



Strategic Plan

Goodwill Omaha

2025



OUR GOAL

Over the next three years, Goodwill Omaha will advance the impact of mission programming, ensure financial sustainability of the organization, position and prepare for organizational growth, remain a desired employer and engage in education, waste reduction, landfill diversion and sustainability of material donations.

Growth

Grow in all areas of the organization to support and develop mission participants and internal staff and remain relevant as a market leader in our community.



Grow donated goods retail (DGR)

- Develop and implement a comprehensive donation acquisition plan to increase donations
- Develop and implement a new retail store opening plan
- Increase e-commerce sales
- Improve production efficiency in stores and at the Retail Operation Center



Grow mission

- Reorganize mission services around the opportunity accelerator model
- Develop and implement standard operating procedures and key performance indicators for all mission processes
- Perform a financial analysis around program funding
- Improve data collection and analysis
- Optimize business development in contracts



Grow our people

- Enhance recruitment efforts
- Improve onboarding and include departmental-specific processes
- Develop and implement a leadership development program
- Enhance employee support program
- Integrate opportunity accelerator model throughout the organization

Awareness

Increase awareness of our programs and environmental efforts to strengthen our community impact.



Optimize external marketing

- Engage a marketing firm to evaluate current programs and develop a comprehensive marketing strategy
- Increase the number of success stories
- Enhance social media engagement
- Increase PR and earned media opportunities



Improve internal communication and mission messaging

- Develop and implement a comprehensive internal communication plan
- Roll out new mission, vision and values
- Enhance cross-departmental collaboration and understanding



Increase community involvement and partnerships to tell our story

- Develop and implement a comprehensive community engagement plan to organize all efforts
- Review fundraising efforts with the goal of increasing awareness and monetary donations
- Increase community donation drive

Operational Excellence

Create a culture of continuous improvement to ensure financial stability, growth and impact in our community.



Infrastructure and safety

- Develop and implement a plan for the new Retail Operation Center location to include a Proforma
- Develop a robust safety culture across the organization
- Implement preventative maintenance at all facilities
- Develop and implement a facility refresh schedule



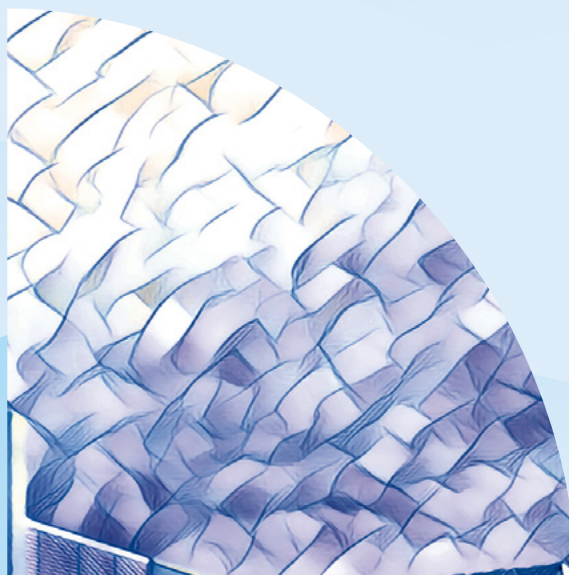
Increase departmental efficiency

- Develop and implement a training plan across the organization
- Conduct a lean process assessment for all departments and new or updated Standard Operation Procedures
- Conduct an IT assessment and create a comprehensive technology plan



Sustainability

- Create a comprehensive sustainability plan
- Develop a plan to create a centralized sustainability center for the Midwest region
- Enhance sustainability messaging



VISION

A BETTER FUTURE ONE
OPPORTUNITY AT A TIME

MISSION

THROUGH THE POWER OF DONATED GOODS,
WE TRAIN AND SUPPORT PEOPLE TO BE
THEIR BEST

VALUES

BELONGING
EXCELLENCE
SERVICE
TRUST