



STRATEGIC PLAN

2022-2026

OUR MISSION

To bring hope and empowerment to children and adults who stutter, their families, and professionals, through support, education, advocacy, and research.

OUR VISION

To build on our position as the preeminent organization for supporting people who stutter.

GOAL 1: *Expand Access to NSA Services, Events, & Resources*

- » STRATEGY 1: Develop more programs that are deliberately virtual
- » STRATEGY 2: Host more small events and/or regional events
- » STRATEGY 3: Restore proactive advance planning and promotion of events

GOAL 3: *Increase the Visibility & Awareness of the NSA*

- » STRATEGY 1: Deepen engagement with SLPs, educators, and health care providers
- » STRATEGY 2: Strengthen foothold within the higher education space
- » STRATEGY 3: Enhance marketing efforts to leverage national brand

GOAL 2: *Position the NSA for Long-term Success*

- » STRATEGY 1: Develop culture of giving in which fundraising is normalized and valued by stakeholders
- » STRATEGY 2: Increase staff capacity to support marketing and fundraising needs
- » STRATEGY 3: Plan for the succession of organizational leadership
- » STRATEGY 4: Deepen relationships with existing low-engagement members and supporters

GOAL 4: *Reimagine NSA Chapters*

- » STRATEGY 1: Institute chapter leader development program
- » STRATEGY 2: Re-invigorate chapter meetings
- » STRATEGY 3: Increase organizational support for local recruitment efforts
- » STRATEGY 4: Assess and respond to chapter leader and member feedback



STRATEGIC PLAN

2022-2026 ACTION STEPS

SHORT TERM

Develop 18-month events schedule, including virtual and regional events

Offer incentives for SLPs in practice and college to attend NSA annual conference

Target low-risk engagement opportunities to peripheral supporters and donors

Explore partnering with other organizations for PWS to increase awareness

Analyze current fundraising efforts for successes and shortcomings

Create program of guest speakers for college SLP courses

Hire qualified staff to fill marketing, fundraising, and diverse outreach needs

Institute development program for chapter leaders

Develop formal process for transitioning new and retiring board members

Develop systematic approach to donor appreciation

Develop educational campaign on the importance and value of fundraising

Formally adopt succession plan to ensure continuity of leadership and services

LONG TERM

Host at least one in-person and one virtual annual event for each region

Develop a consistent presence at SLP and pediatric health conferences

Expand WS@W program to targeted geographic regions or employment sectors

Develop campaign of social and earned media targeting SLPs and pediatricians

Develop roster of potential future board members who represent the diversity of PWS

Explore partnerships with other organizations serving PWS for local programming

Implement annual chapter evaluation process to continually improve programs

Develop education campaign on stuttering for higher ed student support offices

Create marketing collateral to enhance local chapter recruitment efforts