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.

- 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.

- 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.

- 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.

- 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