



NARI OF MN

STRATEGIC PLAN 2026-2028

OUR GOALS

Consistent brands | Strengthen association with National org | Member expertise
Showcase talent | Member Recognition

PURPOSE Leading across the industry through a community built on ethics, integrity, and professionalism.



VALUES

- Professionalism
- Betterment Connection
- Openness Ecological
- Thrivability Success
- Inclusivity Diversity
- Service



MISSION We champion the remodeling industry and inspire homeowners



We champion the remodeling industry by empowering members for success via education, credentialing, networking, and exposure to innovative trends and techniques

We inspire homeowners to choose NARI members for their next remodeling project.

OUR STRATEGIC PRIORITIES

EDUCATION & EVENTS

- Offer continuing education and professional development opportunities
- Develop toolkits for all phases of business cycle
- Support certification program
- Review networking events
- Support workforce development to increase participation in the trades

MEMBERSHIP

- Continue to build member relations through board and committees
- Membership meets the values of the organization
- Members understand and use benefits
- Members advocate on behalf of the organization
- Build on existing recognition program
- Find ways for better engagement of member-to-member and partner-to-member engagement
- Grow membership to 400 members
- Continue to build member roundtables
- Review, enhance, and continue to provide benefits to members
- Expand onboarding process across the first year of membership

ORGANIZATION

- Update Bylaws & Policy Manual and create Key Progress Indicators
- Revise board, committee, task force and other leadership structure.
- Refine roles of the board and committees.
- Review financial stability and pursue appropriate revenue generation.
- Establish board member candidate pool.
- Fortify Board leadership
- NARI of MN Office location consideration and planning

BRANDING

- Promote and enhance the NARI of MN brand
- Continue to build the MSP Home Tour brand
- Continue to refine the role/relationship between NARI of MN and MSP Home Tour

