

NACBH

National Association *for* Children's Behavioral Health

Strategic Plan



1

Membership

To build a diverse, dynamic, engaged membership which sustains the growth and reflects the values of NACBH.

Strategies

- Concerted Membership Initiative
- Marketing & Awareness Campaign
- Consumer & Network strategies

2

Identity

To position NACBH as a community for leaders and emerging leaders impacted by policy and rapidly-changing environments.

Strategies

- Create a short-term communications plan
- Define our community & how we intend to support it
- Identify & support the needs and interests of our primary audiences (leaders and emerging leaders), and use that to drive programming

3

Sustainability

To provide an ongoing, stable and transparent foundation for NACBH.

Strategies

- Explore and implement at least one non-dues revenue idea per year
- Build an effective sponsorship program
- Maintain 6-months operating expenses in reserves