



# The place where housers come to get things done.

The National Housing Conference (NHC) is a diverse continuum of affordable housing stakeholders that convene and collaborate through dialogue, advocacy, research, and education, to develop equitable solutions that serve our common interest—an America where everyone is able to live in a quality, affordable home in a thriving community.



## STRATEGIC PLAN 2025–2027

Over the next three years, NHC will focus on four key priority areas designed to strengthen its role as a national leader in housing policy and elevate its value proposition for members. These areas are critical to achieving the organization's overarching goals of advancing equal housing opportunities, expanding organizational capacity, and engaging a broad array of stakeholders across the housing continuum.

## POLICY AND RESEARCH LEADERSHIP

NHC's policy and research initiatives will remain influential across political administrations and Congressional leadership, ensuring the organization has a strong, bipartisan voice in Washington. By increasing its presence on Capitol Hill, NHC will host events and briefings to engage new Administration officials and Members of Congress. The organization will also conduct research and build and reinforce coalitions around existing and emerging federal housing policies. We will focus on intersectional issues where housing policy overlaps with other factors that contribute to strong communities. NHC will rally the broader housing ecosystem when critical issues arise, ensuring that the collective housing community is unified and mobilized for maximum impact.

# STAKEHOLDER ENGAGEMENT AND RECRUITMENT

NHC aims to foster cross-sector collaboration to enhance the organization's influence. We will expand membership to include new sectors and regions by reaching out to adjacent industries that intersect with housing, such as healthcare, insurance, and education. Enhancing cultural, intersectional, racial, and regional diversity within the membership will ensure that NHC remains responsive to a wide array of challenges and opportunities within the housing landscape.



## RESOURCE AND INFRASTRUCTURE ENHANCEMENTS

NHC will continue to invest in its organizational capacity to support the objectives of this strategic plan. By aligning staff roles with membership and policy priorities, NHC will ensure that its internal structure drives its external impact. Leveraging the expertise and relationships of its members, NHC will seek tangible, impactful, and achievable solutions to real-world housing challenges while also creating opportunities for emerging leaders to contribute to the organization's mission. These investments will strengthen NHC's role as a national housing leader, equipped to tackle today's most pressing challenges.

## MONETIZING AND CAPITALIZING ON NHC'S MULTIFACETED VALUE PROPOSITION

NHC will focus on increasing financial returns and partnerships by developing and implementing strategies for membership growth. This includes maximizing the value proposition for existing members while tailoring offerings to different sectors of the housing industry. The organization's leadership and networks will be instrumental in these efforts, helping to expand membership and identify new revenue streams. NHC will explore innovative opportunities to diversify its income sources, ensuring the organization remains financially resilient and able to invest in future growth.



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