alzheimer's association®
Midlands Chapter

Strategic Implementation Plan

FY 12 – 14

Approved by the Midlands Chapter Board: 25MAY11

Strategic Goal: Increasing Concern and Awareness

Strategic Objective: Increase the momentum of the Alzheimer's disease movement by 1) measurably increasing concern annually in the general population about Alzheimer's disease as a critical public health issue; and 2) doubling unaided awareness of the Alzheimer's Association among the Champions audience.

Priority Activity: Increase media impressions naming the Alzheimer's Association by an average of 20 percent per year by implementing communications plans for, at a minimum, the Alzheimer's Association International Conference on Alzheimer's Disease, World Alzheimer's Day, Walk to End Alzheimer's, National Alzheimer's Disease Awareness Month/Family Caregiver Month and the Alzheimer's Association Alzheimer's Advocacy Forum, as well as year-round branding opportunities.

KEY EVENTS
ICAD (July)
WAD (Sept)
ADAM (Nov)
Advocacy Forum (May)
- - - - - - - - - - - - - -
CHAPTER EVENTS
Conference (March)
Oscar (Feb)
R2R (May)
Annual Meeting (Nov)
Programs & Services (All)
Walks

2012 Key Measures:

- To increase impressions 20% each year during the next three years
- To use key events as a springboard for increased impressions.

2012 Tactics:

- By using National and Local statistics to create a baseline for comparison.
- By using Key events to increase impressions
- By employing and creating a spreadsheet to track impressions.

2013 Tactics:

- By creating a chapter Blog as a means to increase impressions.
- By updating this process each year.

2014 Tactics:

- By updating this process each year.

Strategic Goal: Increasing Concern and Awareness

Strategic Objective: Increase the momentum of the Alzheimer's disease movement by 1) measurably increasing concern annually in the general population about Alzheimer's disease as a critical public health issue; and 2) doubling unaided awareness of the Alzheimer's Association among the Champions audience.

Priority Activity:	2012 Key Measures:	2012 Tactics:
Grow community presence and the Alzheimer's movement by doubling the number of registered participants in the Walk to End Alzheimer's and expanding Walk to End Alzheimer's to additional geographies.	• To double number of walkers over the next three years • To expand geography for walks.	• By using National and Local statistics to create a baseline for comparison. • By meeting every member of the US House and Senate three times this year. • By increasing media outlets and develop distribution grid. • By contacting Team Captains and walkers • By increasing corporate and service organization sign up • By using volunteers to man team
		2013 Tactics: • By creating a walk in Wayne, NE • By exploring the possibilities of walks in other cities within the chapter geography
		2014 Tactics: • By exploring the possibilities of walks in other cities within the chapter geography •

Strategic Goal: Advancing Public Policy

Strategic Objective: Advance public policy by securing governmental action to increase federal research investment to $2 billion, create early detection and care planning initiatives, create a federal Alzheimer plan, and implement coordinated nationwide state policy priorities.

Priority Activity:	2012 Key Measures:	2012 Tactics:
Increase the number of advocates nationwide to at least 500,000, with a minimum of 900 in each congressional district and with at least 25 percent of total advocates taking at least two actions per year.	• To increase the number of advocates to 900 or the proportional part of the shared districts. • To mobilize 25% of advocates to take at least two actions each year.	• By using National and Local statistics to create a baseline for comparison. • By communicating with sister chapters on shared territories • By sharing Alzheimer's Association Alerts with advocates • By in district contact with Congressman/Aide • By encouraging advocacy sign up using our website, Facebook and Perspectives. • By using the Forum and On the Hill days to contact representatives.
		2013 Tactics: • • •
		2014 Tactics: • •

Strategic Goal: Advancing Public Policy

Strategic Objective: Advance public policy by securing governmental action to increase federal research investment to $2 billion, create early detection and care planning initiatives, create a federal Alzheimer plan, and implement coordinated nationwide state policy priorities

Priority Activity:	2012 Key Measures:	2012 Tactics:
Have an Alzheimer's Ambassador for every member of the U.S. House and Senate.	• To have an Alzheimer's Association Ambassador for each member of the US House and Senate.	• By communicating with sister chapters on shared territories regarding responsibilities. • By identifying and training Ambassadors • By having a booth at all events to recruit Ambassadors. •
		2013 Tactics: • • •
		2014 Tactics: • •

Strategic Goal: Advancing Public Policy

Strategic Objective: Advance public policy by securing governmental action to increase federal research investment to $2 billion, create early detection and care planning initiatives, create a federal Alzheimer plan, and implement coordinated nationwide state policy priorities.

