

Georgia Grantmakers Alliance (GGA) Strategic Blueprint

Process Overview

In April 2017, the GGA Strategy Task Force launched an intensive effort to engage key stakeholders to discern GGA's value proposition, and examine strategies for improving the organization's effectiveness in delivering value to its constituents. With the assistance of an experienced consulting team, the Task Force developed this Blueprint based on extensive interviews and surveys of GGA participants and potential participants from across the state, including trustees and staff from a variety of grantmaking organizations. The consultant facilitated the Task Force in the review of GGA history, models of similar state-based grantmaker associations and networks, and analysis of the interviews and surveys. The consultant further facilitated the Task Force in developing an actionable Blueprint, including vision, mission, value proposition, goals, strategies, structure, financing options and governance. This draft was reviewed by SECF leadership and adopted by the GGA Steering Committee in September 2017.

Vision Statement

Improving the lives of Georgians through informed and strategic philanthropy.

Mission Statement

Connecting and educating grantmakers to leverage philanthropy's impact in Georgia.

Goals:

Goal 1: To provide Georgia grantmakers with strong and productive philanthropic networks.

Goal 2: To educate Georgia grantmakers about critical issues facing Georgia, and opportunities and strategies for private grantmakers to have impact on these issues, including opportunities to partner with public sector stakeholders.

Goal 3: To provide Georgia grantmakers with knowledge and understanding of state public policies as they relate to addressing Georgia's critical issues, and the impact of public policy on the potential effectiveness of private sector grantmaking.

GGA Strategies

Objective 1: Increase the active involvement of Georgia grantmakers in GGA throughout the state.

1.1 Partner with local community foundations to identify and help engage participants in GGA activities- including, but not limited to, partnering with GGA to serve as convener/facilitator among local grantmakers and policy makers.

1.2 Develop and conduct a participant "peer recruitment" campaign.

1.3 Maintain a "low barrier" approach towards engaging with GGA (no formal membership requirements).

1.4 Identify and institute other effective practices for procuring and maintaining contact information for Georgia grantmaking staff and trustees.

1.5 Identify and secure unique venues for GGA events that increase interest and involvement by Foundation Trustees.

1.6 Explore the possibility of offering a supplemental track of activities to expand involvement in the annual meeting (to reduce the loss of participation based on the specific issue selected as the event focus).

1.7 Explore commissioning customized research and issue papers on behalf of Georgia grantmakers.

Objective 2: Increase and improve the visibility and brand recognition of GGA within the state’s philanthropic sector.

2.1 Engage in a brand development process which clearly articulates GGA’s value proposition as well as its alignment with the Southeastern Council of Foundations. Hire a consultant to lead the process.

2.2 Expand strategic communications activities which promote regular and consistent messaging.

2.3 Maintain a distinct communication channel when engaging GGA participants.

2.4 Develop a more robust web presence on the SECF website which provides content and messaging specifically for the Georgia market.

Objective 3: Increase the quality and scope of Georgia grantmakers’ networks.

3.1 Develop and institute a sustainable “peer to peer” model that makes accessing information and support more effective, efficient and productive for GGA participants (peer led but staff supported).

3.2 Expand the networking component of the annual meeting to include an event on the prior evening.

Objective 4: Increase Georgia grantmakers’ understanding of the impact of Georgia public policies on grantmaking and philanthropic goals.

4.1 Develop a more intentional and effective model for presenting the connections between policies and grantmaking strategies, including adopting a more consistent and impactful method or approach for educating GGA

participants on Georgia's issues, influencers and systems. This includes helping grantmakers understand how public policy impacts the work of the nonprofits that they fund, as well as highlighting or emphasizing approaches that foundations use to impact issues and policies and the lessons learned.

4.2 Explore the viability of offering a tiered education model which presents concepts to participants based on an introductory, intermediate or advanced level of understanding of (and interest in) issues and their related policies.

4.3 Hold a day-long annual meeting which focuses on specific Georgia issues and educates, enlightens and inspires Georgia grantmakers.

4.4 Conduct up to 4 2-hour education focused events (aka "Lunch and Learns") annually that also allow distance learning applications and promote remote site participation. Content should be policy focused and, when possible, consider the different impacts and effects across various Georgia regions. An example of this approach might include Community Foundations hosting local grantmakers to participate in broadcasted sessions and discussing the implications of the issues on their local community and grantmaking activities.

4.5 Generate and distribute up to 6 policy briefing communications annually. Hire a consultant (Voices for Georgia's Children) to support the Committee.

Objective 5: Increase the impact that GGA has on influencing policy in a non-partisan way.

5.1 Develop and implement a leadership recognition strategy for identifying and acknowledging true leadership in Georgia's philanthropy and policy-making sectors (e.g. awards, public recognition at events, highlight in a GGA newsletter, etc).

5.2 Explore how GGA can more actively benefit and support groups of grantmakers interested in specific policy and issue areas (education, mental health, etc.).

Objective 6: Increase the knowledge of Georgia grantmakers in areas such as the general grantmaking landscape, grantmaker priorities and methods.

6.1 Conduct a biennial Georgia grantmaking survey in partnership with the Georgia Center for Nonprofits and disseminate findings.

6.2 Conduct up to 2 place-based education sessions (aka “Site Visits”), preferably outside Metropolitan Atlanta, that focus on Georgia issues and showcases the impact of innovative grantmaking strategies by Georgia grantmakers.

Objective 7: Increase GGA’s capacity to meet the organization’s strategic objectives.

7.1 Sustain volunteer leadership and active engagement on the following committees: Steering Committee, Program Committee, Policy Committee and Engagement Committee.

7.2 Hire (contract) a part-time GGA director to provide strategic thought leadership and critical support to the GGA volunteer leaders.

7.3 Contract with organizations to support key functions and activities of the strategic blueprint including: administrative support (Southeastern Council of Foundations), policy research (Voices for Georgia’s Children), grantmakers survey (Georgia Center for Nonprofits) and marketing/branding (to be determined).

Objective 8: Increase the financial resources needed for GGA to meet the organization’s strategic objectives.

8.1 Secure financial support through event fees.

8.2 Secure financial support through program and operating grants.

8.3 Secure financial support through voluntary annual contributions by participants.

8.4 Secure financial and in-kind support through program sponsorships.

8.5 Secure financial support through other income generating activities (e.g. commissioned research and white papers).

GGA Blueprint Task Force

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