

RURAL DEVELOPMENT INITIATIVES

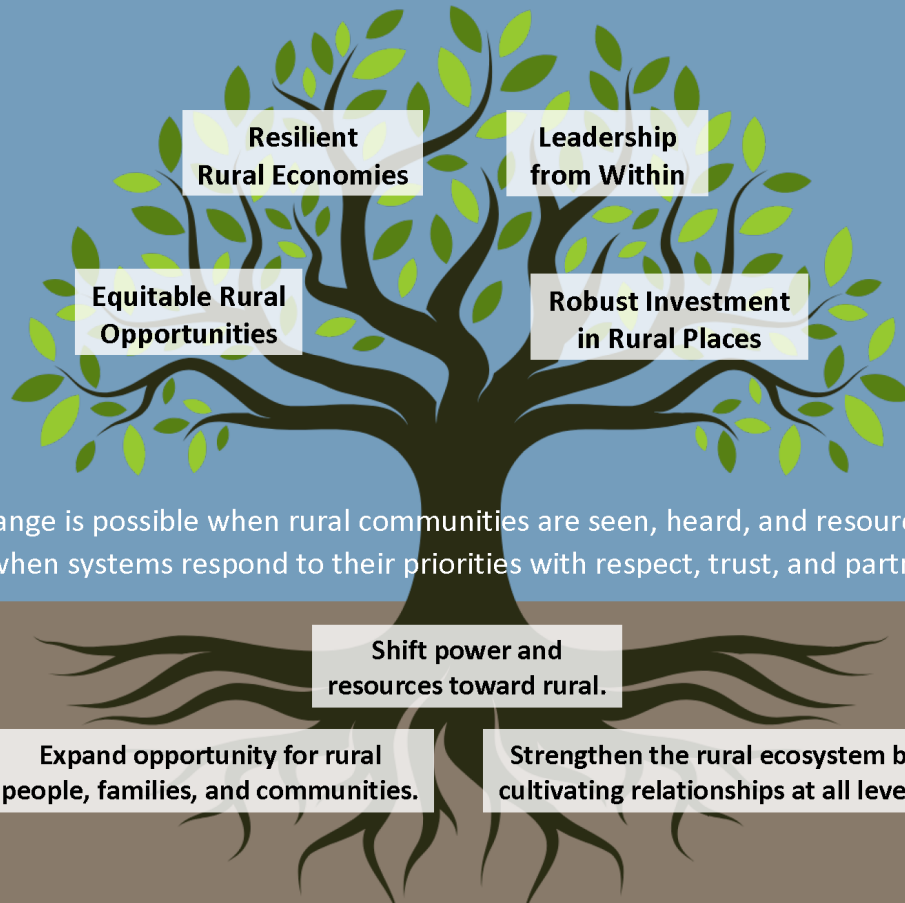
2025-2027 STRATEGIC PLAN



MISSION & THEORY OF CHANGE

RDI strengthens rural people, places, and economies in the Pacific Northwest.

We believe that when rural people are equipped with tools, knowledge, connections, and influence to shape their own futures, they build thriving and equitable communities.



Change is possible when rural communities are seen, heard, and resourced—and when systems respond to their priorities with respect, trust, and partnership.

Cultivate Relationships at All Levels of the System

VISION

We envision resilient rural communities that draw on their relationships, creativity, assets, and deep knowledge of the land, cultures, and place to shape their futures and expand opportunity for all who call rural home.

VALUES

- The Rural Way of Life Is Worth Preserving
- Rural Leaders of All Ages Are Essential
- Rural Connections Are Vital
- Supportive and Non-Extractive Is Non-Negotiable
- We Stand Committed to Rural Equity



RURAL DEVELOPMENT INITIATIVES

2025-2027 STRATEGIC PLAN

Goals & Strategies



COMMUNITY & ECONOMY BUILDING

Rural people, families, and communities gain the skills and agency needed to pursue opportunities, leading to sustained community resilience and equity.

- Advance Opportunity for Underserved and Underrepresented Rural People – Remote, Minorities, Youth, and Low-Income
- Build Local Capacity to Lead Economic and Community Initiatives
- Support the Development of Community-Wide Economic Opportunities



SYSTEMS CHANGE & ADVOCACY

RDI is a leading force in shaping legislation, driving public policy, advancing asset-based economic development practices, and amplifying the voices of rural leaders.

- Increase Awareness of Key Rural Issues and RDI's Work
- Build Connections at All Levels of the System
- Advocate for Rural-Focused Policy Change and Investment



ORGANIZATIONAL TRANSFORMATION

RDI has a diverse and engaged staff and board that collaborate to build a strong and sustainable foundation, supporting increased impact and long-term growth.

- Strengthen Fiscal Health and Financial Sustainability
- Bolster Board Governance and Leadership
- Enhance Staff Satisfaction and Organizational Capacity



Formed in 1991, Rural Development Initiatives (RDI) is the Pacific Northwest's premier Rural Development Hub Organization.