

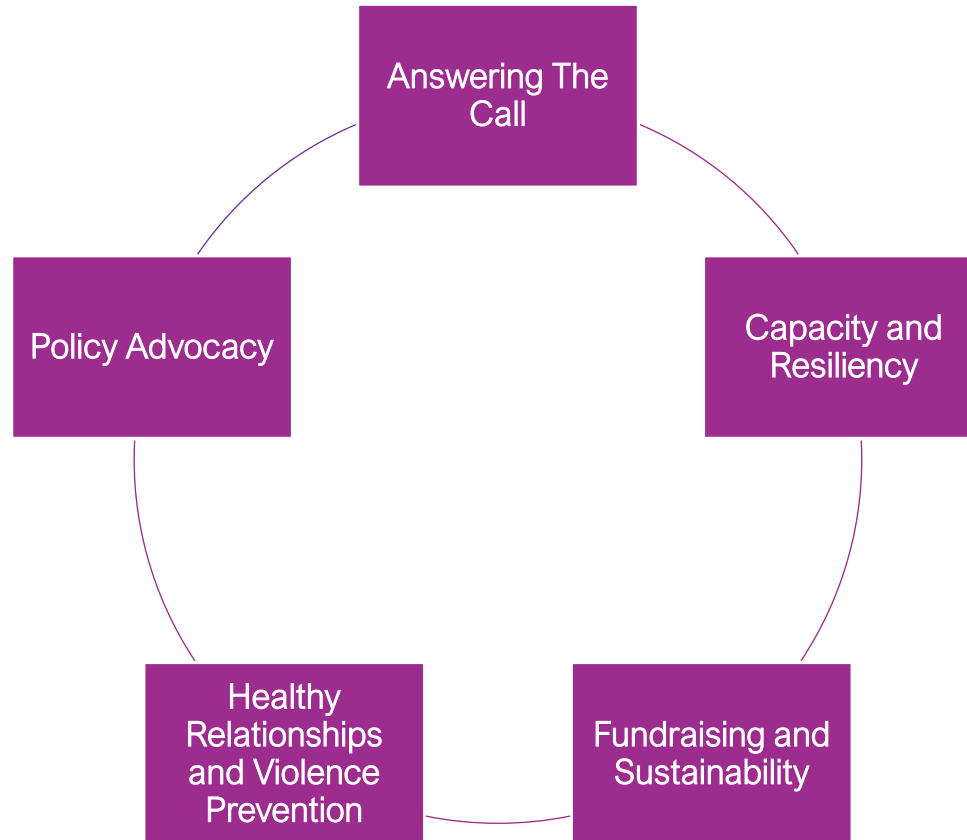


Strategic Plan

2022-2025

Answering the call to support and shift power back to those affected by relationship abuse.

There are five interconnected areas of focus for the National Domestic Violence Hotline's (The Hotline) strategic plan:



The Hotline has identified these strategic priorities to ensure success over the next three years:

- 1. Efficiently connect survivors to advocates and resources**
- 2. Maximize The Hotline's impact by increasing capacity and resiliency**
- 3. Grow and diversify revenue streams**
- 4. Transform love is respect by prioritizing diverse youth voices and experiences**
- 5. Advance data-driven, survivor-centered advocacy and policies**

National Domestic Violence Hotline

Strategic Plan 2022-2025

Strategic Priorities				
Efficiently connect survivors to advocates and resources	Maximize The Hotline's impact by increasing capacity and resiliency	Grow and diversify revenue streams	Transform love is respect by prioritizing diverse youth voices and experiences	Advance data-driven, survivor-centered advocacy and policies
Key Performance Indicators (KPIs)				
<ul style="list-style-type: none"> • Answer rate and # of contacts answered • # accessing website resources • Increase in survivors' knowledge of resources and safety planning • Increase in contacts from marginalized communities 	<ul style="list-style-type: none"> • Hub location launched outside Austin • Temporary Austin location established • Plan for permanent Austin location developed • Staff satisfaction, engagement, and wellness • Increase in internal DEI resources 	<ul style="list-style-type: none"> • # of individual donors • % of foundation funding established • # of planned gifts • Amount raised for permanent Austin location • # of donors of color, LGBTQIA, and women 	<ul style="list-style-type: none"> • # of youth trained and engaged as love is respect ambassadors • # of partners subscribed to Start Talking • # of one-to-one contacts on healthy relationships • # of volunteers trained and engaged to answer healthy relationships contacts • Diversity of ambassadors, partners, and volunteers engaged 	<ul style="list-style-type: none"> • # of action center subscribers • # of statewide and national policy advocacy actions • # of cross-issue partnerships with non-DV organizations • Diversity of action center subscribers • # of culturally specific policy actions
Actions				
<ul style="list-style-type: none"> ○ Optimize systems and processes ○ Maximize advocate metrics (e.g., average talk time, advocate availability) ○ Explore survivor-centered triaging of contacts ○ Identify and monitor survivor resources on website ○ Increase outreach to marginalized communities ○ Increase in resources for marginalized communities 	<ul style="list-style-type: none"> ○ Maximize impact by developing and strengthening our national footprint ○ Identify hub locations that optimize our services model ○ Strengthen staff support and well-being ○ Design recruitment and wellness strategies for hub model ○ Assess needs for permanent Austin location, reflecting possible hybrid model ○ Design a tool to measure staff satisfaction, engagement, and wellness ○ Define the Hotline's DEI standards, processes, and commitments 	<ul style="list-style-type: none"> ○ Make strategic investments in fundraising ○ Increase the individual donor pipeline by developing meaningful giving levels including planned giving ○ Explore development opportunities in hub locations including staffing ○ Assess the benefits of large-scale campaign for permanent Austin location ○ Design specific engagement of and giving opportunities for communities of color ○ Develop a screening process to ensure our partners are value-aligned 	<ul style="list-style-type: none"> ○ Identify unique opportunities in prevention programming ○ Design meaningful volunteer opportunities and training ○ Develop a network of youth-involved organizations ○ Define and measure healthy relationship contacts ○ Increase the number of resources for marginalized youth 	<ul style="list-style-type: none"> ○ Use data to determine advocacy and policy priorities ○ Assess the opportunities in state policy initiatives where The Hotline can have the most impact ○ Use data to determine cross-issue partnerships w/ non-DV organizations ○ Design and implement engagement strategies for The Hotline's action center ○ Ensure policy strategies prioritize marginalized communities