**HD Reach**

**Strategic Plan 2024 – 2026**

**Our Mission**

HD Reach is a nonprofit organization founded in North Carolina that is dedicated to providing access to healthcare, education, and social assistance for those affected by Huntington’s disease.

**Our Vision**

We envision a future in which ALL people affected by Huntington’s disease are able to access the help they need to cope with Huntington’s disease.

**Our Values**

HD Reach has several values that guide our work:

* Dedication to our cause
* Excellence in care
* Empathy for all people affected by Huntington’s disease
* Innovation in the programs we design
* Sustainability for the future

**5 Major Goals**

1. Service Hub Expansion (starting with Asheville); 3 total in 2024; 2 more in 2025; implement process agnostic to UNC
   1. Create/consolidate implementation template
   2. Establish clinical and community relationships
   3. Integrate into fundraising, marketing and communications strategies
   4. Utilize dashboard for each area to track metrics
2. Sustainable Budget – Diversify Fundraising
   1. Maintain current funding partnerships
   2. Seek/establish new Funding Partnerships (event sponsors, program funders, individual donors) – set metric
   3. Increase campaign impact; shift to recurring donations – set metric
   4. Increase event participation and return – set metric
   5. Establish and grow our endowment
3. Board Development & Expansion
   1. Develop board profile
   2. Identify gaps
   3. Establish nominating procedure
   4. Begin recruitment (3 year 1; 3 year 2; 3 year 3)
   5. Implement Board onboarding – create if not in place
4. Communications/Marketing –
   1. Targeted messaging – quarterly message rotation
   2. Use Salesforce more efficiently and effectively; better integration
   3. Expand social media presence – develop collaborations
   4. Plan appeals – spring/year-end
   5. Design video project – create evergreen content
   6. Consolidate website messaging; improve user experience
5. Operations
   1. Solidify program offerings – tweak as necessary; simplify; track and grow participation; integrate with marketing & communications; plan new ideas for 2025 and 2026
   2. Work on clinic relationships & presence – regular schedule; report metrics; integrate with service hub expansion
   3. Review technology expenses – Box, Celito, Firespring, Salesforce; evaluate and make adjustments where cost savings might be realized
   4. Plan for website revisions – 4th quarter 2024; implement 2025
   5. Update annually for 2025 and 2026