



Keystone Pennsylvania

STRATEGIC PLAN 2018-2020

NAMI Keystone Pennsylvania is dedicated to improving the lives of individuals and families affected by mental illness through recovery-focused support, education and advocacy.



Strategic Priorities 2018 - 2020

AFFILIATE SERVICES	REAFFILIATION	REVENUE	OUTREACH & AWARENESS
Build Affiliate capacity needs and priorities; create and deliver appropriate training, support, and resources	Complete the state charter and reaffiliation plan and process	Ensure that NAMI Keystone PA has the sustainable revenue needed to accomplish its goals and mission	Raise stakeholder awareness of NAMI Keystone PA's mission, services and advocacy efforts
OBJECTIVES			
Survey affiliates to determine the 3 top needs to be addressed in 2018-2020 and the best way to deliver these services	<p>Complete requirements to obtain state charter from national NAMI</p> <p>Create a reaffiliation plan that guides the state-wide rollout and reaffiliation process for PA affiliates</p>	Create a comprehensive fund-raising plan that includes revenues from individual donors, foundations and corporations, and national, state, and local government	Create a marketing and awareness plan to build a more visible and active presence throughout PA and ensure the success of our affiliates
Use technology, internal staff, and external experts to create a series of trainings and/or meetings, publish resources, and identify ongoing peer support around the capacity needs	Complete the reaffiliation process by 2020	Expand revenue from increased membership, government contracts, conferences, special events and education programs.	Focus on developing relationships with Legislators and statewide organizations with an emphasis on mental health advocacy
Review the distribution of current affiliates within PA and prioritize areas for new or consolidated affiliates where needed			Provide leadership in forming collaborations and convening stakeholders to address important mental health issues in PA