This report represents Death with Dignity National Center’s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

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**Mission:**  
The mission of the Death with Dignity National Center is to promote Death with Dignity laws based on our model legislation, the Oregon Death with Dignity Act, both to provide an option for dying individuals and to stimulate nationwide improvements in end-of-life care.

The content of this Charting Impact Report is the sole product and responsibility of Death with Dignity National Center. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance’s *Standards for Charity Accountability*. For more information on Charting Impact, visit [www.guidestar.org/chartingimpact](http://www.guidestar.org/chartingimpact)
1. What are we aiming to accomplish?

The Death with Dignity National Center works to stimulate changes in end-of-life care policy by promoting Death with Dignity policy reform. We provide education and referral services for terminally ill patients and their family members in the midst of making difficult decisions, and we work with community leaders, media personalities, and elected officials to promote thoughtful public debates about dying in America.

2. What are our strategies for making this happen?

In order to act as a leader catalyzing policy reform, we build national-state partnerships with local groups. Through these partnerships, we are able to effectively transfer policy knowledge, research, and analysis to grassroots activists working directly for reform. Additionally, we build and support regional centers of policy activity, facilitating a network of support among activists engaged in regional or local work. One critical strategy for securing policy reform is the identification of high return policy environments. We use the most innovative research and analysis available to guide the investments of movement resources in high return policy environments. Through 20 years of end-of-life policy practice, we have developed a proprietary analysis of policy opportunities throughout the country. Every two years, we apply the analysis to re-evaluate the investment opportunities and challenges. This process helps to ensure the Death with Dignity movement is focused appropriately for success. Other strategies include: evaluating policy reform lessons from other social movements and applying them to our own and building relationships across issue advocacy non-profit organizations to facilitate policy reform in the broadest sense possible. Internal strategies are important also, and to this extent, we engage high-performing staff members whose contributions are evaluated based on industry-established metrics. We invite national board membership and committee membership to dedicated volunteers whose expertise contributes to the overall mission of the organization.

3. What are our organization's capabilities for doing this?

The Death with Dignity National Center builds its work today on a 20 year track record of successfully leading policy reform efforts in all areas of the country. We focus on strategic leadership, data-driven planning, and engagement of high-profile supporters and enthusiastic volunteers. Our process of maintaining a narrowly-focused mission and continually re-examining the tasks and activities necessary to achieve our mission helps us maintain an efficient and effective business model. Paying careful attention to new trends in aging, living and dying, and healthcare allows us to act quickly to address emergent issues.

4. How will we know if we're making progress?

We are committed to transparency, and we invest resources in evaluating our accomplishments and reporting our accomplishments and challenges to our donors, board members, and contributors. To that end, our strategic plan outlines goals, activities, benchmarks, and outcome criteria against which we track our progress. In the spirit of full disclosure, we catalogue our successes and struggles in our Annual Report and our website.

5. What have and haven't we accomplished so far?

Death with Dignity policy reform is a young social movement, launching its first efforts in the early 1990s. In the first decade of reform, we established an acceptable policy which expands the rights of terminally ill individuals and protects vulnerable populations. In the second decade of reform, we defended this policy through the US Court system, securing a win at the United States Supreme Court in the case of Gonzales v. Oregon, and expanded the reform efforts to two other states
(Washington and Vermont). During the third decade of reform, we look toward building regional centers for grassroots activists and advocates. From these regional centers, we will leverage momentum in our social movement to secure policy reform efforts for terminally ill individuals in 10 states.