

Strategic Plan Goals

1. Celebrate the accomplishments of VHF over the past 50 years and hopes for the next 50 years.
 2. Update the name to reflect the diversity of the inherited bleeding disorders population.
 3. Efficiently and effectively manage volunteer resources.
 4. Explore opportunities for increased partnerships with Hemophilia Treatment Centers (HTCs).
 5. Review and implement programs and services to best meet the needs of the community.
 6. Evaluate, update, and expand the current VHF scholarship program.
 7. Evaluate, update, and expand the current VHF financial assistance program.
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50th Anniversary Celebration

GOAL: Celebrate the accomplishments of VHF over the past 50 years and hopes for the next 50 years.

OBJECTIVES:

1. Recognize achievements from 1975 – 2025.
 - a. Organize records from the past 50 years (Old photos; amount of funds raised and growth through the years; identify staff, volunteers, key stakeholders, and constituents who have been involved throughout the years; overview of programs through the years; contributions in medicine/treatment improvements)
 - b. Host a 50th Anniversary Celebration on March 16, 2025.
2. Strengthen relationships with key stakeholders (volunteers, donors, community, sponsors, and HTCs), spread awareness of programs and services, and attract new donors.
 - a. Create a diverse 50th Anniversary Committee and solicit input from stakeholders.
 - b. Present accomplishments through various methods such as storytelling, narratives, graphs, statistics to reinforce relevance and value.
 - c. Integrate marketing and public relations to enhance stakeholder and donor engagement.
3. Share our future vision.
 - a. Strategic plan, rebranding, fundraising goals, highlights of ongoing needs

Timeline: Complete by the end of 2025, Anniversary Celebration – March 16, 2025, ongoing

Responsible Party: 50th Anniversary Committee, BOD, and VHF Staff

Evaluation: (2025) - Held Anniversary Celebration, records are organized and accessible to share; (ongoing) accomplishments and future vision are shared in monthly newsletters and in monthly social media posts

Rebrand

GOAL: Update the name to reflect the diversity of the inherited bleeding disorders population.

OBJECTIVES:

1. Review and update the mission and vision of the organization.
2. Identify the most favorable name to fulfill the mission and vision of the organization.
 - a. Utilize various avenues for input – surveys, focus groups, phone call solicitation, etc.
3. Implement the rebrand.
 - a. Formalize name change with government, sponsors, etc.
 - b. Determine and secure funding necessary to complete rebrand.
 - c. Work with design firm to create new logos and accompanying pieces.
4. Launch plan for shifting from existing brand to new brand.
 - a. Work with design firm to update social media, website, and additional branded materials.

Timeline: Complete by June 2026, Review mission/vision/name change – Winter 2024/2025, Implement the rebrand – complete June 2026.

Responsible Party: VHF Staff, BOD, Rebrand Committee, Hired consultant/design firm.

Evaluation: Vision, Mission, and Name are updated to reflect the diversity of the inherited bleeding disorders population, as well as logo, website, and accompanying pieces are updated.

Volunteer Management

GOAL: Efficiently and effectively manage volunteer resources.

OBJECTIVES:

1. Determine volunteer needs for VHF.
 - a. Identify a Board Champion to lead the initiative.
 - b. Investigate numbers and the kind of volunteers needed.
 - c. Outline volunteer opportunities in alignment with community needs and organizational goals.
 - d. Identify components of volunteer program based on needs.

2. Expand volunteer recruitment.
 - a. Develop targeted outreach campaigns to attract volunteers from both within and outside of the VHF community.
 - b. Collaborate with local organizations, schools, and businesses to promote volunteer opportunities.
 - c. Utilize social media platforms and online networks to expand the reach of volunteer recruitment efforts.

3. Increase volunteer engagement and retention.
 - a. Develop a volunteer recognition program.
 - b. Conduct yearly feedback surveys to assess volunteer satisfaction and identify areas for improvement.
 - c. Provide ongoing training and development opportunities to enhance volunteers' skills and knowledge.

4. Streamline volunteer management processes.
 - a. Investigate and if appropriate implement centralized volunteer management software to automate volunteer registration, scheduling, and communication.
 - b. Develop standardized volunteer training materials and procedures to ensure consistency across programs.
 - c. Establish clear guidelines and expectations for volunteer roles and responsibilities including the role of Volunteer Manager.

