

# SUMMARY

## MHI 5-YEAR STRATEGIC PLAN

### 2023 - 2027

#### MHI's Strategic Goals 2023-2027

- Goal 1: Expand Our Reach
- Goal 2: Build Holistic Educational Programs
- Goal 3: Build Awareness
- Goal 4: Recruit, Educate, and Empower Advocates
- Goal 5: Foster Fundraising
- Goal 6: Increase Diversity

#### Goal 1: Expand Our Reach

How do we get there?

MHI will:

- 1) Expand outside of hospital settings into communities and beyond the heart community with valuable resources for individuals and groups.
- 2) Create valuable awareness of the organization, its value, and what we can offer.
- 3) Identify the ideal chapter model to move the organization forward by identifying new talent and expanding the knowledge of the MHI mission. Create a roadmap for program distribution and delivery.
- 4) Open new offices.
- 5) Start and support the MHI University (MHIU) Peer Support Leadership Program, where those impacted by cardiovascular disease are activated to make a positive difference for themselves and others.

EXPAND OUR REACH - Our quantitative measurement objectives and Key Performance Indicators (KPI) are:

#### Increase membership

MHI should have:

- 115,000 members by the end of 2023

- 130,000 members by the end of 2024
- 146,000 members by the end of 2025
- 165,000 members by the end of 2026
- 187,000 members by the end of 2027

Expand into communities (in all countries) which MHI does not currently serve

MHI should add:

- 20 new communities by the end of 2023
- 32 new communities by the end of 2024
- 44 new communities by the end of 2025
- 60 new communities by the end of 2026
- 72 new communities by the end of 2027

Increase participation in hospitals (in all countries) that do not have chapters or groups

MHI should add:

- 8 new hospitals by the end of 2023
- 20 new hospitals by the end of 2024
- 42 new hospitals by the end of 2025
- 66 new hospitals by the end of 2026
- 90 new hospitals by the end of 2027

Increase member engagement and participation

MHI should have engaged members in:

- 23 Countries by the end of 2023
- 27 Countries by the end of 2024
- 34 Countries by the end of 2025
- 39 Countries by the end of 2026
- 44 Countries by the end of 2027

Train Current and Future Officers and Leaders

MHI should train:

- 150 officers/leaders by the end of 2023
- 300 officers/leaders by the end of 2024
- 800 officers/leaders by the end of 2025
- 1,300 officers/leaders by the end of 2026
- 2,000 officers/leaders by the end of 2027

## **Goal 2: Build Holistic Educational Programs**

How do we get there?

MHI will:

1. Partner and collaborate with other organizations, medical schools, and associations to create multi-faceted programs.
2. Build and expand programs to meet the needs across the lifespan.
3. Categorize and prioritize the programs, determine program components, and create a rollout plan to implement.
4. Create a roadmap for program distribution and delivery.
5. Expand education for comorbidities to have a more holistic approach to heart health.
6. Expand and diversify our programs.
7. Increase support through implementation of new programs.

**BUILD HOLISTIC EDUCATIONAL PROGRAMS** - Our qualitative measurement objectives and Key Performance Indicators (KPI) are:

Partner and collaborate with other organizations, medical schools, and associations to create multi-faceted programs.

MHI should have:

- 6 new partners by the end of 2023
- 12 new partners by the end of 2024
- 18 new partners by the end of 2025
- 24 new partners by the end of 2026
- 30 new partners by the end of 2027

Build, expand, and diversify our programs to meet the needs across the lifespan

MHI should have:

- 2 new programs by the end of 2023
- 6 new programs by the end of 2024
- 9 new programs by the end of 2025
- 12 new programs by the end of 2026
- 16 new programs by the end of 2027

Expand education for comorbidities

MHI should have new programs for:

- 4 comorbidities and heart diseases by the end of 2023
- 6 comorbidities and heart diseases by the end of 2024
- 9 comorbidities and heart diseases by the end of 2025
- 11 comorbidities and heart diseases by the end of 2026
- 14 comorbidities and heart diseases by the end of 2027

## Goal 3: Build Awareness

### How do we get there?

MHI will:

1. Create, execute, and maintain powerful awareness campaigns to promote our mission. Promote and market our mission to and partner with external stakeholders to provide support to more people and expand our reach.
2. Provide chapter/group resources that they can use to market the organization in their areas.
3. Promote our programs and our services directly to cardiologists and other HCPs.
4. Better utilize Heartbeat® magazine, HeartGuide®, Discussion Guides, and other materials to market the organization.
5. Increased use of social media, advertising, our website, consistent messaging, and branding.
6. Increase staff members and open offices in Washington, DC (to cover advocacy) Geneva, Switzerland (to cover Europe, Mid-East, and Africa).
7. Continue the Rock Your Scar Photo Contest.
8. Update our website.
9. Create and execute a “Share Your Heart” campaign for Heart Month.

