

NFPN Strategic Plan 2012– 2015 Overview

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?

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

Network Visibility and Presence	Accomplished Community Projects
Pantry Nutrition Initiative	Growing Membership
Secured Resources and New Opportunities	Innovative Partnerships
Increased Food Security	

ROAD BLOCKS TO BUILDING COLLABORATIONS & HEALTHY FOOD ENVIRONMENTS:

Unfocused network Fundraising	Untapped Human Resources
Underdeveloped Network	Harmful Food Environment
Underdeveloped Network Structure	

STRATEGIC DIRECTIONS:

BROADENING SERVICES TO THE COMMUNITY & CREATING NUTRITION AWARENESS

Connecting (Services to) Participants

More Hours and Days Open to Serve
Collective NFPN Distribution
Handout Info in Different Languages

Improving Nutrition Ed. to the Community

Group Nutritional Classes
More Education for Families
Offer Nutritional Recipes with Bags

Hosting Events and Festivals

Nutrition Puppet Show
Network SNAP Days
Cultural Local Nutrition Pamphlets
Festivals with Demos/Giveaways
NFPN Health Fair

STRENGTHENING INFRASTRUCTURE & HR

Enhancing(Internal) Operations

Form Common referred Pantry Operation
Low Funded Pantries Combine
New Referral Process for Participants
Staff Diversity Training

Identifying Funding & Resources

Collective Fundraiser & NFPN Agency Distribution
Identify Grants Funding for Continued Work
Find a Food Partner (Aldi, TJ)
Fundraising Plan

Increasing Volunteer Capacity

Volunteer Match Profile & Job Descriptions
Designated Volunteer Coordinator/Recruiter
Invest in Volunteers – Quality vs. Quantity
Board Member Participate on Food Days

ENHANCING NFPN MEMBERSHIP & MARKETING STRATEGY

Cultivating Network Ownership

Membership Conference
Bring More Programs to Your Site (Members)
Appeal to Local Agency Re: Benefits

Exposing Network Within the Community

Marketing Plan
Facebook Page Linked to Our Websites
NFPN Signage Displayed in Community
Community Bulletin w/Success Stories
More Emails-Listserv Community Board
Work with Cultural Marketing