

VHF Strategic Plan 2013-2015

Infrastructure

Objective	Action Steps	Desired Outcome	Responsible Party	Measurement	Timeline
Add part-time staff person to enable addition of new outreach and/or fund development initiatives.	<ol style="list-style-type: none"> 1. Evaluate current staff's strengths and competencies. 2. Define role for new staff with possible focus of health education and outreach, program development, or fund development (individual donor, estates, endowment, special events). 3. Recruit and hire new staff person. 4. Complete 3-month evaluation of new staff member's performance. 	New person oriented and filling the gaps in needed expertise and available hours to support VHF effectively as it grows	Kelly Waters, Executive Committee	Person in place with satisfactory 3-month evaluation completed by 9/30/14.	<p>11/2013</p> <p>4/2014</p> <p>6/2014</p> <p>9/2014</p>
Create a board succession plan to ensure the organization's	<ol style="list-style-type: none"> 1. Assess board diversity/skill set and identify any gaps. 	Diverse age and experience range on board to maximize continued	Board Development Committee	Draft of board succession plan presented to Board for	1/2014, 1/2015, and January

stability.	2. Create board mentors so that new board members have a resource as they gain experience, and long-term board members continue to stay engaged and contributing.	engagement and the ability to recognize and meet members' needs		approval by 4/30/14.	each year 7/2014, 7/2015, and July each year
Define, establish, and/or activate committees to best support growth and board engagement.	1. Review current committees (structure, membership, and needs) 2. Create a list of standing committees with board members assigned to each one based on interest/skills	Chance of success increased by ensuring structure/format to achieve goals and objectives	Executive Committee, Board Development Committee	Committees updated with existing assessment tool; lead person for each committee.	1/2014, 1/2015, and January each year
Have a physical location for VHF to enable collaboration among staff and increased professionalism.	1. Compile data that indicates if a physical location is essential at this time to conduct VHF Work. 2. Monitor limitations caused by not having a central physical VHF office.	Efficiency and professionalism associated with physical office location balanced against the benefits of flexibility, responsiveness, and minimized cost in VHF staff working from home	Kelly Waters, Heather Conner, Finance Committee	Monitor need via log kept throughout 2014 for all issues (e.g., storage, meetings, interns, etc.) where VHF's lack of a central physical office was an issue	12/2014

	<p>IF YES – then:</p> <p>3. Create a list of criteria for desired office space (e.g., location, share with another nonprofit).</p> <p>4. Develop list of attractive options, their benefits and their cost.</p>			<p>List of options to meet documented need, criteria, and in keeping with financial limits set</p>	<p>12/2015</p>
<p>Develop needed skills in board members and add structures to assist in fund raising efforts.</p>	<p>1. Create a personal campaign plan including strong tracking of individual donations to create lifelong individual givers.</p> <p>2. Provide innovative approaches, education, and practice for board members to develop their ability to tell VHF's story and make the ask for donations when appropriate.</p>	<p>Gift Works in place and increasingly diversified funding stream</p>	<p>Development Committee</p>	<p>Percentage of funding by industry decreasing as other sources for donations (e.g., individuals, events, grants, corporate and in-kind donations increase)</p>	<p>12/2015</p>

Advocacy

Objective	Action Steps	Desired Outcome	Responsible Party	Measurement	Timeline
Provide health insurance education, programs, and/or resources for all stakeholders.	<ol style="list-style-type: none"> 1. Track the changes in health insurance options for those with bleeding disorders. 2. Identify education needs of different stakeholders (consumers, legislators, etc.) 3. Develop a schedule of educational events and seek sponsors. 4. Evaluate impact of events. 	Ongoing and continuous updating of stakeholder awareness in the midst of health reform; identification of advocacy issues; maintenance of close partnership with key resources – PSI, industry, and HTC’s	Becky Bowers-Lanier, Advocacy Committee	<p>Calendar of advocacy activities</p> <p>Newsletter and email alerts of planned (e.g., annual Advocacy Day) and unanticipated (e.g., legislature bill change in session) advocacy opportunities</p>	<p>11/2014</p> <p>Ongoing</p>

Events/Activities

Objective	Action Steps	Desired Outcome	Responsible Party	Measurement	Timeline
Create a new and innovative race event.	<ol style="list-style-type: none"> 1. Identify the goals for the event. 2. Outline the options and advantages of the different race events (e.g., Race to the Roof, Impossible Race). 3. Choose event and timing. 4. Create project plan to include race volunteers, PR, etc. 	Enhanced visibility, excitement, engagement, and fundraising potential	Kevin O'Connor, Megan Lawson Development/ Race Committee	1 st Impossible Race event in November 2014 with metrics: # of runners, visibility of VHF generated through PR, amount of donations, popularity of event	11/2014
Develop teen programs and input.	<ol style="list-style-type: none"> 1. Identify unique needs, interests, and contributions of teen members. 2. Offer regular teen programming (i.e. teen retreats). 3. Create teen advisory board for ongoing input and engagement. 	Customized programs that support and engage teens with bleeding disorders	Daniel Warren, Zack Bordone, Heather Conner, and Program/ Outreach Committee	Teen retreat # of participants and their feedback summarized to indentify qualities of a successful event and future needs Teen advisory board created	12/2013 7/2014
Develop and/or enhance programs/	<ol style="list-style-type: none"> 1. Identify VHF adult members. 2. Gather data on 	Customized opportunities to support and engage	Stacey Noble, Program/ Outreach	Needs assessment completed for	12/2015

activities/ resources for adults (men and women) with bleeding disorders.	existing resources and initiatives. 3. Create plan for outreach, programming, and education.	adults with bleeding disorders.	Committee	adults with bleeding disorders	
--	---	------------------------------------	-----------	--------------------------------------	--

Financial

Objective	Action Steps	Desired Outcome	Responsible Party	Measurement	Timeline
Create a financial strategic plan	<ol style="list-style-type: none"> 1. Identify the goals for the plan. 2. Solicit input as needed throughout the process. 3. Review similar documents for other nonprofits. 4. Plan created for approval by board. 	Clear understanding of and plan for spending priorities, financial sustainability, and fundraising needs and opportunities	Chris Markwith, Kelly Waters, Finance Committee	Financial strategic plan developed and approved by VHF board	<p>2/2014</p> <p>2/2014</p> <p>2/2014</p> <p>4/2014</p>

Outreach

Objective	Action Steps	Desired Outcome	Responsible Party	Measurement	Timeline
Provide outreach to the broader medical community who needs to know more about blood disorders.	<ol style="list-style-type: none"> 1. Identify the key groups (e.g., dentists, school nurses, Ob/Gyn, Med school students, etc.) 2. Gather data on existing resources and initiatives. 3. Create plan for outreach education. 	Professionals with limited knowledge and exposure to BD are educated so that they are able to recognize and meet the need	Program/Outreach Committee	<p>Monitor and track responses to requests by groups</p> <p>Plan created for proactive education of non-requesting groups</p>	<p>12/2014</p> <p>9/2015</p>
Provide outreach to those with blood disorders in underserved geographic areas.	<ol style="list-style-type: none"> 1. Create awareness of underserved geographic communities. 2. Create plan for outreach education through existing events and resources. 	Full coverage of state with needed resources	Program/Outreach Committee	Documentation of events and numbers of attendees statewide	12/2013, and each December