

2010-2012 STRATEGIC PLAN
FOR THE WESTERN
NEUROPATHY ASSOCIATION

I. BOARD DEVELOPMENT

A. Engage more members in the work of the association.

1. Identify tasks that members can assist with.
 - a. Support group level: develop more leaders and assistants, and encourage delegation of tasks.
 - b. Board level: think of sub-committees and other needs that individuals could do
 - c. Try to find tasks at all levels of involvement
 - i. One time versus ongoing
 - ii. Small tasks versus big commitment
2. Publicize the need and encourage involvement.
 - a. Newsletter
 - b. E-mail
 - c. Letters
3. Contact group leaders for people who might want to serve.
4. ASK – Personal contact gets the best response.

B. Have greater transparency throughout the organization

1. Continue with policies and procedures implemented in 2009 designed to encourage transparency.
 - a. Schedule and agenda of meetings published on the website.
 - b. Members may attend board meetings with notice.
 - c. Summaries of the board meetings posted on the website
 - d. Policies and procedures available on the web, with new ones open for comment.
2. Mention board activities in the newsletter and make sure that members are periodically reminded of what is available on the website.
3. Encourage members to call or e-mail with questions and concerns

C. Develop a plan for consistent interaction with support group leaders.

1. Have more board members making contacts.
2. Consider periodic conference calls.

D. Help facilitate support groups in getting/keeping member financial data on MAMA

1. Have groups designate a technology person
2. Provide training and a users guide
3. Provide ongoing support as needed.
4. Clearly communicate the value of using MAMA:
 - a. Having accurate and up-to-date information
 - b. Immediate access to data any time and almost anywhere (only need internet access)
 - c. Data tracking for better planning and knowledge

E. Provide more resources to groups and members

1. Make sure each group has a master set of handouts they are to duplicate as needed.
 - a. See to it that groups get updated material when it is created.
 - b. Groups should have welcome packets for new members as well as handouts generally available.
2. Provide groups with information on where to obtain other resources, such as the government brochures.
3. Create a Spanish version of our brochure, and consider other languages as needed.
4. Make better use of the website:
 - a. Keep it current
 - b. Provide more information
 - c. Promote its usage with periodic highlights in the newsletter
5. Distribute DVDs of videos

F. More fully develop our strategic purpose

1. Revise the WNA vision statement
2. Articulate core values
3. Define a BHAG.

G. Build the Board to at least nine members with opportunity for additional Board members if there are people with needed skills willing to serve.

1. Ongoing invitation to members
2. Use of Board Link
3. Direct invitation of specific individuals deemed a good fit for the Board that have needed skills

H. Pursue volunteer recruitment through all means available.

II. SUPPORT GROUPS

A. Continue to establish new support groups as indicated by interest and emergence of leaders.

1. Develop policy and procedures for how groups are formed.
2. Continue basic support structures for new groups.
 - a. Handouts
 - b. \$50 for initial expenses
 - c. Visit from a Board member

B. Expand leadership development for support groups.

1. Survey leaders and ask:
 - a. What training or other support do they desire?
 - b. What would they have liked to have had or to have known when they were just getting started?
2. Develop a handbook explaining:
 - a. How to conduct a meeting
 - b. Publicity and promotion methods
 - c. Ways to obtain speakers
 - d. Techniques for tapping the talent in the group
 - e. Growing the group
 - f. WNA requirements and expectations of leaders and groups
3. Develop a leadership training program.
4. Train support group leaders/regional leaders to train and mentor new leaders.
5. Ensure that groups fully understand and complete basic mission activities.
6. Develop feedback tools to evaluate training success.

C. Develop regional groups.

1. Devise groupings based on geography and other applicable connections.
2. Develop coordinators to oversee the regions
 - a. Mentor support-group leaders
 - b. Provide interface between leaders and the board
 - c. Arrange for regional meetings and activities
3. Have groups within regions gather for
 - a. Leadership training
 - b. Multi-group meetings for more prominent speakers

- c. Projects or fundraising activities
- d. Group development

D. Periodically review support group funding to ensure that group needs are being met.

E. Increase transparency and support between Board and support groups

- 1. Review effectiveness of recent policy changes to make sure they are working to achieve this goal.
- 2. Consider using conference calls to facilitate training and contact.
- 3. Have more frequent contact of all types between the levels of leadership.

