



2008-2011  
Strategic Planning Initiatives

Project Plan Outline

August, 2008

## Contents

|  |    |
|--|----|
| Summary.....   | 3  |
| Improve Programs and Services to the Bleeding Disorder Community .....         | 4  |
| Design and Implement Communication Strategies to broaden awareness.....        | 6  |
| Strengthen Fund Development Program .....                                      | 8  |
| Increase public Policy advocacy Efforts.....                                   | 10 |
| Provide the infrastructure and technical support to HTCs in Region V-West..... | 12 |

**Mission of GLHF:** *We dedicate ourselves to advancing the quality of life of individuals and families affected by hemophilia and other blood disorders by providing a broad range of services and programs while supporting research to improve care and to find a cure.*

**Vision of GLHF:** *We will be the pre-eminent regional organization serving all persons affected by hemophilia or other blood disorders by ensuring a continuum of dynamic and innovative programs.*

## Summary

In the winter/spring of 2008, the GLHF Board, staff and community members participated in several discussions identifying what the Foundation currently does well and what the Foundation should focus on over the next three years. The following outline is the product of these discussions.

**2008-2011 Key Planning Initiatives are as follows:**

1. Provide programs and services to meet needs of Patients/Community
2. Design and implement communication strategies to broaden awareness outside the bleeding disorder community
3. Strengthen the Fund Development Program enabling GLHF to meet financial resource needs
4. Increase Public Policy Advocacy Efforts

**Attached is the project outline to achieve these Initiatives. Included are:**

- Initiative Objectives
- Statements of Purpose for each Initiative
  - What Success (Benefits) Will Look Like
  - What the Consequences Are for not Achieving
- Goals
- Action Items

## Key Initiative 1

### Improve Programs and Services to the Bleeding Disorder Community

---

#### Statements of Purpose:

**What Success (Benefits) Will Look Like:** Improve the quality of lives of individuals and families affected by bleeding disorders. Grow in the number of people served through more participation in programs.

**What the Consequences are for not Achieving:** Clients do not receive necessary programs and services. Clients will feel that they have not been heard, GLHF will lose credibility in the community. GLHF will be stagnant, not grow.

#### Goals

1. Offer 3 existing programs and services to the bleeding disorder community by December 31, 2008 to meet current needs of the community.
2. Offer 3 new programs and services to the bleeding disorder community by December 2010 to meet the communities' needs.

2008-2011

## DETAILS

Goal 1: Offer 3 existing programs and services to the bleeding disorder community by December 31, 2008 to meet the communities' current needs.

This goal can be achieved by:

Objectives:

- \*Develop and implement a community needs assessment/marketing analysis
- \*Evaluate current GLHF Education Programs and Services for effectiveness in 2008.
- \*Continue to offer programs in year one including NHF Prevention, Woman to Woman, Youth Programs and Fun and Family Education Weekend

Goal 2: Offer 3 new programs and services to the bleeding disorder community by December 31, 2010 to meet the communities' future needs.

This goal can be achieved by:

- \*Based on the results of the needs assessment, programs and services will be implemented in 2009 & 2010.
- \*GLHF staff will work with NHF, HTC's and PS Committee to develop a first step program for new families.
- \*GLHF staff will work with NHF, HTC's and PS committee to develop a fitness program for the BD community.

## Key Initiative 2

### Design and Implement communication strategies to broaden awareness outside the bleeding disorder community

---

#### Statements of Purpose:

**What Success (Benefits) Will Look Like:** Get the GLHF name out and reach people outside of the bleeding disorder community; more people would understand bleeding disorders and myths and misconceptions. People might self refer once they better understand bleeding disorders.

**What the Consequences Are for not Achieving:** Status quo; public accept the myths and misconceptions as well as not know of available resources or the services through GLHF.

#### Goals

1. Develop and implement a branding initiative resulting in broader public awareness of coagulation issues by December 2010.
2. Develop and implement four marketing strategies resulting in broader community awareness of coagulation issues by December 2010.

2008-2011

## DETAILS

**Goal 1:** Develop and implement a new branding initiative resulting in broader public awareness of coagulation issues by December 2010.

This can be achieved by:

Objectives:

\*Resolve GLHF branding and identity options regarding thrombosis and current GLHF branding by November 2008.

\*Develop tailored, cutting-edge solutions to address the thrombosis decision and current GLHF branding including name, logo, tagline by September 2009.

\*Develop a plan and budget for integrating the new identity into GLHF programs and services by November 2009.

\*Implement plan into GLHF programs and services by December 2010.

**Goal 2:** Develop a plan implement four marketing strategies resulting in broader community awareness of coagulation issues by December 2010.

This goal can be achieved by:

Objectives:

\*Analyze GLHF's current marketing components by June 2009.

