



**Duet**  
Partners In Health & Aging

## STRATEGIC PLAN

August 2021 - December 2024

### Vision

*A community where every person ages with compassion, dignity, and hope.*

### Mission

*To promote health and well-being through vitally needed services to homebound adults, family caregivers, faith communities, and grandfamilies.*

### Values

*Dignity, Inclusiveness, Excellence, Commitment, and Stewardship*

#### GOAL I



Duet invests in and grows strong services with measurable impact

#### GOAL II



Duet generates abundant, sustainable, and diverse funding streams

#### GOAL III



Duet significantly increases visibility and inspires people to access services, volunteer, and give

#### GOAL IV



Duet leverages technology to improve internal and external efficiency, responsiveness, and accessibility

#### GOAL V



Duet builds core organizational capacity to create optimum conditions for success

### Guiding Principle

*Inclusiveness: Embracing all people into our community of care.*

### GOAL I: DUET INVESTS IN AND GROWS STRONG SERVICES WITH MEASURABLE IMPACT



- Grow the community of volunteers engaged in all Duet services
- Develop strategies that expand services to underserved, marginalized people, across all service areas
- Increase service offerings in Spanish
- Carefully consider new areas for service expansion

### GOAL II: DUET GENERATES ABUNDANT, SUSTAINABLE, AND DIVERSE FUNDING STREAMS



- Increase revenue from individual and planned giving, foundation grants, corporate partnerships, earned revenue, and government contracts
- Increase board member engagement in giving and fundraising
- Grow membership and opportunities for planned giving program
- Research collaborations with nonprofit partners for cost savings and other benefits

### GOAL III: DUET SIGNIFICANTLY INCREASES VISIBILITY AND INSPIRES PEOPLE TO ACCESS SERVICES, VOLUNTEER, AND GIVE



- Ensure inclusion, diversity, equity, and accessibility by reaching out to diverse populations
- Increase outreach through the ambassador program, presence at community events, networking events, and speaking engagements
- Enhance public relations through telling the story of Duet, media coverage, website, social media, the Google ads program, and general advertising
- Develop brand strategy that includes personality, positioning, identity, and messaging

### GOAL IV: DUET LEVERAGES TECHNOLOGY TO IMPROVE INTERNAL AND EXTERNAL EFFICIENCY, RESPONSIVENESS, AND ACCESSIBILITY



- Ensure Duet staff and volunteers are well equipped with up-to-date technological tools
- Improve access to technology for service recipients to overcome isolation and loneliness
- Expand the use of technology in all areas of service
- Develop and launch *Finding Meaning and Hope* Institute web platform to support dementia family caregivers across Arizona and the nation

### GOAL V: DUET BUILDS CORE ORGANIZATIONAL CAPACITY TO CREATE OPTIMUM CONDITIONS FOR SUCCESS



- Ensure Duet is an inclusive and accessible environment for a diverse array of service recipients, staff, volunteers, and board members
- Engage the board of directors through regular service area updates, training, events, and recognition efforts
- Invest in staff through professional development opportunities, fair and consistent performance evaluation, reduced stress and burnout, cost of living increases, and staff recognition and appreciation programs



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10000 North 31st Avenue, Suite D200, Phoenix, AZ 85051  
(602) 274-5022 | [duetaz.org](http://duetaz.org) | [info@duetaz.org](mailto:info@duetaz.org)

