

STRATEGIC PLAN UPDATES: JANUARY 2, 2023

GOAL + STRATEGIES	YEAR 1 PROGRESS	YEAR 2 PROGRESS	YEAR 3 PROGRESS	YEAR 4 PROGRESS	YEAR 5 PROGRESS
<p>GOAL 1: Expand Access to NSA Services, Events & Resources</p> <ul style="list-style-type: none"> » Develop more programs that are deliberately virtual » Host more small events and/or regional events » Restore proactive advance planning and promotion of events 	<ul style="list-style-type: none"> » Hosted open house event in Atlanta 8.7.22 » Finalized scope of work with Stephanie Coppen to support more regional events » Hosted Amplify Houston on 10.15.22; Raleigh planned for 10.22.22 » Planned Amplify events in additional cities in early 2023 » Hosted series of NSA Connects virtual sessions, including events dedicated to parents, women, teens, and older adults » Developed concept for a five-day virtual series as part of 2023 NSAW » Expanded NSA Connects sessions available in Spanish » Voted on and preserved the integrity of the Women Who Stutters NSA Connects sessions » Formed a new Special Projects committee whose first initiative led to the creation of the NSA Conference Scholarship fund » Created a DEI committee which will eventually lead to a new DEI board position 				

<p>GOAL 2: Position the NSA for Long-term Success</p> <ul style="list-style-type: none"> » 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 	<ul style="list-style-type: none"> » 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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<p>GOAL 3: Increase the Visibility & Awareness of the NSA</p> <ul style="list-style-type: none"> » Deepen engagement with SLPs, educators, and health care providers » Strengthen foothold within the higher education space » Enhance marketing efforts to leverage national brand 	<ul style="list-style-type: none"> » Finalized marketing contractors' scopes of work » Applied for a grant to support targeted outreach regarding stuttering in children to SLPs, educators, and health care providers » Developed SLP-specific marketing collateral for fall industry events, including 2022 ASHA conference in Florida » Developed NSA style guide, standardized fonts, and brand colors » Developed partnership with NFL player Joshua Ezeudu and MMA fighter Kathryn Paprocki » Represented the NSA at Joint World Congress in Canada and sponsored the event » 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 » Partnered with Chris Anderson on national awareness campaign alongside book publicity events 				
<p>GOAL 4: Reimagine NSA Chapters</p> <ul style="list-style-type: none"> » Institute chapter leader development program » Re-invigorate chapter meetings » Increase organizational support for local recruitment efforts » Assess and respond to chapter leader and member feedback 	<ul style="list-style-type: none"> » Developed partnership with MBA student who stutters to research ways to strengthen network of chapters » Promoted the Raleigh chapter's May Picnic in the Park and Annual Vermont Stuttering Parade » Partnered with local chapters to host three regional events in the fall » Developed video highlighting Houston chapter » 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 				