

The Northern California Chapter
of The Neuropathy Association

Strategic Plan

2007-2009

NCCNA MISSION

Our mission is to provide support, information and referral to people with neuropathy and to those who care about them, to inform and to connect with the health care community and to support research.

NCCNA VISION

Over 500,000 persons in Northern California suffer from Neuropathy brought on by one or more of the 100 causes so far identified. In order to get the message out that those who suffer are not alone and that together we can do something about it, we will seek to develop a support group in every population center in Northern California. These will be started by Board members and members in other support groups. As much as possible, groups will be formed so no one has to drive much more than 50 miles to attend. Within three years we expect to have approximately 50 support groups totaling over 600 members.

Groups will be built up so there are at least two leadership team positions – leader and secretary-treasurer. Spring and Fall Leadership Gatherings for communication, encouragement, training and planning new groups will be conducted along with a yearly event to which all members are invited. This event will be in collaboration with other organizations that offer quality information to our members such as the Neuropathy Action Foundation.

Our Board of Directors will be expanded to 9 members with subcommittees on which non-Directors serve. We will increase our contact with the health care community and get more media coverage. This will be the project of the Board and Support Group Leaders so each group, as well as NCCNA, has contact with media.

One or more funders will be found to help fund the organization so that publications can be upgraded and a part-time secretary employed to deal with membership records and the newsletter. The NCCNA website will be upgraded, publicized, and a link to The Neuropathy Association Website, and possibly others, achieved.

We will encourage and offer information and assistance to people in other areas wishing to start neuropathy support groups. As sufficient funding is obtained, paid staff will be added to the NCCNA Board. We will organize yearly events designed to raise funds, and publicize and empower NCCNA and its members for the furtherance of its mission,

Organizational Goals

- 1 NCCNA is a network of 50 support groups extending to every population center in Northern California so that, in a major part of the region, a support group is within 50 miles of each person in Northern California.
- 2 NCCNA is an organization with over 600 members.
- 3 NCCNA holds a yearly event to which all members are invited.

- 4 NCCNA is led by a Board of 9 members.
- 5 NCCNA develops subcommittees on which some members other than Board members serve as the need arises for such subcommittees.
- 6 NCCNA encourages support groups to fill at least two leadership team positions - leader and treasurer
- 7 NCCNA conducts Spring and Fall Leadership Gatherings for communication, encouragement, training, and planning.
- 8 NCCNA offers information and assistance to people in other areas wishing to start neuropathy support groups.
- 9 NCCNA provides Directors and Officers insurance.
- 10 NCCNA contracts with a part-time secretary to deal with membership and the newsletter and adds additional staff to work with the NCCNA Board as funds are available.
- 11 NCCNA distributes upgraded brochures, newsletters, and other publications.
- 12 NCCNA updates its website regularly and has links to other organizations such as The Neuropathy Association and the Neuropathy Awareness Foundation.
- 13 NCCNA is regularly reported in print, auditory, visual, and Internet media coverage.
- 14 NCCNA is well known to and interactive with the health care community.
- 15 NCCNA discovers appropriate clinical trials and other research opportunities and encourages membership involvement.
- 16 NCCNA holds fundraising events with the proceeds used for furthering research relating to peripheral neuropathy.
- 17 NCCNA raises additional funds to support expansion of the organization.
- 18 NCCNA designs events to raise funds as well as to publicize and empower NCCNA and its members for furtherance of its mission

STEPS TO MEETING ORGANIZATIONAL GOALS – OBJECTIVES

A. Membership and Group Development

1. NCCNA is a network of 50 support groups extending to every population center in Northern California so that, except in largely rural areas, a support group is within 50 miles of each person in Northern California.

Objective 1

Publicize that NCCNA sponsors support groups so the general public is aware but do so especially in areas where there presently is no group. By October, 2007 at least one area will be targeted for such publicity.

Objective 2

Promote the start and/or restart of two groups by October 2007, and two more by December 2007. Eight in 2008. Eight in 2009.

