

Common Agenda

The mission, goals, and services of Massachusetts Nonprofit Network are based on input from almost 1000 nonprofit colleagues. In 2006, that input was synthesized into the Common Agenda, a document which continues to guide our planning. (Please note that all goals below may not yet be incorporated into our workplan.)

1. Communication, leadership, and convening

Long-term goals

- Increase public awareness
 - Public perception that nonprofits improve quality of life
 - Public able to articulate values of nonprofits
 - Media coverage of social and economic impact
- Increase public support
 - Increase public and private giving
 - Increase allocation of funds towards sector
- Increase public engagement
 - Increase volunteerism and leadership
 - Increase voter turnout

Short-term goals

- Cohesive public awareness campaign
 - Public relations plan with goals, roles, funding, budget, and resources
- Strong research effort in collaboration with higher education
 - Data on who we are and who we serve
 - Assess what we have and what we need
 - Collect and share outcome data to communicate impact
- Large-scale buy-in across Massachusetts nonprofits, including largest and smallest

2. Affect public policy through lobbying, advocacy, research, and media focus

Long-term goals

- Effectively mobilize our constituency around our core issues
- Identify new revenue streams
 - Promote charitable deductions at state level
 - Increase percentage of dollars for nonprofits at state level
- Implement progressive tax reform
- Protect rights of nonprofits

Short-term goals

- Develop a revenue strategy
 - Promote awareness of the values of taxes
 - Identify new and alternative revenue streams
- Build infrastructure of political presence
 - Build strategic alliances
 - Increase lobbying
 - Support legislation
- Form a statewide association or PAC
 - Identify issues, organize field
 - Coordinate an awareness campaign based on research and data
 - Raise money to sustain this new association

3. Capacity Building

Long-term goals

- Universally accessible resources for professional development and talent retention
 - Invest in new and rising leaders
 - Professionalization of the field with appropriate salary and benefits
- Consortium of nonprofits to ensure a minimum of 50% of sector employees have health care, retirement, and professional development benefits
- Efficient, effective boards composed of appropriate and educated board members
- Build a collaborative employee benefit business model for group purchasing

Short-term goals

- Develop a centralized information resource for professional development services and shared training
- Improve board effectiveness through training and development supported by subsidies and best practices