

2026-2028 Strategic Plan

Mission: We empower people and influence policy that advances multi-family housing solutions.

Core Values: Inclusive. Integrity. Innovation. Inspiring. Influential.

ADVOCATE



Serve as the voice of multi-family housing providers

- A. Inform** - Focus research and messaging on the solutions to Washington's housing crisis.
- B. Influence** - Strengthen and expand advocacy efforts with coalitions, candidates, and decision makers.
- C. Defend** - Champion and uphold the rights of housing providers.
- D. Unite** - Establish coalitions and alliances to do together what we cannot alone.

EDUCATE



Enhance development and elevate the expertise of the multi-family workforce

- A. Resource** - Position WMFHA as a credible resource for multi-family professionals.
- B. Workforce** - Collaborate in efforts that promote workforce attraction and industry awareness.
- C. Learning** - Providing education and support career development for our entire membership.

CELEBRATE



Sustain a positive environment that celebrates and connects the industry

- A. Connection** - Plan and facilitate opportunities to grow and engage members.
- B. Value** - Provide opportunities to maximize the benefits for all members.
- C. Community** - Continue to grow as an active partner within the communities we serve.

LEAD



Strengthen the talent and resources to advance our industry

- A. People** - Ensure the capacity and sustainability of volunteer leaders and professional team.
- B. Structure** - Position WMFHA for growth through the establishment of a foundation.
- C. Resources** - Balance mission driven efforts while maximizing revenue opportunities and membership growth.