



2024-2027 Strategic Plan Colorado Chapter

The Grant Professionals Association's mission
is to empower grant professionals and those they serve through:

Advocacy

Advocating for members, the grants profession and those they serve

Community

Creating powerful communities and connections

Professionalism

Fostering excellence in professional practice

Our Vision

To reshape the world through the transformative power of grants.

"Being a part of the GPA community is the singularly best thing I've done to further my career in grant writing." -GPA member

Introduction to the Colorado Chapter Strategic Plan:

The Colorado Chapter of the GPA was re-formed in 2019 to provide a localized statewide resource for grant professionals. The Chapter leaders are dedicated to advancing the mission and vision of the Association throughout Colorado.

The purpose of this Colorado-specific Strategic Plan is three-fold: 1) to provide a guiding structure for the Chapter to focus and align its education and outreach activities, 2) to encourage best practices for grant professionals, and 3) to promote the multiple values of membership in the GPA and Colorado Chapter. This work was informed by a Colorado-chapter member survey conducted in 2019 and then revised for relevancy in 2024.

This Strategic Plan is considered to be an organic working document designed to provide a framework for the future growth of the Colorado Chapter, focusing on three Guiding Principles:

Growing Leaders | Strengthening the Profession | Building Community

Focus Area: Growing Leaders

Goal 1: Recruit, develop, and retain grant professionals representing diverse areas and populations of Colorado for membership and service within the GPA CO chapter

Philosophy: Potential/existing members and chapter volunteers are important as individuals with unique sets of needs and values with respect to a professional association. They should be approached, recruited, and cared for genuinely and professionally. They are human assets with all that this entails, deserving respect, care, and real opportunities to grow and thrive.

Outcome: The Chapter will attract members from all over the state, meet the dynamic needs of members, and develop them to address the issues facing the grant profession through chapter service.

Objective 1: Enhance member engagement and organizational recognition through recruitment, programs, and communications at all levels that serve members' professional needs and offer an environment conducive to personal and professional growth.

Activities:

- 1.1 Survey grant professional community on needs, perceptions about, and desire for professional association activities and support in Colorado.
- 1.2 Provide user-informed marketing and outreach campaigns to promote the chapter statewide.
- 1.3 Increase reach and serve members living outside of urban centers.
- 1.4 Provide professional development opportunities on topics of interest to members.
- 1.5 Encourage and facilitate members' participation in GPA's GrantSummit and other professional and leadership development opportunities.

Focus Area: Strengthening the Profession

Goal 1: Elevate and advance the grants profession in Colorado through professional development opportunities.

Outcome: Colorado grants professionals look to the GPA Colorado Chapter as THE source for professional development.

Objective 1: Provide a minimum of two to three professional development educational opportunities per year through the Chapter.

Objective 2: Develop an ongoing method to keep chapter members informed of local, state, and national opportunities for professional development.

Objective 3: Encourage and support Chapter members in attaining and maintaining the GPC.

Objective 4: Encourage informal and formal mentoring of Chapter members as another way to support professional growth.

Goal 2: Work with the State of Colorado agencies to centralize funding opportunity announcements.

Outcome: State of Colorado agencies' funding announcements are centrally located and easy to find.

Objective 1: Engage a group of Chapter members who are interested in working on this goal.

Objective 2: Develop a strategy to work with the State of Colorado agencies toward centralized funding announcements.

Activities:

2.1. Form a workgroup.

2.2. Develop a strategy/plan to reach out to State agencies.

2.3. Form a blended workgroup with Colorado State agencies to develop and utilize a centralized funding announcement process.

Focus Area: Building Community through Engagement, Advocacy, and Outreach

Goal 1: Establish COGPA as the recognized authority and preeminent resource for grant professionals in Colorado

Outcome: By identifying and developing partnerships and collaborations both within and outside of the chapter, COGPA will be recognized as the leading authoritative voice and resource for grant professionals in the state, and will be sought after for opinions, best practices, and collaboration.

Objective 1: Engage members through internal partnerships – identify members' areas of work/expertise and provide opportunities to work together.

Objective 2: Engage community partners to increase visibility/legitimacy and grow membership.

Activities:

2.1 Engage members in different regions of the state, and encourage their collaboration with their local community partners – i.e. guest speaking, exhibiting as a vendor, hosting meetings at their locations, etc.):

- Libraries (many have Nonprofit Resource Centers, like Pikes Peak and Pueblo City-County – perhaps we can help educate on FDO and other resources that libraries utilize)
- Universities (engage with students and potential professionals; many have grant writing and NP-specific courses, like UCCS School of Public Affairs and CSU-P; also, all have Offices of Sponsored Programs)
- Local AFP Chapters
- Local and Regional Governments
- Community Resource Center
- The Civic Canopy
- Colorado Nonprofit Association
- Colorado Institute for Social Impact
- Funders that offer training for their grantees (like Caring for Colorado Pueblo Fund)
- State Funding Agencies
- Community and Local Foundations

Objective 3: Engage GPA-approved trainers with the chapter to legitimize professionals in our state and overall.

Goal 2: Increase and retain COGPA membership

Outcome: Enhance member engagement through recruitment, programs, and communications at all levels that serve member professional needs

Objective 1: Engage members through four networking and learning opportunities based on the stated needs of the membership.

Objective 2: Engage members in social activities and community service opportunities.

Objective 3: Maintain relevance and engagement by communicating with members utilizing the chapter's social media accounts, social forums, and printed and emailed materials.

Objective 4: Increase membership by 5% each year for the next 3 years and retain 75% of members each year.