

# 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



## Primary Resource

Establish NACBH as a primary resource for children's behavioral health leaders seeking innovative solutions, resources, and peer support.



### Strategies

Enhance Online Presence

Construct Knowledge Sharing Platform

Create Networking Events

### Success Metrics

- Increased website (membership page) visits
- Positive engagement with online community platform/app
- Participation in networking opportunities
- Increased LinkedIn engagement



## 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