

Strategic Plan 2024-2026



Membership Structure

Implement a new organizational membership structure that is representative of the current landscape and economically feasible for all organization types.



Strategies

Evaluate & Adjust Membership Rates

Establish Inclusive Membership Tiers

Conduct Membership Survey

Execute Outreach Campaign

Success Metrics

- Membership growth increased retention rate
- Increased retention rate
- Membership survey feedback
- Increase in website (membership page) visits
- Increase in open and click through rates of prospect communications
- Increased LinkedIn engagement



Conference Audience

Expand conference audience to introduce more industry professionals to NACBH.



Strategies

Develop Marketing Strategy

Broaden Speaker Acquisition

Maximize Attendee Engagement

Success Metrics

- Conference attendance growth
- Increased in website (membership page) visits
- Increased LinkedIn engagement
- Post conference survey feedback



Premier Convener

Position NACBH as the premier convener and connector of children's behavioral health leaders, cultivating a network that fosters peer collaboration, shared learning, strategic networking, and innovation.



Strategies

Proactively facilitate executive connections

Curate regular, topic-driven conversations

Establish organized, role-specific cohorts

Success Metrics

- % of members who report gaining actionable insight through a connection
- Engagement within hosted sessions and post-session ratings on value
- % of participants who bring real-time challenges for input



Partnerships & Impact

Develop successful relationships with mission and policy-aligned organizations to expand legislative impact.



Strategies

Administer Stakeholder Mapping

Cultivate Partnership Development

Support Legislative Advocacy

Success Metrics

- Interest and engagement from partners
- Increased awareness of NACBH through collaborations with other organizations

Cross-Cutting Initiatives



Data & Analytics



Stakeholder Communication



Resource Allocation

Priority Markers



High



Medium



Low