Objective 3

Provide seed money for new groups to provide copies of handouts, pay the publication costs for mailings and flyers and the postage for mailings. Keep a record of seed money provided, for what it is used, and the return of this investment if groups choose to return it.

Objective 4

Involve a neighboring support group in the start of a new group at least once by December 31, 2007.

Objective 5

Raise funds so the person the Board approves to travel to establish or visit support groups will have their basic travel needs of motel and mileage met. Food reimbursement does not need to be included, but would be appreciated by the individual.

2. NCCNA is an organization with over 600 members.

Objective 1

Emphasize membership in NCCNA. Provide each group with the Membership Form given to each visitor along with other pertinent information. A request to do this will be sent to each Group Leader by July 2007.

Objective 2

Publicize the At Large category of membership so that those not presently in support groups will have a membership option.

Objective 3

Place membership totals in the newsletter monthly beginning with the July 2007 edition so that the membership level can be tracked by current members and they can encourage others to join.

3. NCCNA encourages support groups to fill at least two leadership team positions - Leader and Secretary/Treasurer.

Objective 1

Keep a record of the Leadership Team of each support group and those that do not have a Leader or Secretary/Treasurer be encouraged to fill these posts.

Objective 2

Organize a consistent training program for group leaders. This may consist of both e-mail information and materials sent by mail.

4. NCCNA conducts Spring and Fall Leadership Gatherings for communication, encouragement, training, and planning.

Objective 1

Plan ahead for the Spring and Fall Leadership Gatherings for communication, encouragement, training, and planning. Develop a calendar for the year(s) ahead.

Objective 2

Hold these meetings in different areas of the region and not always in the Sacramento area. A rotation might be developed.

Objective 3

Publicize these meetings more widely so that those that might be thinking of starting a group can come to discuss and network with those already in leadership.

5. NCCNA designs events to raise funds as well as to publicize and empower NCCNA and its members to further its mission.

Objective 1

Collaborate with Dominick Spatafora and the Neuropathy Action Foundation, as appropriate, to produce an event(s) to which all members are invited. This could include whole organization conferences or area-wide gatherings.

Objective 2

Consider a series of events throughout the region or events scheduled by a local support group to which all are invited but the majority of attendees are expected from the nearby areas.

Objective 3

Develop plans for a regular event to raise funds for NCCNA and/or research as well as to publicize neuropathy as the most common disease you've never heard of.

B. Connecting With the Health Care Community

1. NCCNA is well known to and interacts with the health care community.

Objective 1

Distribute small quantities of brochures to every neurologist in Northern California with a letter about our organization and further information about neuropathy. Continue to restock those that we find need a new supply.

Objective 2

Publicize our website to the health care community. Ensure that the information about neuropathy placed on the site is physician friendly.

Objective 3

Obtain the services of a neuropathy knowledgeable physician who can present seminars with CME credit and set up opportunities for this to happen. This is one of the requirements of The Neuropathy Center so working together could be productive.

Objective 4

Encourage doctors and other health care providers that know about neuropathy to share this knowledge with other people in the health care community.

C. Supporting Research

1. NCCNA discovers appropriate clinical trials and other research opportunities and encourages membership involvement.

Objective 1

Announce clinical trials and research projects in which members of NCCNA may be able to participate. Let people know they may not be chosen and if they are, they participate at their own risk. Report any reliable information obtained through this activity.

B. Publicity, Promotion, and Relationship Development

1. NCCNA distributes upgraded brochures, newsletters, and other publications.

Objective 1

Publish a brochure on brochure-appropriate, stock by June 22, 2007.

Objective 2

Continue to refine the format of the newsletter with the goal of a more professional look and pertinent information. This may include photos, and columns by specific guest writers. Use the newsletter to be the purveyor of information we want to go to all members.

Objective 3

Make a downloadable newsletter available on the website. Only members will have access to the new editions. Editions three months or older will be available to all.

2. Update NCCNA's website regularly and have links to other organizations such as The Neuropathy Association and the Neuropathy Awareness Foundation.

