**STRATEGIC PLAN UPDATES: JANUARY 2, 2023**

<table>
<thead>
<tr>
<th>GOAL + STRATEGIES</th>
<th>YEAR 1 PROGRESS</th>
<th>YEAR 2 PROGRESS</th>
<th>YEAR 3 PROGRESS</th>
<th>YEAR 4 PROGRESS</th>
<th>YEAR 5 PROGRESS</th>
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<tbody>
<tr>
<td>GOAL 1: Expand Access to NSA Services, Events &amp; Resources</td>
<td>Hosted open house event in Atlanta 8.7.22</td>
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<tr>
<td>» Develop more programs that are deliberately virtual</td>
<td>Finalized scope of work with Stephanie Coppen to support more regional events</td>
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<tr>
<td>» Host more small events and/or regional events</td>
<td>Hosted Amplify Houston on 10.15.22; Raleigh planned for 10.22.22</td>
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<tr>
<td>» Restore proactive advance planning and promotion of events</td>
<td>Planned Amplify events in additional cities in early 2023</td>
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<tr>
<td>» Hosted series of NSA Connects virtual sessions, including events dedicated to parents, women, teens, and older adults</td>
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<td>» Developed concept for a five-day virtual series as part of 2023 NSAW</td>
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<tr>
<td>» Expanded NSA Connects sessions available in Spanish</td>
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<tr>
<td>» Voted on and preserved the integrity of the Women Who Stutters NSA Connects sessions</td>
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<td>» Formed a new Special Projects committee whose first initiative led to the creation of the NSA Conference Scholarship fund</td>
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<td>» Created a DEI committee which will eventually lead to a new DEI board position</td>
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GOAL 2: Position the NSA for Long-term Success

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

» Developed and planned launch of 45th anniversary fundraising campaign
» Applied for three grants, including an application for We Stutter @ Work that can be tailored to different geographic regions
» Welcomed 200 first-timers to Annual Conference in Newport Beach, representing 27% of attendees
» Implemented robust National Stuttering Awareness Week campaign via email and social media, reaching more than 16,500 people outside of the NSA’s online community
» Promoted and hosted four We Stutter & Work webinars
» Began re-energizing ChangeMakers with increased donor stewardship and fundraising consultant messaging
» Developed collateral for major gifts/legacy gifts solicitation
» Increased internal capacity: Alan, Christian, Stephanie
» Began sponsorship plan for FL-based organizations to support the 2023 Annual Conference
» Facilitated successful 2022 Giving Tuesday fundraising campaign
» Developed 2023 communications plan for ChangeMakers program (including existing CMs and recruitment of new CMs)
» Developed year-long 2023 fundraising communications calendar
» Created the NSA’s first ever endowment with an initial deposit of $250K
» Formed a Conference Committee which vetted ideas and generated new life into our conference
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<th>GOAL 3: Increase the Visibility &amp; Awareness of the NSA</th>
<th>GOAL 4: Reimagine NSA Chapters</th>
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<td>• Deepen engagement with SLPs, educators, and health care providers</td>
<td>• Institute chapter leader development program</td>
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<td>• Strengthen foothold within the higher education space</td>
<td>• Re-invigorate chapter meetings</td>
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<td>• Enhance marketing efforts to leverage national brand</td>
<td>• Increase organizational support for local recruitment efforts</td>
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<td>• Finalized marketing contractors’ scopes of work</td>
<td>• Assess and respond to chapter leader and member feedback</td>
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<td>• Applied for a grant to support targeted outreach regarding stuttering in children to SLPs, educators, and health care providers</td>
<td>• Developed partnership with MBA student who stutters to research ways to strengthen network of chapters</td>
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<td>• Developed SLP-specific marketing collateral for fall industry events, including 2022 ASHA conference in Florida</td>
<td>• Promoted the Raleigh chapter’s May Picnic in the Park and Annual Vermont Stuttering Parade</td>
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<td>• Developed NSA style guide, standardized fonts, and brand colors</td>
<td>• Partnered with local chapters to host three regional events in the fall</td>
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<td>• Developed partnership with NFL player Joshua Ezeudu and MMA fighter Kathryn Paprocki</td>
<td>• Developed video highlighting Houston chapter</td>
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<td>• Represented the NSA at Joint World Congress in Canada and sponsored the event</td>
<td>• Provided chapter leaders with supplemental resources and opportunities, including a reading guide related to Chris Anderson’s book in 2022 and a collaboration with Myspeech in 2023</td>
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<td>• Developed tailored handouts for marketing to SLPs at in-person professional conferences and planned for follow-up in early 2023 with invitations to Annual Conference</td>
<td>• Partnered with Chris Anderson on national awareness campaign alongside book publicity events</td>
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