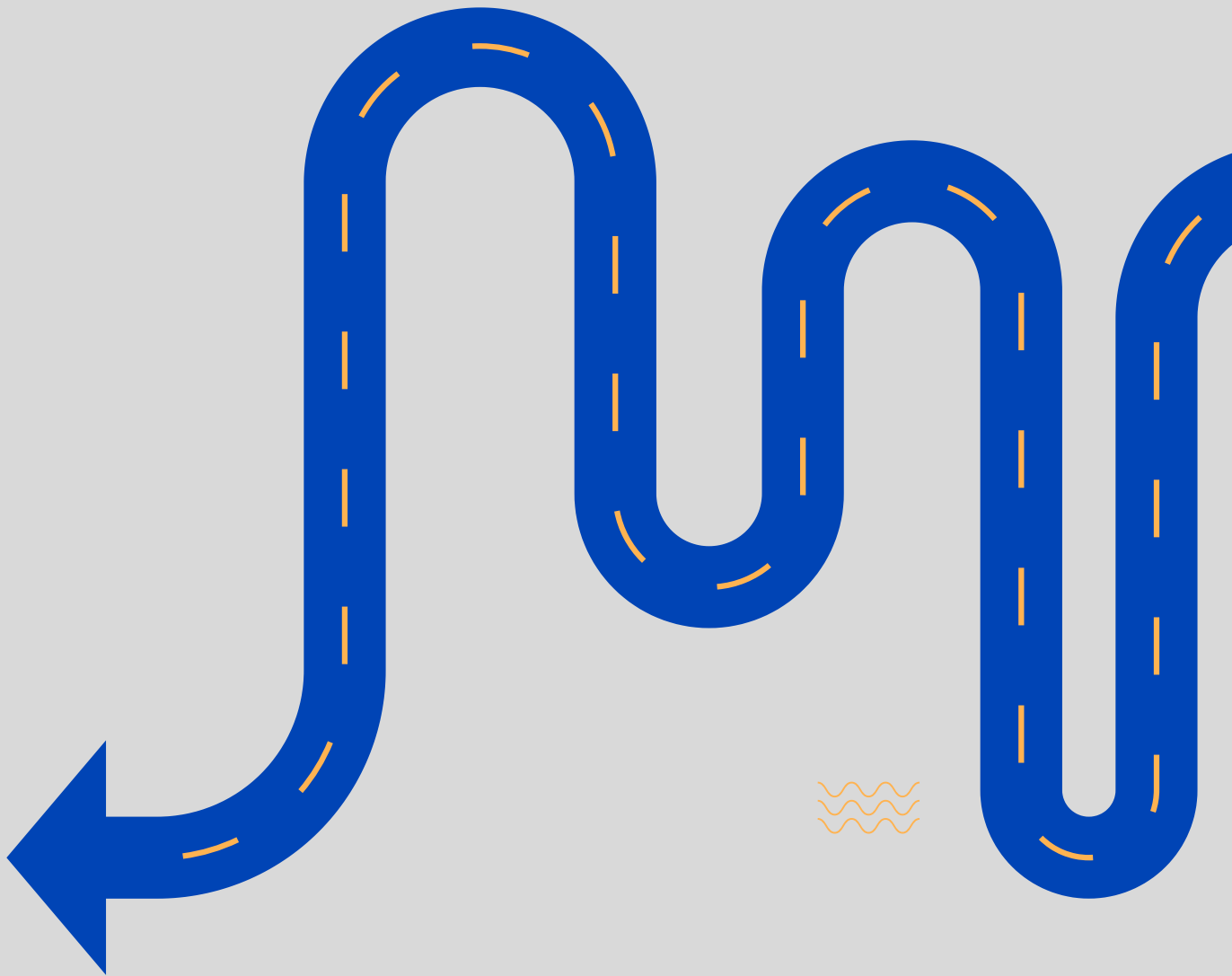




**UNITED WAY**  
Randolph County

# Strategic Plan 2026-2028





# Mission



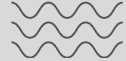
**To mobilize and unite people, partners, and nonprofits to improve lives across our communities in Randolph County**

