





JANUARY 2025

Organizational Strategic Framework

 727 15th Street NW
Suite 600
Washington, DC 20005

 202 - 745 - 0902


 Thecoalitiondc.org

Table of Contents



| | |
|----------------------|----|
| Company Profile | 01 |
| Strategic Framework | 02 |
| Organizational Goals | 03 |
| GOAL ADVOCACY | 04 |
| GOAL REGIONALISM | 05 |
| GOAL CLIMATE | 06 |
| GOAL MEMBERSHIP | 07 |
| GOAL OPERATIONS | 08 |

Company Profile



MISSION

The Coalition advances community economic development solutions that address the inequity of under-resourced communities in the District of Columbia.



The Coalition is a 501(c)3 nonprofit that advances equitable community economic development solutions in the District of Columbia. Our holistic systems-change approach encompasses community-informed budget and policy advocacy, data-driven thought leadership, and needs-based programmatic initiatives in the areas of Housing and Homelessness, Workforce Development, and Small Business Ecosystem Building.

Since its inception in 2000, The Coalition has grown from 55 organizations to nearly 180 today. The Coalition's strength is in its convening power, highly successful advocacy, robust communications, and information sharing, and equipping its members with tools and resources for their work. The Coalition's organizational members include nonprofit and for-profit affordable housing developers, housing counseling and service agencies, community economic development organizations, workforce and business development entities, lenders, intermediaries, and government agencies.

STRATEGIC FRAMEWORK

GUIDING PRINCIPLE // WE ARE STEWARDS OF INCLUSIVENESS, JUSTICE, AND EQUITY IN ALL THAT WE DO.



OUR MISSION

The Coalition advances community economic development solutions that address the inequity of under-resourced communities in the District of Columbia.

ORGANIZATIONAL PILLARS



CONVENE

Bring together diverse groups to partner, learn, collaborate, and establish organizational priorities.



ADVOCATE

Educate stakeholders around community economic development issues and recommend innovative solutions to decision-makers.



INNOVATE

Provide organizational members with the support, knowledge, and tools needed for success.



EQUIP

Develop new approaches, policies, or programs that address community economic development issues.



SUSTAIN

Establish resiliency throughout community economic development organizations and the communities they serve.

THE FOUNDATION THAT GUIDES THE WORK WE DO

OPERATIONAL APPROACHES



COMMUNITY ENGAGEMENT

Build resident agency and incorporate community voices into decision-making spaces.



PUBLIC POLICY

Work to improve policies, laws, budget allocations, and systems that impact the community economic development field.



HIGH-IMPACT INITIATIVES

Implement innovative solutions and strategies that work to directly address issues in the field.



RESEARCH

Conduct studies to measure effectiveness, establish facts, and/or inform new solutions.



CAPACITY BUILDING

Strengthen the skills, processes and resources that members need to survive, adapt, and thrive.

THE STRATEGIES, TOOLS, AND CHANNELS THAT WE USE TO DO OUR WORK

Organizational Goals

ADVOCACY

Launch a comprehensive, multi-disciplinary advocacy platform with targeted sub-campaigns

REGIONALISM

Integrate regional partners and approaches into Coalition programming, policy advocacy, and capacity building

CLIMATE

Expand role in climate change mitigation space as it relates to affordable housing and economic opportunity

MEMBERSHIP

Develop a new membership recruitment and retention approach that will increase and diversify membership

OPERATIONS

Streamline operational infrastructure to meet organizational programmatic and contractual demands



GUIDED BY OUR LEGACY

The Coalition has a vision for the District to be a model for economic mobility through housing affordability and inclusive economic development that is supported by public and private resources.

Formed as the result of the merger of two organizations, the Coalition of Nonprofit Housing Developers and the Coalition of Economic Development Organizations, we believe affordable housing is a critical piece of inclusive economic development and vice-versa.

Economic mobility benefits all District residents, neighborhoods, and communities. The Coalition focuses its goals through this lens.

Goal 1

ADVOCACY

Launch a comprehensive, multi-disciplinary advocacy platform with targeted sub-campaigns

STRATEGIC INITIATIVES

HOW WE WILL ATTACK THIS GOAL

PLATFORM DEVELOPMENT

We will develop and launch a new comprehensive advocacy platform surrounding economic mobility as its main theme.

