



Serving critical needs, one person at a time

APSI Strategic Plan 2022-2025

Goal #1 – Program Delivery: Improve client services by developing and promoting a shared understanding of how APSI can provide high-quality advocacy for its clients through guardianship and alternative services.

- Identify what “quality of life” means for APSI clients on an individual and group level, and how APSI’s services can better promote quality of life.
- Establish standards of advocacy based on best practices that focus on individual service needs and promoting quality of life for APSI clients.
- Convene dialogues with system partners in the DD field and probate court system to establish a shared understanding of APSI’s role, scope of services, and service delivery standards.
- Engage with policymakers on statutes, rules, and policies that impact APSI’s services and client quality of life.

Goal #2 – Employee Engagement: Retain and develop high-quality staff by continuing to build a strong team culture and systems of employee growth and support.

- Complete a compensation review to identify opportunities to improve pay structure and total compensation.
- Evaluate staffing structure and caseload assignment processes to identify changes/additions that support client quality of life, workload management, and staff development.
- Audit and standardize APSI policies and procedures to ensure consistency and reduce administrative burdens.
- Use staff input to identify additional ways to support employee engagement, growth, and wellness.

Goal #3 – Community Outreach & Awareness: Increase awareness of APSI’s mission and role through strategic education efforts, enhancing collateral, and equipping staff and volunteers to be ambassadors for the organization.

- Define the primary audience(s) for APSI’s outreach efforts and create a content calendar for all external communication and outreach efforts to best engage that audience.
- Update the APSI brochure and evaluate the need for additional collateral.
- Equip staff and volunteers to understand the need for community engagement and provide resources to be effective ambassadors in the community (i.e. their “why”).
- Identify target groups for guardianship education, create materials in a variety of formats, and deliver message to increase understanding of APSI’s role and services.
- Engage with APSI clients and other advocates to inform APSI’s advocacy and promote understanding of APSI’s role and services.

Goal #4 – Financial Growth & Sustainability: Augment existing funding sources, diversify APSI’s revenue streams, and develop a fundraising strategy to further support APSI’s mission.

- Create an annual Case for Support document that defines APSI’s “why” and need for additional public and private financial support.
- Implement key performance metrics (KPI’s) to enhance fundraising efforts.
- Audit current fundraising initiatives and explore additional opportunities for fundraising, including developing relationships with foundations/DAF’s.
- Create a major gifts strategy and begin to cultivate major donors through 1:1 conversations and relationship-building.
- Build on existing public partnerships and pursue new opportunities for public funding and partnerships.

Goal #5 – Board Governance & Culture: Continue to develop a diverse and engaged board that pursues best practices to guide the organization with strategic leadership and support.

- Identify opportunities to attract diverse board and committee members when building the pipeline.
- Explore feasibility of implementing board mentorship program.
- Achieve and maintain 100% board giving annually and report out at board meetings.
- Identify unique mission immersion opportunities for board members.
- Implement and conduct annual board evaluation.