



SUSQUEHANNA VALLEY COUNCIL of  
**Charitable Gift Planners**

**STRATEGIC PLAN 2018-2020**

(12-21-2018)

**Our Internal Vision**

To be the preferred organization in the Susquehanna Valley for planned giving resources.

**Our External Vision**

We spark enthusiasm among more fundraising and allied professionals to secure charitable gifts that have significant impact.

**Our Mission**

We provide education, resources, and networking for fundraising and allied professionals.

**Our Core Values**

- Expertise
- Integrity
- Education
- Substantive Content
- Specialized Knowledge
- Welcoming, Collegial, and Fun

**Our Strategic Priorities**

- #1: Member Engagement
- #2: Review Revenue
- #3: Program Enhancement
- #4: Value-Added Services

**Our Community**

- Nonprofit Organizations
- All Fundraisers
- Nonprofit Leadership
- Allied Professionals Working with Charitable People (lawyers, financial advisors, CPAs, bankers)
- Donors

**Our Target Markets**

- All Fundraisers
- Nonprofit Leadership
- Allied Professionals Working with Charitable People (lawyers, financial advisors, CPAs, bankers)
- Paid Attendees
- Corporate Sponsors