



STRATEGIC PLAN

Vision Statement

“Mecklenburg County residents are inspired and equipped to maintain good health.”

Mission Statement

“The mission of the Alliance is to improve the health and quality of life for the people of Mecklenburg County by initiating and funding health promotion projects and providing educational programs.”

Areas of Focus

The health care needs in Mecklenburg County

Charitable, scientific & educational health care related needs in Mecklenburg County

Fundraising & targeted grant giving to support these needs

Leadership & service development of Alliance members

AREA OF FOCUS: “The health care needs in Mecklenburg County”

Goal: *Identify and quantify the health care needs in Mecklenburg County.*

Objective: *To accurately focus our efforts and resources to the real priority needs in the community.*

Strategy: *Obtain relevant data from the Physicians Impact Fund in 2018.*

Tactic: *Direct programing toward the four focus areas identified by the PIF, which are subject to change in 2018:*

- *Chronic Disease*
- *Access to Care- using the system appropriately*
- *Behavioral Health*
- *Domestic Violence, violence in general*

Strategy: *Find other relevant data sources in addition to the Physicians Impact Fund*

Tactic: *Assign this to a current committee or form a small task force to do this research.*

Strategy:

Tactic:

AREA OF FOCUS: “Charitable, scientific & educational healthcare related needs in Mecklenburg County”

Goal: *Based on the healthcare related needs in Mecklenburg County, identify the charitable, scientific & educational organizations in the community that are addressing them.*

Objective: *Identify areas of healthcare needs that are not being addressed by any such organizations.*

Strategy: *Find other organizations that would like to, or should, work on these healthcare need areas.*

Tactic: *Assign this to a current committee or form a small task force to do this research.*

Strategy: *Create such organizations ourselves, and then either spin them off on their own, or operate them under the Alliance.*

Tactic: *Assign this to a current committee or form a small task force to do this organizational work.*

Objective: *Invite other organizations to partner with us to provide education and programing to meet identified needs in the community.*

Strategy: *Discuss education and programing opportunities with targeted grant recipients.*

Tactic: *Assign this to the current grant committee.*

Objective: *Identify opportunities to provide funding and/or transportation for citizens to attend community educational programming or events.*

Strategy:

Tactic:

Objective:

Strategy:

Tactic:

AREA OF FOCUS: “Fundraising & targeted grant giving to support these needs”

Goal: *Continue to grow the endowment fund.*

Objective: *Fundraise above and beyond just covering operating expenses each year.*

Strategy: *Budget for three years out with specific targets to cover operating expenses and increase the endowment fund each year.*

Tactic: *Assign this to a committee or officer.*

Strategy: *Hold at least one fundraising event each year.*

Tactic:

- *Holiday House*
- *Community Health Classroom*
- *Other Event*

Strategy: *Participate in at least two direct fundraising campaigns each year*

Tactic:

- *Giving Tuesday,*
- *End of Year Giving,*
- *Multi-Year Pledges*
- *Third Party Fundraisers*

Objective: *Promote planned giving as a primary fundraising effort*

Strategy: *Provide education on leaving a bequest to the Alliance at every opportunity*

Tactic:

- *List Legacy Society members on the website and in the annual report*
- *Plan events for Legacy Society members*

Goal: *Maximize and diversify revenue sources.*

Objective: *Identify potential grant opportunities for the Alliance to apply for.*

Strategy: *Contact the Foundation of the Carolinas and other organizations and ask where grant opportunities might be.*

Tactic: *Assign this to the current grant committee or form a small ad hoc committee to do this research.*

Strategy: *Apply for two grants per year toward programs.*

Tactic: *Explore hiring a grant writer or fundraiser.*

Objective: *Increase membership each year.*

Strategy: *Identify and maximize every opportunity to reach new potential members.*

Tactic: *When partnering with other organizations on meetings, events or projects make sure that Alliance membership is made known and available.*

Tactic: *Constantly update and improve online and social media content about membership.*

Tactic: *Encourage current members to use their social media contacts and postings to include membership opportunities in the Alliance.*

Objective: *Increase public awareness of the Alliance and its vision, mission, programs and activities.*

Strategy: *Create a public relations plan for the Alliance.*

Tactic: *Create a public relations committee or a small ad hoc committee to design this plan and the messaging.*

Tactic: *Create a speakers bureau made up of Alliance members that would make presentations to other organizations, and publicize the availability of this speakers bureau.*

Tactic: *Start establishing relationships with local media outlets and reporters.*

AREA OF FOCUS: “Leadership & service development of Alliance members”

Goal: *That every member and potential member has the information they need about ways to get involved in the Alliance, and are given the opportunity and encouraged to be “actively” involved.*

Objective: *Provide educational, volunteer or social programs every month to engage members, introduce new members and tell our story.*

Strategy:

Tactic:

Objective: *Maximize the use of committees.*

Strategy: *Involve every new member in a committee.*

Tactic:

Objective: *Create a young professionals group.*

Strategy: *Partner with other nonprofits with younger membership.*

Tactic:

Objective: *Create an environment in which current members want to take on leadership positions in the Alliance.*

Strategy: *Keep current members updated and informed on what the officers and Board are working on.*

Tactic: *Give verbal reports at meetings and events to the membership.*

Tactic: *Publish brief updates and reports in newsletters, website and social media.*

November 27, 2017