

## SBAIN Strategic Plan

### **Goal 1 Capacity Building:**

#### **Encourage involvement and collaboration in order to promote organizational growth.**

TARGETS
1 new non- board member on each committee by the end of 2015.
New database for tracking members, donors and other potential constituents begins to be used by Nov 2015.
Add an additional 2 board members (total of 11) by end of 2016.
At least one new board member from outside of central Indiana by 2016.
Develop 2 new volunteer access points annually.
At least 2 more committee members on development, outreach, and Walk N Roll by end of 2015.
Standing committees meet at least 6 times per year and provide a report for each board meeting.
Annually contact at least 2 chapters for information for Education Day and other activities.
Local-initiated communication with SBA at least 1 time per year.

### **Goal 2 Fiscal Responsibility:**

#### **Generate and manage funds effectively to ensure sustainability.**

TARGETS
Increase Walk N Roll revenue by 10% annually.
Increase scholarship/medical fund recipients by 10% annually.
At least one fund raising opportunity held each quarter.
One new regional fundraising event annually.
At least 5 new individual donors contributing at least \$100 annually.
Secure an additional two corporate sponsors of at least \$500 per year.
Write one grant proposal semi annually.
Number of paid hours worked by employees reaches at least 40 hours by the end of 2016.

### **Goal 3 Prevention:**

#### **Promote the prevention of Spina Bifida through information and public education.**

TARGETS
2 social media posts per month about the prevention of SB.
1 radio campaign per year.
Quarterly postings of new information to SBAIN website.
Distribute information to at least 6 bridal fairs annually.
10% increase of non-English-speaking members.
At least 250 pieces of bilingual resources are distributed annually.
At least 5 bilingual resources will be available for distribution.
One new prevention partner/promoter annually.
One new prevention education funding partner by end of 2017.

### **Goal 4 Programs and Support:**

#### **Enhance the quality of life of those affected by Spina Bifida and advocate on their behalf.**

TARGETS
50 packets distributed annually.
One new educational web posting (article) each month.
At least one new practitioner per year willing to specialize in adults with SB.
Educate at least one legislator annually about SB and transition issues.
Add two regional social events each year.
Increase existing event attendance by 15%.
1 education day in 2015 and 2017.