



## NeighborWorks Home Solutions 2026–2028 Strategic Plan

### Building Stronger Communities, One Home at a Time

NeighborWorks Home Solutions (NWHs) is committed to revitalizing neighborhoods, expanding affordable housing, and empowering families through purposeful communication, innovative programs, organizational excellence, and sustainable funding.

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#### 1. Implementing Intentional Messaging

**Goal:** Strengthen NWHs’s visibility and brand through impactful storytelling and outreach.

**Key Milestones:**

- **2026:** Launch a multi-channel communication plan and begin quarterly homeowner storytelling.
  - **2027:** Publish the first Annual Impact Report and launch digital storytelling campaigns.
  - **2028:** Achieve a 50% increase in social engagement and annual recognition for excellence.
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#### 2. Expanding Program Delivery

**Goal:** Broaden housing and community impact through innovation, partnerships, and rural outreach.

**Key Milestones:**

- **2026:** Form 5+ new partnerships and begin planning for a multifamily housing project.
  - **2027:** Launch phased multifamily development and pilot rural housing initiatives.
  - **2028:** Complete a new multifamily project, expand single-family housing by 25%, and serve at least two rural Iowa communities.
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#### 3. Elevating Organizational Capacity & Governance

**Goal:** Strengthen governance, staffing, and systems for long-term sustainability.

**Key Milestones:**

- **2026:** Establish KPIs and develop an office growth plan.
  - **2027:** Implement board mentorship, host quarterly partner engagement events, and add a Senior Development/Communications Director.
  - **2028:** Increase board diversity by 30% and integrate KPI dashboards across all departments.
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#### 4. Fund & Donor Development

**Goal:** Ensure financial sustainability through diversified funding and deeper donor engagement.

**Key Milestones:**

- **2026:** Launch a donor stewardship program and expand the donor base by 15%.
  - **2027:** Host annual donor appreciation events and secure at least one new funding source.
  - **2028:** Grow annual revenue by 12%, build reserves equal to nine months of operations, and establish three new funding streams.
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