

Hartford Area Habitat for Humanity Board of Directors  
FY 2019 – FY 2021 Strategic Planning Working Group

**EXTERNAL STAKEHOLDER INTERVIEW REPORT (DEC. '17 – JAN. '18)**

Key Takeaways/Themes (from interviewer notes)

- Messaging/branding
  - Community groups and the public know the Habitat name, but have misconceptions about the mission (i.e., people don't realize it's a hand up, not hand out; that sweat equity is required; that we don't build free homes for people who are homeless). *(From multiple corporate and community partners.)*
  - Strong reputation for quality building and partnership. *(From corporate and community partners.)*
- Outreach and education
  - Good job rebuilding relationships over the past few years. *(From corporate and community partners.)*
  - Staff and Board should make the rounds regularly, as community groups experience turnover. *(From community partners and 1+ knowledgeable corporate partner.)*
  - Engage young people (incl. from colleges) and create lasting relationships. *(From 1+ knowledgeable corporate partner.)*
  - Build meaningful, deep relationships with volunteers (not just about a one-time event and bulk emails; really value their time and funds). *(From a top-tier corporate partner who sends volunteers.)*
  - Continue providing amazing, structured volunteer opportunities; businesses like the convenience, and like seeing their employees grow closer. *(From multiple corporate partners and 1+ community partner.)*
- Donors
  - Build meaningful, deep relationships with donors (not just about the money; about working together to improve lives at the intersection of corporate and social value). *(From a top-tier corporate partner.)*
  - Make the case for Habitat by using data/metrics related to more than just housing (e.g., health, education, community indicators); partner to effect place-based solutions. *(From multiple corporate and community partners.)*
  - Be attentive and responsive to the needs of corporate and individual donors, including building in the places they care about. *(From multiple corporate partners.)*
- Building
  - Capitalize on opportunities for construction beyond new houses (e.g., rehabs, condos), in part because of limited land availability in urban areas. *(From multiple community and corporate partners.)*
  - Build where funds are raised; corporate donors want to fund efforts local to their businesses. *(From corporate partners.)*
  - Habitat does a good job of preparing/equipping volunteers (even new ones) for the construction experience. *(From a past employee and volunteer.)*
- Work to meet families' needs beyond housing (incl. via partnerships with municipal and nonprofit agencies). *(From corporate and government partners.)*
- Stay true to the mission; don't try to do too much (incl. to avoid staff burnout). *(From a community partner who witnessed the staff exodus years ago.)*