# NFBV-Greater Alexandria Chapter Strategic Plan 2019-2022

## NFBV Greater Alexandria—Strategic Priority Areas

1. Building Engaged membership
2. Community engagement and education
3. Funding our efforts
4. Building Our Internal Capacity

## Action plan-Building engaged membership (Evelyn and Terry)

**Goal: We have built a larger and more diverse membership where the load is shared amongst everyone.**

1. Define a membership process, which identifies how we are getting new members and how we court existing members.
   1. Process is defined by January 2019.
   2. Tools are identified and implemented by April 2019.
2. Collaborate with partner groups to spread the word about our events and upcoming meetings. This includes groups like AARP, department of blind and visually impaired, school systems., eye doctors, prevention of blindness groups, etc.
   1. Receiving additional and more diverse members and inquiries. Proportion of membership that is new to the federation has increased.
3. Identify and use social media more effectively. weekly posts. Sending request to everyone on our list serve to like our page and get updates/create event invites on Facebook. YouTube promo video for chapter.
   1. Number of likes and shares increases. Seeing spike in new membership. Number of comments and dialogue.
4. Create a meet-up group to engage blind, non-blind people, and potential members.
   1. Holding 3 meet-ups a year.
5. Develop a chapter mentorship program.
   1. More active members who show up. More people interested in board positions and leadership positions.
6. Conduct an annual membership survey to assess how we are doing and to identify other ways we can do better.
   1. Conducting a survey by April 2019.
   2. Creating an action plan based on survey results.
7. Create event delivery teams to work on event hosting events, promotion, and logistics.
   1. We have assigned members to work on various repetitive tasks.
   2. Our big events have assigned hosting teams to spread the work throughout the chapter.

## Action plan-Community Engagement and Education—Renee and Wanda

**Goal: The community knows who we are, what we are about, and has increased comfortability and knowledge; experience with NFBV of Greater Alex is more enhanced.**

1. Plan a White Cane Safety event-publicizing this event throughout various channels and outlets
   1. Before and after survey demonstrates more awareness.
   2. general head count of who is reached with the event
2. Create, Design, and deliver an interactive “speakers Bureau” with curriculum to Raise Awareness in schools, senior citizen homes, and churches. The purpose of such a program would (1) educate the community around blindness issues; and, (2) to help those newly blind and their networks know what opportunities are available for them to live the lives they want.
   1. We will deliver the program to at least six different institution in 2019
   2. Evaluation-a pre and post survey for the individuals who are completing the training shows increased understanding
   3. Our interactive program and literature will engage 200 people throughout the year
3. Tap into the Alexandria City Website and other avenues to raise the community’s awareness that we exist
   1. Understand the process and complete necessary paperwork
   2. Identify and pursue other mechanisms
4. Identify and secure topical liaisons that directly engage within Alexandria, including being active in various city committees and other avenues.
   1. NFBV of Alexandria is recognized as an active player advancing safety for people who walk.
   2. Our members are staffing at least four city advisory committees by August 2019.

## Action plan-Fundraising—Susie and Andre

**Goal: Ensure chapter reaches financial stability to be able to fund chapter activities and responsibilities. Develop comprehensive fundraising plan, and eventually be able to make long-term investments.**

1. Identify a fund-raising chair and develop the tools to track and manage fund-raising efforts.
   1. identify person within three months;
   2. Develop spreadsheet tracking tool;
   3. After chapter account is created, establish ability to donate electronically to the chapter bank account, either through transfers, Square, or online click to donate links; and
   4. Verify non-profit tax-exempt status through tax ID #, and be able to provide receipts for donors for tax purposes.
2. Establish fund-raising targets, and specific purposes for money raised.
   1. Set specific targets for fund raising - $1,000 by end of one year;
   2. Identify at least two specific purposes for the money, and project what it would cost to fund those items;
   3. Identify long range investment growth goals;
   4. Earmark a set amount of money raised for investment in long-range interest-bearing funds, such as a CD, money-market fund, or equity index fund;
3. Research fund-raising efforts by other organizations that have proven successful.
   1. Earmark a set amount of money raised for investment in long-range interest-bearing funds, such as a CD, money-market fund, or equity index fund;
   2. Establish committee to research options;
   3. Identify within six months three ideas, one short term, one medium term, one long term;
   4. Committee reports out to chapter within six months its proposals/suggestions/research results;
   5. Identify at least one self-propelled fund-raising option that the chapter can embrace within six months of reporting.
4. Conduct fund-raising efforts, including those in the community that raise our profile, and are inclusive so that all can participate whenever possible.
   1. Execute two successful fund-raising efforts in a year;
   2. Meet with chamber of commerce executive director to identify specific mechanisms for working together in the community;
   3. Have net more money in the bank at the end of one year after initiatives began;
   4. Be able to meet all chapter fiscal responsibilities, including contributions to the state affiliate, and national funds such as Sunshine, White Cane, Jernigan, and tenBroek.

## 4. Building Our Internal Capacity

### Action plan-Building Internal Capacity

1. Jeremy-Building tracking tools and working with the other teams to ensure we have the tools to meet their needs
   1. Hold data needs gathering meeting by November 2018
   2. Draft plan for technology and data tracking by the January chapter meeting with some stuff already implemented
   3. Training on tools and technology we are using delivered by January 2019 with optional attendance by members of chapter
   4. Ideas being considered and will be decided during the scoping meeting in November include, but aren’t limited to:
      1. Build out a skills matrix where people can tell us what they’re good at
      2. Dropbox, google, filing system in general (for the board)
      3. Online donation button
      4. Central file tracking membership
      5. Ways to track fundraising
      6. Membership survey: how often should we meet
      7. Tracking hot button community issues
      8. Anything else that the teams need
2. Jeremy-Succession planning
   1. Draft succession plan by November
   2. Final succession plan in place by January meeting and reported to chapter
3. Brian and Jeremy-Hosting the monthly meeting: Define a list of rotating common activities for which people can volunteer
   1. Brian gets checklist of volunteer activities to Jeremy by October 22
   2. Jeremy will collect volunteers to help with tasks at the end of October’s meeting