

Greater Illinois Chapter

Strategic Plan Fiscal Years 2009-2011

Promote New and Increased Innovative Revenue Streams		
National Goal Fit – Growing Revenue Support of the Mission		
	Defining Objectives	Lead
	Investigate/implement fee-for- service structure for care navigation	PS
	Investigate/implement 3 rd party reimbursement for care navigation	PS
	Investigate/seek new state contracts to support PTI	PS
	Investigate/implement additional fee-for-service offerings for PTI	PS
	Investigate/implement new chapter-wide fundraising event in all markets	DEV
	Increase third-party events to support Chapter	DEV
	Investigate/implement new business partnership program	PS/DEV/CEO
	Implement mobile program in all chapter offices	DEV
	Expand Chapter involvement in sporting events that have charity team opportunities	DEV
	Investigate/partner on % of sales days with food and other retailers	DEV
	Implement accounting procedures/ monitoring systems for all new revenue streams	FIN
	Implement billing system for 3 rd party reimbursement	IM
	Produce marketing/pr plan/pieces to support/explain new revenue streams	COM
	Train staff for understanding and to support execution of all aspects of managing/accounting for new revenue streams	HR
	Develop multiple event sponsorship packages	DEV/PS
	Increase/develop program sponsorship package	PS/DEV
Define New Constituents, Their Wants and Needs; Shape New Programs and Products		
National Goal Fit: Enhancing Care and Support		
	Defining Objectives	Lead
	Review research conducted by national/other chapters in regard to needs assessment, especially as it relates to underserved but growing needs	PS
	Conduct Illinois-based needs assessment, in regard to growing needs for new constituencies; develop report outlining probable program offerings based on findings	PS

	Determine benchmarks for serving new constituencies; establish or bring forward historical baselines; set goals against baselines	PS	
	Shape new program efforts to address needs	PS	
	Publicize new programs	COM	
	Aim PR/marketing efforts at target audiences for new programs and products	COM	
	Develop specialized quality measurement tools for specific Chapter programs and services that are beyond CSQEI	PS	

Build a Stronger Volunteer Base

National Goal Fit: Advancing Advocacy; Enhancing Care and Support; Growing Revenue Support

	Defining Objectives	Lead	
	Complete volunteer policy manual	HR	
	Guide staff in identifying jobs and writing volunteer job descriptions	HR	
	Create intranet repository for volunteer job descriptions	IM	
	Train managers in goal setting and performance management with respect to volunteers	HR	
	Identify volunteer interviewer in each office; train leads for interviewing and placement skills	HR	
	Ongoing training for all staff in volunteer management	HR	
	Set annual goals for staff in utilizing volunteers	Managers	
	Enter all volunteers in Team Approach	OM	
	Develop consistent volunteer recognition and reward program	HR	
	Incorporate volunteer messaging in communications pieces	COM	
	Establish/track hours worked and financial value of volunteers	FIN	
	Identify, train and support key advocate in every state legislative/representative district	PP	
	Identify, train and support Ambassadors in underserved counties	PS	

Improve Cross-Functional Communications of Employees and Board; Maximize Staff Participation in All Aspects of the Association's Mission		
National Goal Fit: Enhancing Care and Support; Growing Revenue Support of the Mission		
	Defining Objectives	Lead
	Complete/provide ongoing update to intranet	IM
	Expand internal lunch and learn opportunities for staff to learn about other departments and the work that goes on	HR
	Invite Board to participate in appropriate lunch and learn sessions, and implement other ways to increase appropriate Board and staff interaction	President/CEO
	Implement video-conferencing and/or web-conferencing capabilities	IT
	Increase staff participation in Springfield Advocacy Day	PP
	Increase opportunities for Board to learn about new national initiatives and other information from national office staff	BD/Pres-CEO
Increase Awareness of Association and Chapter		
National Goal Fit: Increasing Concern and Awareness of the Disease and the Association; Advancing Advocacy		
	Defining Objectives	Lead
	Form a Board Committee to focus on communications issues and planning	BD
	Develop a longer-range strategic communications plan with help of Board committee, to be further supported by annual plans	COM
	Develop chapter-level Champions program to fit with national Champions	COM
	Establish Chapter as a Brand in Illinois and develop messages that differentiate us in the Illinois market from the competition	COM
	Increase understanding of chapter services with referral sources that refer clients to the Chapter	PS
	Look for opportunities to "play-off" the national media campaigns	COM
	Promote mission statement and how to receive services in all fundraising materials	DEV
	Increase registered advocates and participation in Advocacy Day	PP

Adopted by the Board of Directors, Greater Illinois Chapter Board, April 26, 2008.