CAMPAIGN DEVELOPMENT

Under the new advocacy platform, we will develop targeted campaigns that focus on more specific and timely issues.

COMMUNITY ENGAGEMENT

We will integrate the principles of the Comprehensive Community Development Model throughout our advocacy activities and continue the Community Voices Academy Initiative.

TRAINING & CAPACITY BUILDING

We will look for new opportunities to develop the advocacy and policy engagement skills of our membership, allies, and District Residents.

Goal 2

REGIONALISM

Integrate regional partners and approaches into Coalition programming, policy advocacy and capacity building

STRATEGIC INITIATIVES

HOW WE WILL ATTACK THIS GOAL

EXPAND CURRENT PROGRAMMING

We will evaluate current programming and identify opportunities for regional expansion within our current work; specifically focusing on areas of workforce development and small business support.

LANDSCAPE ANALYSIS

We will conduct research, environmental scans, cost-benefit analysis, and other evaluative measures to determine gaps in regional support surrounding our core issue areas and high-impact initiatives.

EXPORT MODELS & EXPERTISE

We will seek opportunities to export our expertise or programmatic models to other jurisdictions as a way to not only uplift our success and impact but also better resource our local programming and initiatives and develop wider-reaching relationships.

BUSINESS MODEL DEVELOPMENT

Using the research and landscape analysis, we will develop a regional philosophy and strategy surrounding our regionalism approach to help guide our decision-making and avoid mission drift.

Goal 3

CLIMATE

Expand role in climate change mitigation space as it relates to affordable housing and economic opportunity

STRATEGIC INITIATIVES

HOW WE WILL ATTACK THIS GOAL

ECONOMIC OPPORTUNITY

We will work to identify the systemic barriers to economic opportunity that small locally-owned businesses face in the green economy.

HEALTHY BUILDING STANDARDS

Support our affordable housing developer and small business owner members as new green regulations, certifications, and policies arise to ensure they remain operational, competitive, and in compliance.

PUBLIC POLICY

Work to develop, evaluate, and advance key public policies or solutions surrounding climate change, sustainability, or energy efficiency as it relates to our key issue areas.

SOCIETAL IMPACTS

Identify and address the inequities surrounding access to green, energy efficient, and sustainable training and/or technology for marginalized, low-to-moderate income, and hard-to-reach residents.

Goal 4

MEMBERSHIP

Develop a new membership recruitment and retention approach that will increase and diversify membership

STRATEGIC INITIATIVES

HOW WE WILL ATTACK THIS GOAL

MEMBERSHIP STRUCTURE

We will evaluate our current membership structure as it relates to member categories, fees, and benefits to discover areas of improvement.

MEMBERSHIP SERVICES

We will evaluate our current membership services under the current membership structure and collect input on areas where we can expand, modify, and better serve our members.

MEMBERSHIP PIPELINE

We will identify ways to better leverage the relationships and contacts established through our initiatives and programming as a pipeline to grow The Coalition's membership.

MEMBERSHIP ENGAGEMENT

We will research and develop new ways for members to engage with each other and the organization both in-person and digitally.

Goal 5

OPERATIONS

Streamline operational infrastructure to meet organizational programmatic and contractual demands

STRATEGIC INITIATIVES

HOW WE WILL ATTACK THIS GOAL

STAFF CAPACITY

Regularly measure and evaluate staff's workload through annual audits, monthly check-ins, and other touchpoints and identify solutions to periods of low bandwidth, productivity, or work quality due to high workloads.

RESOURCES

Consistently maintain and ensure balance throughout the organization's financial resources being conscious of possible mission drift, current staff's workload, and the sustainability of the organization's programs and initiatives.

TECHNOLOGY

Evaluate current technology used to support staff and ensure there are no redundancies or under-utilized technological support. Regularly audit current and new technologies that will help support the organization's productivity and operations.

STAFF RETENTION

Renew focus on professional development and team building opportunities for staff as well as maintain an organizational culture promoting a healthy work-life balance.



Want to learn more?
Connect with us.



Listen. In terp ret. Inn ov a te.

The Coalition (formerly CNHED)

272 15th Street NW, 600

202 - 745 - 0902

www.thecoalitiondc.org