BUILD AWARENESS - Our qualitative measurement objectives and Key Performance Indicators (KPI) are:

### Rebuild the US website and build foreign language websites:

MHI will:

- Rebuild our US website in 2023
- Build two foreign websites in 2024
- Build two foreign websites in 2025
- Build two foreign websites in 2026
- Build two foreign websites in 2027

### Increase our advertising

MHI will increase our advertising to:

- 3.4% of the annual budget in 2023
- 4.0% in 2024
- 5.0% in 2025
- 6.0% in 2026
- 7.0% in 2027

### Increase chapter/group support

MHI will increase our financial support to chapters/groups to:

- 10.0% of the annual budget in 2023
- 10.1 % in 2024
- 10.2% in 2025
- 10.3% in 2026
- 10.4% in 2027

## **Goal 4: Recruit, Educate, and Empower Advocates**

### How do we get there?

MHI will:

1. Create a separate subsidiary to handle advocacy efforts.
2. Create Champion Training.
3. Create Grassroots Advocacy.
4. Create Partnerships and Collaboration.
5. Recruit.
6. Educate members on what advocacy is and how to get involved.

RECRUIT, EDUCATE, AND EMPOWER ADVOCATES - Our qualitative measurement objectives and Key Performance Indicators (KPI) are:

### Empower and train individuals to be organizational and advocacy speakers and speaker champions

MHI should have:

- 150 speakers and 15 speaker champions by the end of 2023
- 370 speakers and 37 champions by the end of 2024
- 720 speakers and 72 champions by the end of 2025
- 1000 speakers and 100 champions by the end of 2026
- 1275 speakers and 128 champions by the end of 2027

### Conduct Hill Day training and in-person visits

MHI should have:

- 1 Hill Day event by the end of 2023
- 2 Hill Day events by the end of 2024
- 2 Hill Day events by the end of 2025
- 2 Hill Day events by the end of 2026

- 3 Hill Day events by the end of 2027

## Goal 5: Foster Fundraising

How do we get there?

MHI will:

1. Increase fundraising efforts.
2. Work with chapters and groups, RDs, and ARDs to support them in local fundraising efforts.
3. Persuade chapters, groups, and potential donors to direct their donations and resources to MH versus external nonprofits.

FOSTER FUNDRAISING - Our quantitative measurement objectives and Key Performance Indicators (KPI) are:

### Increase revenue

MHI should have:

- \$4.4 million in annual revenue by the end of 2023
- \$9.6 million in annual revenue by the end of 2024
- \$14.8 million in annual revenue by the end of 2025
- \$23 million in annual revenue by the end of 2026
- \$30 million in annual revenue by the end of 2027

### Increase the Percentage of Community Fundraising versus Total Revenue

MHI should have:

- 15% community funding by the end of 2023
- 22% community funding by the end of 2024
- 31% community funding by the end of 2025
- 42% community funding by the end of 2026
- 52% community funding by the end of 2027

## Goal 6: Increase Diversity

**This is the MHI DEI (Diversity, Equity, Inclusion) Statement:**

MHI believes that every member, volunteer, advocate, donor, and employee must have equal access to MHI's support, education, and advocacy services. MHI is committed to a culture of ensuring, cultivating, and increasing diversity and equality within the organization and fostering an environment of safety and inclusion for all.

## How do we get there?

MHI will:

1. Implement a DEI plan with specific steps to accomplish in the next five years.
2. Develop a targeted effort to raise awareness of our organization and services in diverse communities.
3. Recruit and empower community leaders to develop and support communities.
4. Partner with organizations and external stakeholders to serve the needs of underserved communities.
5. Develop a work environment built on the premise of gender and diversity equity that encourages and enforces.
6. Build a bench of diverse candidates for officer, Board, and leadership positions.

EXPAND DIVERSITY - Our quantitative measurement objectives and Key Performance Indicators (KPI) are:

### Increase Diversity

MHI should have:

- 1% diverse members by the end of 2023
- 4% diverse members by the end of 2024
- 7% diverse members by the end of 2025
- 10% diverse members by the end of 2026
- 12% diverse members by the end of 2027

### Increase Diverse Leaders

MHI should have:

- .05% diverse (local and national) leaders by the end of 2023
- 1% diverse leaders by the end of 2024
- 3% diverse leaders by the end of 2025
- 6% diverse leaders by the end of 2026
- 10% diverse leaders by the end of 2027