

Community Foundation of Northeast Alabama

2026-2029 STRATEGIC PLAN

Pillar 1 - Focus on Regional Philanthropic Growth and Donor Engagement

Accelerate growth, diversity, and engagement of CFNEA's donor base to expand philanthropic capital across the region

Objectives:

- Expand and diversify the donor portfolio
- Strengthen relationships with professional advisors
- Engage emerging and next-generation donors

Initiatives:

- Design and execute targeted donor engagement strategies and events
- Expand signature engagement programs
- Develop a structured professional advisor outreach program
- Build a next-generation donor engagement pipeline

Pillar 2 - Community Impact and Grantmaking

Maximize impact by aligning grantmaking and initiatives with the region's most pressing needs and opportunities

Objectives:

- Focus resources on high-impact regional priorities
- Expand geographic reach across all counties served
- Strengthen nonprofit capacity and effectiveness

Initiatives:

- Maintain understanding of key regional issues through community needs assessments
- Align grantmaking with targeted impact areas
- Expand nonprofit training, technical assistance, and capacity-building programs
- Increase number of counties represented by active Trustees and increase staff presence in all counties

Pillar 3 - Regional Leadership and Connection

Position CFNEA as a driver for regional improvement by engaging leaders, activating Trustees as ambassadors, and strengthening nonprofit capacity to translate connection into action and measurable community impact

Objectives:

- Position CFNEA as a trusted regional connector
- Deepen partnerships with nonprofits, government, and civic leaders
- Activate Trustees as visible community ambassadors
- Strengthen internal leadership and organizational capacity

Initiatives:

- Host and facilitate regional convenings and cross-sector collaborations to broaden impact
- Activate CFNEA facilities as a hub for nonprofit collaboration and innovation
- Support nonprofits with resources and education
- Develop Trustee engagement/ambassador expectations
- Implement structured staff development, leadership pathways, strategic hiring, and succession planning

Pillar 4 - Visibility and Strategic Communications

Elevate visibility and influence through compelling storytelling, strategic communications, and consistent brand positioning

Objectives:

- Increase regional awareness of CFNEA's role and impact
- Strengthen storytelling across donors, grantees, and communities
- Expand digital and multi-channel communications

Initiatives:

- Develop and implement a comprehensive storytelling strategy
- Capture and share donor and grantee impact narratives
- Equip Trustees with communications tools and messaging
- Expand digital presence and audience engagement
- Leverage signature initiatives as flagship stories