III. MEMBERSHIP

A. Increase membership 25% each year.

- 1. Have leaders regularly promote membership.
 - a. Make sure leaders have sufficient supply of brochures and membership forms.
 - b. Instruct leaders to give Professional Membership brochures to speakers.
- 2. Expand the mailing list.
 - a. Design, produce, and distribute a standard support group sign-in.
 - b. Enter person's contact information from phone calls and other forms of contact into MAMA.
 - c. Develop a way to capture contact information from website visitors.
- 3. List membership count in newsletter.
- 4. Get WNA's name and information out to the public.
- 5. Publicize membership benefits.
- 6. Connect with the American Indian communities.

B. Establish online membership enrollment.

C. Continue to enhance and promote the At Large membership.

- 1. Inform support group leaders of people on the At Large list that live in their area so they can be invited to meetings.

2. Clearly mention At Large membership as a option.

D. Promote professional memberships to individuals having a business or offering a service.

1. Design, and produce Professional Membership Invitation brochures.
2. Identify potential professional members and provide them with a brochure.
3. Upsell professional membership to current members who appear to be candidates.
4. Have group leaders give a Professional Membership Brochure to each person who comes to speak to their group.
5. Develop a commission plan for groups that obtain a professional membership through their efforts.

IV. FUNDRAISING

- A. Develop a funding resource plan which will include
 - 1. Identification of projects and programs needing funding
 - 2. Detailed estimates of where funding comes from
 - 3. Means that will be used to obtain funding, including, but not limited to
 - a. Twice-yearly letters to mailing list
 - b. In-person contacts with benefactors
 - c. Grants to pursue
 - 4. Specific goals for grant proposals and other fundraising programs
- B. Create a template to use for grant applications which will have:
 - 1. Who we are
 - 2. Who we serve
 - 3. Mission
 - 4. Funding & Budget
- C. Craft a corporate sponsorship program with various levels and benefits.
- D. Set a fundraising activity policy which will include
 - 1. How we determine if a fundraising activity is worthwhile
 - 2. What types of activities we want to pursue
 - 3. What promotion recognition we will provide if a corporation is involved, such as sponsoring an activity or making a donation.
 - 4. Fundraising activities groups may undertake. Also, consider award recognition for groups that raise the most funds.

V. PUBLICITY-PROMOTION

- A. Coordinate with other PN-related groups for publicity and promotion.
 - 1. The Neuropathy Association (TNA)
 - 2. Neuropathy Action Foundation (NAF)
- B. Assist groups with ways to publicize their group and NCCNA.
 - 1. Furnish all groups with a packet of information and relevant materials that they can readily use.
 - 2. Encourage groups to find various types of media they can make use of.
- C. Provide articles to newspapers and magazines about NCCNA and people in NCCNA making a difference.
- D. Provide speakers for other organizations and events.
- E. Reach out to civic, community, fraternal, military and service organizations.
- F. Make in-person contact with radio and television stations, cable networks.
- G. Develop informative and impressive material nicely packaged.

VI. HEALTH CARE PROVIDERS

- A. Maximize communication between neuropathy patients and health care providers.
- B. Make health care providers aware of NCCNA and how we can help their patients to the point that they readily inform neuropathy patients about NCCNA.
 - 1. Establish a relationship with a member of the office staff.
 - a. Arrange to meet when the doctor is not there.
 - b. Explain about NCCNA.
 - c. Leave brochures and business card.
 - 2. Attend open medical meetings or conferences.
- C. Compile a list of doctors in each area that people have found are knowledgeable about neuropathy and make it available to patients.

D. Partner with health care providers to help them know more about neuropathy.

1. Provide a health care provider information sheet that patients can take to their doctors that tells about neuropathy, the NCCNA, and our network of support groups.
2. Encourage doctors who know about neuropathy to schedule Continuing Medical Education (CME) classes for doctors/health care practitioners in different areas.

E. Encourage health care providers to share worthwhile information about neuropathy with us.

VII. RESEARCH

A. Support research financially through The Neuropathy Association by providing 10% of contributions excluding dues and grants and net of fundraising expenses.

B. Regularly publish information on clinical trials and other local research projects.