Priority Activity:	2012 Key Measures:	2012 Tactics:
Meet at least seven times a year with every member (or his/her staff) of the U.S. House and Senate. 5	* To meet with every member of the US House and Senate (or staff)	• By communicating with sister chapters on shared territories regarding responsibilities. • By employing Ambassadors to assist in contacts. • By inviting Aide to town hall meetings, forum and for local visits. • By meeting every member of the US House and Senate three times this year.
		2013 Tactics: • By meeting every member of the US House and Senate five times this year. •
		2014 Tactics: • By meeting every member of the US House and Senate seven times this year. •

Strategic Goal: Enhancing Care and Support

Strategic Objective: The Alzheimer's Association will be an early and ongoing point of contact for at least 50 percent of people diagnosed with Alzheimer's disease, either directly or through a caregiver.

Priority Activity:	2012 Key Measures:	2012 Tactics:
Conduct outreach, consisting of at least two contacts, with the goal of reaching the clinical practices of 80 percent of neurologists and geriatricians and 50 percent of the top prescribing clinical practices within general/family medicine, internal medicine and psychiatry.	• To contact 80% of neurologists and geriatricians in our service area at least twice a year • To contact 50% of the top prescribing clinical practices within general/family medicine, Internal medicine and psychiatry.	• By using National and Local statistics to create a baseline for comparison. • By generating a list of all neurologists and geriatricians in the chapter area. • By inviting all doctors identified on the list attend the conference and be part of Med Sci Committee. • By engaging Drug Company Representatives to introduce chapter to doctors • By meeting with doctors on rural outreach in NE/IA twice a year.
		2013 Tactics: • • •
		2014 Tactics: • •

Strategic Goal: Enhancing Care and Support

Strategic Objective: The Alzheimer's Association will be an early and ongoing point of contact for at least 50 percent of people diagnosed with Alzheimer's disease, either directly or through a caregiver.

Priority Activity:	2012 Key Measures:	2012 Tactics:
Increase utilization of the Association's information, support and referral services via the Association-wide 24/7 Helpline by 25 percent and via visitors to the website by 80 percent.	• To increase utilization of the Alzheimer's Association 24/7 helpline • To increase the utilization of the Alzheimer's Association website.	• By using National and Local statistics to create a baseline for comparison. • By placing Helpline and website information on all printed material, business cards, all walk shirts, and all educational sessions will start with this information • By using standardized email signature protocol with pertinent information. • By increasing the utilization of the Alzheimer's Association 24/7 helpline by 10% • By increasing the utilization of the Alzheimer's Association website by 40%.
		2013 Tactics: • By increasing the utilization of the Alzheimer's Association 24/7 helpline by 15% • By increasing the utilization of the Alzheimer's Association website by 60%.
		2014 Tactics: • By increasing the utilization of the Alzheimer's Association 24/7 helpline by 25% • By increasing the utilization of the Alzheimer's Association website by 80%.

Strategic Goal: Enhancing Care and Support

Strategic Objective: The Alzheimer's Association will be an early and ongoing point of contact for at least 50 percent of people diagnosed with Alzheimer's disease, either directly or through a caregiver.

Priority Activity:	2012 Key Measures:	2012 Tactics:
Provide high-quality assistance through [NAME OF PROGRAM TBD], an assessment and referral program to help persons with dementia and their families to determine and access appropriate education, support and care options throughout the disease continuum with each enrollee following through on at least one recommended action step. The basic program will be delivered online and will be coordinated with quality-measured Common Program Plan services.	•	• By using National and Local statistics to create a baseline for comparison. • • • •
		2013 Tactics: • • •
		2014 Tactics: • •

Strategic Goal:

Strategic Objective: The Alzheimer's Association will be an early and ongoing point of contact for at least 50 percent of people diagnosed with Alzheimer's disease, either directly or through a caregiver.

Priority Activity:	2012 Key Measures:	2012 Tactics:
Improve meaningful engagement of early-stage constituents through a 50 percent increase in participation in consistent, high-quality and evidence-based early-stage programs, support groups and volunteer activities.	• To improve meaningful engagement of early-stage constituents. • To increase participation in consistent, high-quality and evidence-based early-stage and early-onset programs, support groups and volunteer activates.	• By using National and Local statistics to create a baseline for comparison. • By increasing high quality early-stage and early on-set programs • By increasing support group in areas of need • By training staff and volunteer on Alzheimer's disease • By increasing participation by 20% this year. •
		2013 Tactics: • By increasing participation by 30% this year. • • •
		2014 Tactics: • By increasing participation by 50% this year. • •

Strategic Goal: Accelerating Research

Strategic Objective: Accelerate progress in global Alzheimer research by increasing funding by the Association, engaging more people in Alzheimer science priorities, leading global efforts to advance key issues and supporting emerging needs.