# Vision

**To see Randolph County households making ends meet and our community thriving.**



# 4 Pillars



1

**Community  
Leadership**

2

**Brand  
Strength &  
Awareness**

3

**Community  
Impact**

4

**Strong  
Organizational  
Foundation &  
Diverse  
Revenue**





# Community Leadership

**Establish United Way of Randolph County as a trusted community leader by convening key stakeholders, fostering cross-sector partnerships, and leading initiatives that address the county's most pressing needs.**



# Community Leadership

- 1** By 2028, increase year-round engagement with corporate partners, individual donors, and community members, including adding at least two new corporate partners, expanding board participation in workplace campaign visits, and strengthening donor connections through marketing, events, and personal outreach by board and staff.
- 2** By 2028, increase community awareness and understanding of ALICE by consistently promoting the acronym and its meaning, integrating ALICE data into UWRC programs and culture, and positioning UWRC as the community's go-to source for addressing ALICE-related hardships.
- 3** By 2028 Increase the local awareness that positions UW of Randolph County to be the resource nonprofits in Randolph County go to first.



# Brand Awareness

**Strengthen our visibility and reputation by increasing brand awareness and deepening community engagement, ensuring more residents, businesses, and partners recognize and support our impact.**



# Brand Awareness

**1**

**By June 2026, create and implement a communications plan that elevates UW's impact story beyond the ask and highlights self-sustainability and personal responsibility. Ensure messaging reflects UW's role in providing tools, connections, and support so people can thrive, not just survive. Track success through increased community awareness and an increase in donor engagement by 2028.**

**2**

**By December 2026, create a marketing committee of board, staff, and community partners, fully operational and with results to drive execution of the marketing plan by 2028.**

**3**

**Develop and implement a strategic and comprehensive marketing plan targeting 7 specific donor populations to be implemented in 2026 with a 5% donor increase minimum by 2028**

**4**

**By 2028, launch a small business initiative that strengthens community partnerships and creates win-win opportunities, increasing small business participation and contributions to United Way by 10%.**



# Community Impact

**Engage community and mobilize resources to drive promising solutions that address the most pressing challenges and allow every person in Randolph County to thrive.**





# Community Impact

1

**By 2028, continue supporting legacy agencies while using ALICE data to guide funding decisions, strengthen services, and increase UWRC's impact, including hosting targeted community conversations across Randolph County to identify needs, align investments with ALICE-identified gaps, and clearly communicate how UWRC supports long-term self-sufficiency.**

2

**By 2028, develop and launch a municipal advisory council representing all communities served by United Way of Randolph County to guide and address localized needs. The council will meet at least quarterly and provide recommendations that inform funding, programming, and engagement priorities.**

3

**Develop and implement a strategic and comprehensive marketing plan targeting 7 specific donor populations to be implemented in 2026 with a 5% donor increase minimum by 2028**

4

**By 2028, expand engagement opportunities in every community within our footprint to reduce silos and improve connectivity, hosting regular outreach events and partnership activities across Randolph County.**

The background features several abstract geometric shapes. In the top right, there are red, grey, and orange triangles. In the bottom left, there are orange, green, and blue shapes, including a semi-circle and various polygons.

# Organizational Foundations/Diversified Revenue

**Strengthen organizational infrastructure and diversify revenue to ensure United Way of Randolph County's long-term stability, increased community investment, and enduring leadership across Randolph County.**



# Organizational Foundations/ Diversified Revenue

1

**By 2028 develop a micro campaign for \$70K targeting gifts specifically for our endowment with the goal of utilizing the endowment to pay for increased operational costs.**

2

2

**By June 2026, develop and circulate an updated annual report that clearly highlights the impact of United Way of Randolph County, and update and distribute it annually through 2028 to increase community awareness and donor engagement.**

3

**By 2028, identify and activate diversified revenue streams to reduce reliance on campaign dollars for operational expenses and increase the share allocated directly to community agencies.**

**Phase 2: Achieve a minimum of 60% of campaign funds directed to community impact grants by 2028, with annual progress benchmarks and board reporting.**

4

**By 2028, strengthen board leadership pipelines by implementing a committee engagement and board-shadowing model that prepares future board members.**

**This structure will meaningfully involve volunteers in committee work, build leadership readiness, and ensure a diverse, informed, and mission-aligned pool of prospective board candidates.**