Timeline: Determine volunteer needs for VHF (December 2026);
Recruitment/Engagement (December 2027); Management Process (December 2028)

Responsible Party: BOD, Board Champion, Volunteer Manager

Evaluation: Volunteer satisfaction score, volunteer retention rate, and number of new volunteers recruited from targeted outreach efforts are increased year after year.

HTC ENGAGEMENT

GOAL: Explore opportunities for increased partnerships with HTCs.

OBJECTIVES:

1. Identify key points of contact with each HTC.
2. Foster partnership between HTC and VHF for active involvement in each other's programs and activities.
 - a. Review HTC/VHF calendar, newsletters, sponsorship opportunities.
 - b. Participate in HTC/VBDP annual meetings, Region 3 meetings, lunch/learn at HTCs.
 - c. Encourage participation in VHF's committees, educational events, and program planning.
3. Launch and sustain new activities/partnerships.
 - a. Establish at least two new joint initiatives and/or programs to enhance patient care.
 - b. Investigate and implement options, such as memorandums of understanding (MOUs), that will outline the responsibilities and commitments of both parties in promoting patient-focused activities.
 - c. Implement regular communication channels, such as newsletters, staff meetings, and online platforms to disseminate information and evaluate effectiveness.
 - d. Explore opportunities to assess the impact of HTC/VHF partnership on patient satisfaction, community engagement, and overall healthcare outcomes.

Timeline: Key Points of Contact (December 2024); Foster Partnerships (March 2025); New Activities/Partnerships (December 2025; Ongoing)

Responsible Party: VHF Staff, HTC leads.

Evaluation: HTC participation in VHF activities/programs increases, overall constituent satisfaction increases, number of successful partnerships with HTC's is increased.

Review of Programs and Services

GOAL: Review and implement programs and services to best meet the needs of our community.

OBJECTIVES:

1. Audit current programming and services.
 - a. Identify gaps in VHF programming and services utilizing constituent surveys, VBDP review, HTC feedback, etc.
 - b. Find local, regional, and national resources that could fill gaps in programming/services.

2. Identify and implement 1-2 programs/services based on audit.
 - a. Find resources (other organizations, financial, etc.) that can support VHF in filling gaps.

Timeline: Audit (December 2026); New Programs/Services (January 2028); ongoing evaluation and review.

Responsible Party: Program Committee, Volunteers to review local, regional, national resources, VHF Staff

Evaluation: Audit of VHF and other programming/activities are assessed, with 1-2 programs/services being implemented based on review of gaps

Review of Scholarship Programs

GOAL: Evaluate, update, and expand the current VHF scholarship program.

OBJECTIVES:

1. Review current VHF scholarship programs and identify opportunities for expansion.
 - a. Review other chapter scholarships, identify areas of greater need, determine feasibility of funding for additional scholarships, and evaluate the methods of flexible funding.
2. Update and expand the VHF scholarship programs.
 - a. Determine funding availability and how it will be divided between the programs.
 - b. Determine how each scholarship program will be expanded.
 - i. Lyman Fisher, Terry Lamb Enrichment Scholarship, National Meetings
3. Implement updated scholarship programs.
 - a. Begin distributing.
 - b. Continue to evaluate the need for scholarships and how best to serve the VHF community.

Timeline: Review (August 2024); Update and Expand (October 2024); Implement (December 2024), ongoing evaluation and review.

Responsible Party: Scholarship Committee, VHF Staff

Evaluation: Updated Scholarship programs that best serve the needs of the community

Review of Financial Assistance Program

GOAL: Evaluate, update, and expand the current VHF financial assistance program.

OBJECTIVES:

1. Review current VHF financial assistance programs and identify opportunities for expansion.
 - c. Review types of patient assistance available in the larger community, identify areas of greatest need, determine feasibility of increasing funding levels.
2. Update and expand VHF's financial assistance program.
 - a. Determine funding available for the program, develop guidelines for distribution of funding.
3. Implement new financials assistance program.
 - a. Begin distributing financial assistance under new guidelines.
 - b. Continue to evaluate financial assistance program.

Timeline: Review (Spring 2024); Update and Expand (May 2024); Implement (July 2024), ongoing evaluation and review.

Responsible Party: Financial Assistance Committee, HTC social workers, VHF Staff

Evaluation: Updated financial assistance program that best serve the needs of the community