

FIVE-YEAR STRATEGIC PLAN 2026

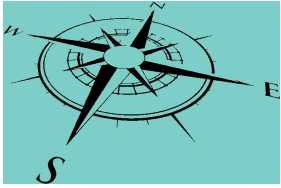
NORTH STAR: THE NUMBER OF UNIQUE INDIVIDUALS USING CN'S GUIDANCE

MOON SHOT: GUIDE A TRILLION DOLLARS OF GIVING TOWARD BETTER OUTCOMES

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Charity Navigator (CN)

Vision

Giving is inclusive, effective, and abundant — driving greater impact for causes people care about

Mission

To make impactful giving easier for all

Values

Leadership: We dream big and strive toward making the seemingly impossible possible, lifting the sector as we go.

Collaboration: We collaborate internally and externally to accelerate our work and achieve more together.

Equity: We stand for equity, diversity, and inclusion within our organization and through our evaluations and guidance.

Fairness: We assume good intent, leading with trust within our organization and through our work to catalyze giving wherever there is need.

Usefulness: We provide fair, transparent evaluations, and valuable tools to enable a diverse set of donors to find and support an ever-greater number of nonprofits they can trust.

1. REACH

Grow the number of unique individuals using CN's guidance to inform their giving

Impact: As more donors use CN's ratings and guidance, they will have a deeper impact on the world's toughest problems.

1.1. Users & Giving

Increase the number of unique individuals using CN's guidance, whether on CN's website or elsewhere, and measure the extent to which overall individual giving is influenced by it.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

1.2. Brand & Website

Refresh the brand and website experience to attract larger audiences to CN, and develop tools to help these visitors serve as evangelists of CN's work.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

1.3. API

Build and promote a new API to better meet donors where they make giving decisions (workplaces, DAFs, and social media).

Explore opportunities to market and bundle CN's API along with API services from other organizations.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

1.4. Donors

Focus on typical donors as the core customer, and change UI to amplify the use of CN's ratings and guidance.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

1.5. Stories

Touch the hearts of donors with inspirational stories of donors supporting nonprofits having significant impact.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

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2. RATINGS

Provide individual donors with more in-depth and intuitive guidance

Impact: By constantly improving its ratings, CN will dramatically increase its influence on charitable giving.

2.1. Performance

Continue expanding Encompass to improve nonprofit performance, and meet users where they are.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

2.2. Organizations

Rate more organizations (across all Encompass beacons) including smaller nonprofits.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

2.3. Integration

Fully integrate the Encompass and Star Ratings systems.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

2.4. Entry Points

Expand and improve high-volume entry points to CN's site such as the Advisory System, Hot Topics, and curated lists.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

3. TEAM

Support and develop CN team to achieve even greater results

Impact: CN's team and platform in turn develop ratings to inform donors and their giving.

3.1. Competencies

Hire additional staff to expand competencies in areas such as business development, ratings, fundraising, design, and other guidance.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

3.2. DEI

Raise DEI competency by establishing a DEI plan, hiring diverse candidates and building additional staff engagement on the topic.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

3.3. Systems

Develop additional systems that enable CN's board members to perform at their highest level in helping CN pursue its mission.

Stakeholder(s):

CN Board Members

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

4. PLATFORM

Improve technology to provide users with the best possible experience

Impact: CN's team and platform in turn develop ratings to inform donors and their giving.

4.1. Searches & Filters

Improve search and filtering technology so donors can more easily find nonprofits that match their interests, such as intersecting demographic information or combining data-sets, (CDC regional need-based metrics)

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

4.2. Technology & Tools

Modernize technology stack and use state of the art tools (CRM, CMS).

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

5. REVENUE

Strengthen revenue engine with a multi-pronged approach

Impact: Revenues provide the base for all of CN’s work, supporting both its people and technology platform.

5.1. Grants

Garner large capacity-building grants to take on major improvements (such as expanding filtering, building new API, creating Needs Based Discovery Tool).

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

5.2. Giving Basket

Further monetize Giving Basket, and convert more of those who are already using CN guidance (such as millennials) into CN donors without alienating core users.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

5.3. Business Plan

Develop business plan for potential earned revenue opportunities, such as the new API and customized research.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

Administrative Information

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