Objective 1

Succeed in getting the NCCNA website linked from the TNA website by July 1, 2007.

Objective 2

Transfer neuropathy-ncn.org to pnhelp.org and renew the agreement with the server of the website by May 5, 2007.

Objective 3

Actively promote and publicize the availability of the website in the brochure, newsletter and any other media that it is possible to do so.

3. NCCNA is regularly reported in print, electronic, visual, and Internet media coverage.

Objective 1

Using a plan developed for maximum impact, as funds are available, the NCCNA brochure will be distributed more widely – doctors, podiatrists, physical fitness centers, physical therapists, retirement centers, libraries, senior citizens centers, and other locations thought appropriate.

Objective 2

Provide group leaders with help to develop a relationship with a person at local newspapers, radio stations, and TV Channels and provide these media with information about the local group and NCCNA.

Objective 3

Plans will be laid by March of each year for Neuropathy Awareness Month in May so they can be implemented effectively. Proclamations and Resolutions will be requested from city and county governments as well as from legislators even the governor.

Objective 4

Place informational material about neuropathy and promote NCCNA on chosen websites.

Objective 5

Participate with other allied organizations that share our same goals representing neurological diseases or those impacting people with neuropathy such as California NeuroAlliance, Multiple Sclerosis Society, Celiac Sprue Association, and Diabetic Association. Use this collaboration to more fully publicize the needs of people with neurological diseases and advocate for these people on the local, state, and national levels of government.

C. NCCNA Development

1. NCCNA is led by a Board of Directors consisting of 9 members.

Objective 1

In May 2007, the Board has 5 members. By December 2007, it shall have 7 members, by December 2008, it will consist of 9 members. The auspices of BoardLink to identify possible candidates, invitations in our newsletter, and notices in other publications will be used to identify candidates having the skills needed by the Board.

2. Develop subcommittees on which some members other than Board members serve as the need arises for such subcommittees.

Objective 1

Develop a rationale and a policy supporting it for the use of subcommittees for special events and special projects on which some members other than Board Members serve by December 1, 2007.

3. NCCNA raises additional funds to support expansion of the organization.

Objective 1

Obtain funds through use of a donor list that is periodically asked to contribute. In addition to our own members, a list will be developed of donors who are not members but have an interest in neuropathy. They will receive our newsletter unless they choose not to do so.

Objective 2

Access The Non Profit Resource Center for suggestions of grants that may be available and appropriate to NCCNA. At least some of these will be applied for. An application for a grant to fund brochures and other information to be sent to all neurologists in California with additional brochures for distribution to a variety of locations will be written and submitted by September 1, 2007. Apply for a grant to fund videotaping and duplicating so as to provide speakers to support groups that would otherwise not be available to them. This grant is to be written by by October 1, 2007.

Objective 3

Develop and write a prospectus with help from a person knowledgeable about writing a prospectus to provide to possible funders. This will be accomplished by September, 2007.

4. NCCNA contracts with a part-time secretary to deal with membership and the newsletter and adds additional staff to work with the NCCNA Board as funds are available.

Objective 1

Write a job description in order to contract with a part-time secretary to handle membership and the newsletter at a date to be determined. The job description will be completed by October 1, 2007.

Objective 2

Plan that if funds develop appropriate to hiring additional staff, specific strategic planning will be conducted, and a job description fitting the need written.

5. NCCNA offers information and assistance to people in other areas wishing to start neuropathy support groups.

Objective 1

Develop a uniform packet of information to distribute to people who inquire about forming a group in an area not having one. Response to questions and recommendations will be offered. If it is in Northern California or Northern Nevada, someone will make an effort to attend and lead their first meeting, if they choose. If it is in Southern California or Southern Nevada, it may be possible for someone to meet with them at their first meeting if the cost of the trip is underwritten.

6. NCCNA provides Directors and Officers insurance.

Objective 1

Provide Directors and Officers (D&O) insurance by July 1, 2007.