• Work w/Cultural Marketing</li> <li>• Nutrition Puppet Show</li> <li>• Member Conference</li> <li>• Offer Nutritional Recipes with Bags</li> <li>• Handout Nutritional Information in Spanish</li> <li>• Identify Grants-Funding for Continued Work</li> </ul> | <ul style="list-style-type: none"> <li>• New Referral Process Participants</li> <li>• Explain How Individuals Can Help-Volunteer Marketing</li> <li>• Schedule – More hours and days open to serve.</li> <li>• Community Bulletin w/ Success Stories</li> <li>• Fundraising Plan</li> <li>• Board Members – Resource for Fundraising</li> <li>• Board Member participate on Food Days (e.g. Meat Day)</li> <li>• Network SNAP Days</li> </ul> | <ul style="list-style-type: none"> <li>• Low Funded Pantries Combine</li> <li>• Staff Diversity Training</li> <li>• Find a Food Partner (Example: Aldi, Trader Joe)</li> <li>• Designated Volunteer Coordinator/Recruiter</li> <li>• Invest in Volunteers-Quality vs. Quantity</li> <li>• Volunteer Match Profile &amp; Job Descriptions</li> <li>• Form Common Referred Pantry Operation</li> <li>• Cultural Local Nutrition Pamphlets</li> </ul> | <ul style="list-style-type: none"> <li>• <b>NO ACTIVITY SCHEDULED</b></li> </ul> |

# **RESOURCES AND BLANK FORMS**

**Tentative Goals  
PENDING DISCUSSION**

**Item for Discussion:** Consensus on Joint Project Priority.

| NO. | ACTIVITY  | PRIORITY<br>Y/N-Year |
|-----|---|----------------------|
| 1.  | Collective fundraiser & NFPN Agency Distribution      |                      |
| 2.  | Group Nutritional Classes                             |                      |
| 3.  | Collective NFPN Distribution                          |                      |
| 4.  | Bring more program to your site                       |                      |
| 5.  | More Education for Our Families                       |                      |
| 6.  | Do NFPN Health Fair                                   |                      |
| 7.  | Festival w/Demos/Give-A-Ways & Great Food Environment |                      |
|     |   |                      |
|     |   |                      |
|     |   |                      |
|     |   |                      |

## Stakeholder Analysis Definitions

|  |  |
|--|--|
| <p>Keep Satisfied</p> <ul style="list-style-type: none"><li>• High Power, Interested People</li><li>• Must Fully Engage and make the greatest effort to satisfy</li></ul>  | <p>Manage Closely</p> <ul style="list-style-type: none"><li>• High power less interested.</li><li>• Put enough work in with these people to keep them satisfied, but not so much that they become bored with your message.</li></ul> |
| <p>Monitor (Minimum Effort)</p> <ul style="list-style-type: none"><li>• Low power, interested people</li><li>• Keep these people adequately informed and talk to them to ensure that no major issues are arising. These people can often be very helpful with the detail of your project</li></ul> | <p>Keep Informed</p> <ul style="list-style-type: none"><li>• Low power, less interested people.</li><li>• Monitor these people, but do not bore them with excessive communication.</li></ul>   |

## Stakeholder Analysis

|   |  |
|---|--|
| <p>Keep Satisfied</p> <ul style="list-style-type: none"><li>• Participants</li><li>• Community Members/Residents</li><li>• Pantry Workers</li><li>• Churches</li><li>• NFPN Agencies</li><li>• Volunteers</li></ul> | <p>Manage Closely</p> <ul style="list-style-type: none"><li>• Political Representatives</li></ul>                |
| <p>Monitor (Minimum Effort)</p> <ul style="list-style-type: none"><li>• Schools</li><li>• Day Care Programs</li></ul>   | <p>Keep Informed</p> <ul style="list-style-type: none"><li>• Local Businesses</li><li>• Health Centers</li></ul> |

## IMPLEMENTATION WORK PLAN

STRATEGIC DIRECTION:

GOAL:

GOAL STATEMENT:

| WHAT                 | WHO           | START DATE                          | END DATE | RESOURCES NEEDED   | COST                   |
|----------------------|---------------|-------------------------------------|----------|--|------------------------|
| Program or Activity? | Who the Lead? | When will the action begin and end? |          | What financial, human, political and other resources are needed? | How much will it cost? |
|                      |               |                                     |          |  |                        |
|                      |               |                                     |          |  |                        |
|                      |               |                                     |          |  |                        |
|                      |               |                                     |          |  |                        |
|                      |               |                                     |          |  |                        |
|                      |               |                                     |          |  |                        |

**IMPLEMENTATION TIMELINE**

**Year 2013-2014**

**1<sup>ST</sup> Quarter  
Jul-Aug-Sep**

**2<sup>nd</sup> Quarter  
Oct-Nov-Dec**

**3<sup>rd</sup> Quarter  
Jan-Feb-Mar**

**4<sup>th</sup> Quarter  
Apr-May-Jun**

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|--|--|--|--|



**IMPLEMENTATION TIMELINE**

**Year 2014-2015**

**1<sup>ST</sup> Quarter  
Jul-Aug-Sep**

**2<sup>nd</sup> Quarter  
Oct-Nov-Dec**

**3<sup>rd</sup> Quarter  
Jan-Feb-Mar**

**4<sup>th</sup> Quarter  
Apr-May-Jun**

|  |  |  |  |
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