



# NATIONAL ASSOCIATION OF UNCLAIMED PROPERTY ADMINISTRATORS

## Strategic Plan 2023-2027

### PURPOSE/MISSION

NAUPA facilitates collaboration among administrators in their efforts to reunite unclaimed property with its rightful owner.

### VISION

As the foremost authority on unclaimed property, NAUPA will lead a coalition of administrators to reunite all recoverable unclaimed property with its rightful owner.

### VALUES

**Stewardship:** NAUPA members are informed, committed, and obligated to recovering, safeguarding, and returning unclaimed property to and protecting the interests of its rightful owners.

**Integrity:** NAUPA members act in a manner that continually earns and justifies the trust of those we serve.

**Professionalism:** NAUPA members ethically execute their duties and responsibilities, treat others with respect and fairness, and strive to enhance their expertise and understanding of unclaimed property issues.

### STRATEGIC PRIORITIES

1. Assist states in **asserting their legal authority**
2. Influence **key policy decisionmakers** at all levels of government on the value and importance of unclaimed property framework
3. Strengthen **member communications, education, and engagement**
4. **Increase utilization** of the unclaimed property framework for both reporting and claiming