\*Develop a marketing plan and budget by August 2009.

\*Integrate GLHF's marketing plan (including new logo/message) into GLHF programs and services by January 2010.

## Key Initiative 3

### Strengthen the fund Development program enabling GLHF to meet its growing financial needs

---

#### Statements of Purpose:

**What Success (Benefits) Will Look Like:** Increased awareness and understanding of GLHF mission as well as improved relationships among new and existing donors. These accomplishments will lead to increased financial resources and ensure availability of services for the bleeding disorders community.

**What the Consequences Are for not Achieving:** Cut staff, services and/or programs.

#### Goals

1. Increase fundraising return on investment (ROI) ratio by 5% by September, 2011 resulting in a more cost effective financial development program.
2. Increase corporate funding by 5% by September, 2011
3. Identify and implement three new methods to cultivate and retain donors, resulting in a 2% annual improvement in the individual donor retention rate for FYs 2009, 2010, & 2011.
4. Achieve 100% involvement of board members in fund raising activities resulting in 9 new corporate/foundation donors by September, 2011.

2008-2011

## DETAILS

Goal 1: Increase fundraising return on investment (ROI) ratio by 5% by September, 2011 resulting in a more cost effective financial development program.

This goal can be achieved by:

Objectives:

- \*Identify or develop a tool to assess return on Investment (ROI) for all fundraising activities.
- \*Evaluate results and develop suggestion for improved ROI.
- \*Implement suggested improvements to fundraising activities.

Goal 2: Increase non pharmaceutical financial support resulting in reducing dependence on pharmaceutical funding by 5% by September, 2011.

This goal can be achieved by:

Objectives:

- \*Determine current breakdown of income sources.
- \*Diversify funding stream by encouraging increased board and client engagement in fund raising activities.
- \*Identify and implement new methods and initiatives to bring in new sources of funding.

Goal 3: Identify and implement three new methods to cultivate and retain donors, resulting in a 2% annual improvement in the individual donor retention rate for FYs 2009, 2010, & 2011.

This goal can be achieved by:

Objectives:

- \*Identify and explore new means of cultivating donors to solidify their interest and investment to GLHF
- \*Assess donor retention before and after implementation or new cultivation strategies.

Goal 4: Achieve 100% involvement of board members in fund raising activities resulting in 9 new donors by September, 2011.

This goal can be achieved by:

Objectives:

- \*Coach Board members regarding fund development methods to improve their fundraising skills and comfort level.
- \*Stay in touch with Board member regarding fund raising possibilities, explore what fund raising activities best suit each Board member.
- \*Evaluate progress and stay in contact with Board members regarding their progress.

## Key Initiative 4 Increase Public Policy Advocacy Efforts

---

### Statements of Purpose:

**What Success (Benefits) Will Look Like:** Protecting and assuring the rights and interests of the bleeding disorder community. Improving the skills and empowering people to advocate on their behalf in the public arena.

**What the Consequences Are for not Achieving:** Constituencies will be hurt financially, access, insurance. People will be confused by the bombardment of information; GLHF may lose credibility—our responsibility for the voice of people.

### Goals

1. Increase legislative awareness of six public policy issues by 15% (from 45 legislators to 52 legislators) through various means at the state and national level by June 2009.
2. Increase the number of community advocates by 20% (from 40 to 48) throughout the state of Wisconsin by December 2009

## DETAILS

**Goal 1:** Increase legislative awareness of six issues by 15% (from 30 to 35 legislators) through various means at the state and national level by June 2009.

This can be achieved by:

**Objectives:**

\*Identify six key issues into the bleeding disorder advocacy agenda by 2008.

\*Create and implement three strategies by June 2009 for each key issue that will educate policy makers on bleeding disorder community advocacy needs.

\*Establish relationships with five state health care organizations focused on chronic illness to work together toward common advocacy issues by November 2009.

**Goal 2:** Increase the number of community advocates by 20% (From 40 to 50) throughout the state of Wisconsin by December 2009.

This can be achieved by:

**Objectives:**

\*Increasing the number of youth advocates

\*Identifying strategies to bring more advocates to legislative day

## Key Initiative 5

### Provide the infrastructure and technical support to HTC's in Region V-West

---

Statements of Purpose:

**What Success (Benefits) Will Look Like:** Assuring a functioning network of care for persons with bleeding disorders.

**What the Consequences Are for not Achieving:** .

#### Goals

1. Coordinate regional project plan and monitor achievement of goals and objectives.
2. Collect and evaluate regional data
3. Assess regional service and training needs
4. Provide training and technical assistance
5. Support and assist REC
6. Foster communication and dissemination of info
7. Promote collaboration and coordination