Priority Activity:	2012 Key Measures:	2012 Tactics:
1. Increase participation by 30 percent in Alzheimer's disease science priorities by engaging individuals, chapters and institutions in the global research effort. 2. Advance key issues in Alzheimer research by leading global efforts in the creation, standardization, validation and qualification of diagnostic and interventional tools for the scientific community. Initiate and/or facilitate two global or national efforts. 3. Accelerate progress in global Alzheimer research by addressing emerging needs with a focus on new investigators and the launch of three novel and innovative programs that reshape the field. 10	• To engage more individuals in Chapter and National clinical research.	• By using National and Local statistics to create a baseline for comparison. • By having a booth for information and sign up for clinical research trials. • By addressing one key event each month (ICAD, WAD, Walk, ADAM, Advocacy Forum)
		2013 Tactics: • • •
		2014 Tactics: • •

Strategic Goal: Growing Revenue Support of the Mission

Strategic Objective: Achieve significantly greater Association-wide mission impact by growing contributed revenue at a minimum annual growth rate of 6 percent in FY12, 8 percent in FY13, and 10 percent in FY14 to at least $240,000,000 in FY14 by increasing the number of donors and donations and by investing in both short- and longer-term growth strategies.

Priority Activity:	2012 Key Measures:	2012 Tactics:
Combined Events – increase revenue by a minimum of 45 percent (a minimum of 12 to 15 percent annual growth rate) and number of new donors/participants by 30 percent. • Walks • Oscar • R2R • Third Party Events	• To increase revenue by at least 8% annually. • To increase donor participation (time, talent, treasures) by 10% annually.	• By using National and Local statistics to create a baseline for comparison. • By developing long and short term strategies for Corporations, Foundations, Family Foundations and Individuals. •
		2013 Tactics: • • •
		2014 Tactics: • •

Strategic Goal: Growing Revenue Support of the Mission

Strategic Objective: Achieve significantly greater Association-wide mission impact by growing contributed revenue at a minimum annual growth rate of 6 percent in FY12, 8 percent in FY13, and 10 percent in FY14 to at least $240,000,000 in FY14 by increasing the number of donors and donations and by investing in both short- and longer-term growth strategies.

Priority Activity:	2012 Key Measures:	2012 Tactics:
Individuals and Families – increase revenue by a minimum of 17 percent (a minimum of 4 to 8 percent annual growth rate) and engagement by 15 percent (calls, visits, moves, use of leadership, asks). This includes private family foundations and excludes individuals/families in combined events.	• To increase revenue generated by individuals and families • To increase engagement of individuals and families.	• By using National and Local statistics to create a baseline for comparison. • By creating a list and Identify Family Foundations • By making a calendar of visits: no less than two per month • By keeping data on each visit: where are we in the ask • By engaging with Chamber, NAM, AFP, United Way, Men's and Swings, AARP, Lions, Optimists, Churches (parish nurse), Etc. • By increasing engagement of individuals and families by 5% this year. • By increasing revenue generated by individuals and families by 4% this year.
		2013 Tactics: • By increasing engagement of individuals and families by 10% this year. • By increasing revenue generated by individuals and families by 6% this year.
		2014 Tactics: • By increasing engagement of individuals and families by 15% this year. • By increasing revenue generated by individuals and families by 8% this year.

Strategic Goal: Growing Support of the Mission

Strategic Objective: Achieve significantly greater Association-wide mission impact by growing contributed revenue at a minimum annual growth rate of 6 percent in FY12, 8 percent in FY13, and 10 percent in FY14 to at least $240,000,000 in FY14 by increasing the number of donors and donations and by investing in both short- and longer-term growth strategies.

Priority Activity:	2012 Key Measures:	2012 Tactics:
Corporations and Foundations – increase revenue by a minimum of 18 percent (a minimum of 3 to 7 percent annual growth rate) and strategic engagement by 15 percent (calls, visits, moves, use of leadership, asks). This excludes private family foundations and corporate involvement in combined events.	• To increase corporations and foundation revenue • To increase corporations and foundation strategic engagement.	• By using National and Local statistics to create a baseline for comparison. • To increase corporations and foundation revenue by 6% this year. • By increasing corporations and foundation strategic engagement by 5% this year.
		2013 Tactics: • By increasing corporations and foundation revenue by 8% this year. • By increasing corporations and foundation strategic engagement by 7%. • •
		2014 Tactics: • To increase corporations and foundation revenue by 10% this year. • By increasing corporations and foundation strategic engagement by 10%.