

Mission Statement:

Children with Diabetes focuses on care today, so we are ready for a cure tomorrow. As an advocate and global resource, we provide support, education and inspiration to empower families and all people living with diabetes to enjoy healthy, enriched lives.

The 2020-2022 Strategic Plan provides the roadmap for how we will expand our mission efforts to empower more lives as well as strengthen our capacity to provide the support and education critical to our long term success. The plan outlines our strategies in the following key focus areas:

1. Mission Delivery
2. Fund Raising
3. Marketing
4. Financial Planning
5. Human Resources

1. Mission Delivery:

We will expand the scope, reach and impact of our mission efforts by implementing strategies of mission delivery through four main avenues:

- a. FFL Conferences
- b. CWD Events
- c. Advocacy
- d. Partnering opportunities

Conferences:

- We will expand the number of events as well as broaden their geographic reach
- We will increase attendance at our events by focusing on pre-event marketing
- We will expand and control the branding and content of all conferences

Advocacy:

- We will focus on educating legislators and regulatory bodies on the issues that affect our constituents
- We will provide and facilitate advocacy training for people and families living with diabetes to empower their voices in support of the unique needs of this group
- We will consider positions on key issues on a case by case basis while staying focused on education

Partnering Opportunities:

- We will actively seek out opportunities to engage with other interested groups such as patient advocacy groups, health care professional organizations, key opinion leaders and industry members to amplify our voice and market position
- We will investigate opportunities to franchise our conference model and brand to qualified partners in other countries

- We will leverage our access to the patient community to provide greater value to both our constituent attendees and our industry partners in a manner which is fair and equitable to all parties

2. Fundraising:

We cannot expand our mission delivery without simultaneously expanding our fundraising ability. We will grow our fundraising capacity on an annual basis by \$500,000 per year to reach \$3 million by 2019 by implementing fundraising strategies designed to increase funding in general as well as balance our sources of funding to reduce our exposure to industry donors.

Key strategies:

- We will actively engage our board of directors in all of our fund raising
- We will develop and implement fundraising plans targeted to large individual donors
- We will establish an industry advisory board to facilitate expanded relationships in fundraising and mission delivery
- We will develop new sponsorship opportunities within our mission delivery vehicles and target non-traditional industry partners
 - Session sponsorships
 - Focus group facilitation
 - Webinar sponsorships
 - On-line sponsorship opportunities
- We will develop an on-line fundraising capability to leverage our new website and social media presence
- We will develop and implement a marketing plan to support our brand and fundraising value proposition to key donor prospects in support of the above strategies
 - Broaden the face of CWD beyond current 2 staff members

3. Marketing:

We must grow our marketing ability to support our goals in Mission Delivery and Fund Raising

Online Community:

- We will update our website to regain our industry leading position as a “go to” resource for people and families living with diabetes
- We will broaden the reach of our conference educational material by using live streaming and on-demand playback of key sessions
- We will offer webinars on key topics of interest to our constituents
- We will expand and enhance our social media presence to enable greater personal connections and drive awareness and interest in our other activities

Brand Awareness:

- We will

4. Financial Planning:

As we expand and mature as an organization it is essential that we develop financial plans and procedures to support our expanded mission and fundraising efforts.

- We will develop a long term financial plan and detailed annual plan to ensure the on-going viability of CWD

- Cash flow analysis by month to identify potential timing issues and gaps specifically around large conferences
- We will develop financial targets and metrics and monitor them on a quarterly basis
 - Establish a fund balance reserve target
 - Establish a donor and industry concentration target (ie: 70% industry/30% other)
 - Establish a benchmark of funds spent on mission versus fundraising/admin to support fundraising reporting needs
- We will establish a risk management review process to ensure that our expanding operations are appropriately protected
 - Insurance levels
 - Banking protocols with new fundraising methods
 - Internet security
 - Physical security

5. Human Resources:

To meet our expanded mission and fundraising goals we must grow our pool of volunteer and staff resources to provide the manpower to execute our plans. We also must broaden our management capacity to reduce our dependency on key personnel and provide an eventual succession path for our founding members.

- We will expand our conference faculty and age group staff contacts with specific focus on new targeted geographies
- We will leverage our board and marketing efforts to broaden our relationship with faculty members beyond our current key staff. For clarity this is in addition to their relationships with key staff and not in replacement of those vital relationships.
- We will develop a policy on faculty honoraria and develop strategies to encourage members to donate their services
- As our financial resources expand, we will identify and hire new staff positions targeted for fundraising and administrative support
- We will review our benefit offerings to enable us to meet the needs of current and future staff members