

# **GHACC 2026-2028 Blueprint**

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# Six Pillars Framework

GHACC's strategic growth and impact rest on six interconnected pillars including:

1. Advocacy
2. Access to Capital, Grants, and Funding
3. Entrepreneurial Training & Development
4. Community Engagement
5. Membership Value and Leadership
6. Organizational Sustainability & Partnerships

Each goal in this plan will align with one or more of these pillars to ensure a cohesive and results-driven approach.

# Strategic Goals & Implementation

## 1. Update and Clarify Membership Benefits

Connection: Membership Value and Leadership, Community Engagement

Objective: *Clearly showcase the true benefits of GHACC membership with customized packages to increase retention and attract new members.*

Actions:

- Launch *Proud Member Digital Badges* for virtual businesses and *Digital + Storefront Badges* for brick-and-mortar members to enhance visibility and credibility online and offline.
- Implement *New Member Grand Opening Collaborations* that provide marketing support and community recognition events.
- Introduce bi-monthly GHACC Academy Masterclasses and *Leads Groups* that connect businesses by industry for networking and growth.
- Roll out Membership incentives including Membership Plaques, Power Calls, Essential Business Foundations seminars, Business Growth workshops, and Impactful Networking access.
- Develop a *Visibility Push Plan* including Member Spotlight features and Media-Ready Resources to boost member profiles.

Path to Success: Utilize member feedback loops, robust digital marketing channels, and partnerships with marketing professionals to continuously evolve and tailor benefit packages ensuring member satisfaction and community presence.

## 2. Host Quarterly CEO Roundtables

Connection: Advocacy, Community Engagement

Objective: *Build a forum for brick-and-mortar CEOs and community leaders to discuss economic growth, philanthropy, and community engagement.*

Actions:

- Partner with key members to organize quarterly roundtables fostering civic dialogue.

- Facilitate collaboration with local government and philanthropic organizations.
- Promote outcomes via GHACC communication channels to influence policy and community programs.

Path to Success: Leverage board members' networks and GHACC's advocacy platform to secure consistent participation, ensuring actionable outputs and media coverage.

### 3. Rebuild and Expand Resource Library

Connection: Membership Value, Entrepreneurial Training & Development

*Objective: Create an accessible digital and physical resource repository tailored to business needs. This includes event spaces, language development, non-profit outreach guides, and more.*

Actions:

- Audit existing resources, fill content gaps, and collaborate with local experts to enrich the library.
- Develop an easy-to-navigate online database with request capabilities for members and stakeholders.
- Promote resource availability during onboarding and through bi-monthly communications.

Path to Success: Secure funding for platform development and establish a dedicated resource coordinator position for maintenance and outreach.

### 4. Clarify GHACC's Regional Role & Membership Scope

Connection: Membership Value, Advocacy

*Objective: Reaffirm GHACC's identity as a membership organization serving Haitian-owned public, private, and nonprofit businesses across six counties.*

Actions:

- Launch marketing campaigns highlighting geographical coverage and multifaceted membership.
- Host informational webinars and community forums to ensure clarity and increase inclusivity.

Path to Success: Use coordinated communications, testimonials, and data-driven outreach to dispel confusion and enhance brand awareness.

## 5. Enhance Board Leadership & Major Gifts Involvement

Connection: Organizational Sustainability & Partnerships

*Objective: Include representatives from large entities on the board to stimulate major gifts and strategic partnerships.*

Actions:

- Identify and invite influential local business leaders and institutional partners to board membership.
- Develop a *Major Gifts Committee* focused on nurturing relationships and securing sustained funding.

Path to Success: Institute onboarding and engagement plans for new directors, linking their influence and resources to GHACC's growth goals.

## 6. Expand Board Membership via Ambassador Program

Connection: Membership Value and Leadership, Community Engagement

Objective: Empower active members to represent GHACC at community functions, nurturing leadership and visibility.

Actions:

- Define criteria and selection process for Ambassadors.
- Provide leadership training and branded materials for ambassadors.
- Recognize and reward ambassador contributions publicly.

Path to Success: Integrate ambassadors into Chamber communications and event planning to maximize outreach and member recruitment.

## 7. Execute Total Resource Campaign

Connection: Organizational Sustainability & Partnerships, Membership Value

*Objective: Present members with a comprehensive catalog of marketing, advertising, and sponsorship opportunities spanning 15+ annual events and digital products.*

Actions:

- Design and distribute a detailed resource catalog in print and digital formats.
- Offer tailored packages to meet diverse member needs and budgets.
- Train staff to assist members with campaign design and execution.

Path to Success: Regularly update offerings based on member feedback and market trends, maximizing revenue and satisfaction.

## 8. Pivot & Expand GHACC Academy into Minority Business Accelerator

Connection: Entrepreneurial Training & Development, Access to Capital, Grants, and Funding

*Objective: Transform GHACC Academy into a one-year Minority Business Accelerator supporting Black and Hispanic-owned businesses, preparing them for growth and connecting them with corporate partners.*

Actions:

- Design a structured accelerator curriculum with mentorship, technical assistance, and access to capital.
- Secure commitments and funding from major corporations targeting sustainable economic inclusion.
- Host demo days and networking events to link participants with investors and buyers.

Path to Success: Build strong foundation partnerships, regularly measure participant outcomes, and promote successes to attract sustained corporate support.