LeadingAge 2021–2023
STRATEGIC PLAN

OUR MISSION
The trusted voice for aging

OUR VISION
An America freed from Ageism

OUR ORGANIZING STRATEGIES
Using effective advocacy, research, education, and partnership, we advance housing and services for people as they age

- Equipping and positioning members for success
- Catalyzing models responsive to a diversity of needs and preferences
- Leveraging the strengths of aging services providers for greater impact

OUTCOMES
Over the next three years, we will work to achieve the following outcomes as we advance our strategies

| A strengthened, refined, and reinforced COVID-era value proposition of serving the continuum of aging services providers in a rapidly changing environment | Increased focus on governance, diversity, equity, and inclusion within LeadingAge member organizations | Increased dues and non-dues revenue | A stronger, more effective, system of accessible, affordable housing and services, responsive to a diverse aging population in a post-COVID world.