Following our comprehensive Board and Staff SWOT analysis and brainstorming session in July 2020, we summarized and focused the suggestions toward the following strategy. In a decisive effort to present realistic goals along with associated objectives and measurements, we presented the Board of Directors and Leadership of nbmtLINK with the following three goals at that time.

It was suggested that we work on Goal 1, followed by Goal 2 and then Goal 3. We feel that tackled, in this order, these goals will support and even strengthen the value, benefit and success of each successive goal project.

**Goals:**

1. **Expanded nbmtLINK’s awareness among current and potential stakeholders.**

   **Notes from SWOT:**
   a. various services unable to be delivered or changed (to virtual, for example) due to COVID-19 factors
   b. limited awareness of services reported from various sources
   c. expanded stakeholder needs (disease specific, treatment specific, communication platforms)
   d. Competition for similar funding, services, professional support

   **Metrics:**
   a. documented "likes", such as on our Facebook platform
   b. documented "followers", such as on our Twitter platform
   c. expanded contacts to our agency, such as incoming calls/emails, etc. requesting service/materials/programming
   d. our level of exposure on internet platforms, such as "google hits"

   **Overall Objective:**
   To expand nbmtLINK’s awareness among all types of stakeholders creating greater utilization of our services, promotion of our materials, contributions, Link Partners, grant awards
2. Expanded fundraising and sustained fiscal support.

*Notes from SWOT:*
- Loss of Link Partners recently and risk of continued loss
- Risk of reduced contributions from individual donors
- Risk of reduced needed grant support

*Metrics:*
- goals set for each classification of fiscal support: level and percent of total income
- goals set for the number of individual contributors
- goals set for the number of repeat contributors
- goals set for the number of linked partners
- balanced budget while maintaining programming levels
- established goal of "budget reserves"

*Overall Objective:*
To expand income so as to expand services and materials while tending toward securing more reliable financial support.

3. Expanded programming services.

*Notes from SWOT:*
- expand disease-specific content
- offer COVID-19 specific content
- explore unique programming as requested such as pre-transplant needs, preparing for transplant, financial support for patients and families, etc.
- expand partnerships for programming and services

*Metrics:*
- established goal of percent of budget able to fund new projects, programs and staff
- established goal of measured participation within individual programs and overall
- expanded number of unique programs with partners
- established program content sections (e.g. Disease Management, Treatments, Survivorship) and percentage of programs for each section

*Overall Objective:*
To expand services, including programming, education and counseling, within an expanded operational budget while creating partnerships