

Nonprofit Strategic Plan for 2024

Executive Summary

This strategic plan outlines the goals and objectives of *Invisible Warriors* for the year 2024. It is based on our mission, vision, and values, and it takes into account the current environment and the needs of our stakeholders.

Mission Statement

Become the world's leader in supporting chronic illness warriors through prayers, education, expert leadership, advocacy, and strategies for the best healthcare while living life to the fullest. This includes creating an environment where the medical community and insurance, pharmaceutical, and travel industries are more open and inclusive for women who suffer from daily pains and struggles due to chronic illnesses, autoimmune disorders, and invisible disabilities.

Vision Statement

We envision a world where women with invisible disabilities thrive – not just survive.

Values

- Integrity
- Excellence
- Accessibility and inclusion
- Innovation
- Collaboration

Situational Analysis

- Strengths:
 - Informed
 - Dedicated and experienced staff
 - Caring
- Weaknesses:
 - Limited resources
 - Narrow reach
 - Lack of diversity in leadership
- Opportunities:
 - Growing demand for *services*
 - Increased funding opportunities
 - New partnerships

- Threats:
 - Lack of understanding
 - Economic uncertainty
 - Competition from other organizations

Goals and Objectives

- Goal 1: Enhance Support Services

- Objective 1.1: Expand support groups and online forums to reach a wider audience.
- Objective 1.2: Develop and implement virtual support programs tailored to specific diseases.
- Objective 1.3: Collaborate with healthcare professionals to provide educational resources.
- Finish and put out the app for travel

- Goal 2: Advocate for Improved Health Care

- Objective 2.1: Lobby for policy changes to improve access to affordable healthcare for women with chronic and autoimmune diseases.
- Objective 2.2: Raise awareness about the unique needs of this population through awareness campaigns and community outreach.
- Objective 2.3: Establish partnerships with healthcare providers to improve care coordination.

- Goal 3: Fundraising and Financial Sustainability

- Objective 3.1: Develop a comprehensive fundraising plan targeting individual and corporate sponsors and donors.
- Objective 3.2: Seek grant opportunities to secure funding for program expansion.
- Objective 3.3: Enhance donor stewardship to promote long-term financial sustainability.

Action Plan

Strategy 1: Community Engagement and Outreach

- Action Step 1.1: Increase visibility through social media platforms and website optimization.

Action Step 1.2: Organize events and workshops to engage the community.

- Action Step 1.3: Collaborate with partner organizations to maximize reach and impact.

Strategy 2: Collaboration and Advocacy

- Action Step 2.1: Establish partnerships with healthcare organizations and advocacy groups.

- Action Step 2.2: Advocate for policy changes at local, state, and federal levels.

- Action Step 2.3: Participate in relevant conferences and symposiums to amplify our voice.

Strategy 3: Fundraising and Donor Relations

- Action Step 3.1: Create a compelling case for support and develop fundraising materials.

- Action Step 3.2: Launch targeted fundraising campaigns utilizing various channels.

- Action Step 3.3: Establish a strong donor stewardship program to cultivate and retain donors.

4. Key Performance Indicators (KPIs):

- KPI 1: Increase in the number of women reached and supported.

- KPI 2: Number of policy changes or improvements implemented.

- KPI 3: Amount of funds raised and diversification of funding sources.

- KPI 4: Expansion of partnerships and collaborations.

- KPI 5: Positive feedback and testimonials from program participants.

5. Timeline and Evaluation:

- January-March: Strategic planning and goal alignment.

- April-June: Implementation of support programs and expansion of online resources.

- July-September: Advocacy efforts and policy change initiatives.

- October-December: Fundraising campaigns and donor stewardship activities.

- Ongoing monitoring and evaluation of KPIs to measure progress and impact.

Conclusion

The strategic plan for Invisible Warriors in 2024 sets forth a roadmap to advance the organization's mission and bring meaningful change to the lives of women with chronic and autoimmune diseases. By focusing on expanding awareness, enhancing support services, advocating for change, strengthening fundraising efforts, and enhancing organizational capacity, Invisible Warriors will be well-positioned to make a significant impact and empower more women on their journey toward health and well-being.