

## **Chapter Development Plan**

### **Overview**

The National Alliance for Thrombosis and Thrombophilia (NATT) is committed to combating the devastating effects of venous thromboembolism – or blood clots in the veins – by creating nationwide health promotion and wellness programs through collaboration with governmental agencies, private industry, and community volunteers.

NATT will be a community based organization in fulfilling its mission. Communities provide an effective means to connect with individuals because that is where people live, work and interact. Communities can be geographic (a city or metropolitan area), social (a national service club), or virtual (an online community). As NATT organizes in this manner, the basics of its success will be the 3-R's:

- \* **Reaching** people with education/information/awareness programs
- \* **Raising** funds for ongoing support
- \* **Recruiting** volunteers to fulfill the mission

### **Chapters: The Critical Link to Education, Advocacy and Funding**

Effective nationwide delivery of programs and ongoing public support for continued funding of NATT's efforts will require a nationwide network of chapters comprised of community volunteers. Chapters are essential to NATT's success because it is in geographic communities where NATT will be most effective in **reaching** people with education/information/awareness programs; **raising** funds for ongoing support; and **recruiting** volunteers to fulfill the mission.

### **Chapters Are Market-Based Volunteer Bodies**

Chapters are volunteer entities (made up of patients, business, civic and medical leaders) authorized via a Chapter Agreement with NATT to generate revenue, promote awareness, education, outreach and support for thrombosis and thrombophilia within a defined market area. Once established in each major market, and as a nationwide network, an ongoing flow of awareness and education will be generated, as with other well-established national health organizations.

### **Staff Support**

The U.S. Department of Health and Human Services' (HHS) regional boundaries established for the Hemophilia and Thrombophilia Treatment Centers (see Section 1.e), will be used as a framework when deciding on regional distribution of chapters. Within budgetary capabilities, NATT will provide staff, either on-site or at the National office to support key market area based chapters.

## **Chapter Roll-Out Plan**

A pilot chapter was launched for Minneapolis/St. Paul in February, 2008. Additional market area(s) will be targeted for chapter development through FY 09. Within five years, it is NATT's goal to establish chapters in key market areas with the capability of reaching enough communities to cover more than 75% of the US population.

## **Goals and Objectives for Chapter Development**

**Objective 1, Year 1:** Develop a plan for building a regional chapter infrastructure to serve the thrombosis and thrombophilia communities nationwide.

1. Appoint a National Chapter Development Committee to oversee the plan. *(completed)*
2. Retain a consultant to guide NATT in this area. *(completed)*
3. Develop a Chapter Resource Manual that outlines strategies and procedures for organizing and operating chapters. *(completed)*
4. Draft chapter development plan. *(completed)*

**Objective 2, Year 1:** Establish a pilot chapter in Minnesota.

1. Appoint Chapter Board of corporate, medical and civic leaders. *(completed)*
2. Hire Staff Director. *(completed)*
3. Develop and launch *Chapter Annual Plan and Budget* with programmatic, communication, and fund-raising goals. *(completed)*

**Objective 3, Year 1:** Seek funding to support start up costs of additional chapters.

1. Create proposal for funding. *(completed)*
2. Contact potential funding sources. *(ongoing)*
3. Provide progress reports to funding sources. *(ongoing)*

**Objective 4, Year 1-3:** Establish additional chapters in targeted market areas as funding becomes available.

1. Prioritize future chapter locations based on population base to be served, geographic diversity, and available community resources.

## **Deliverables of Each Chapter**

Year 1:

- \* Chapter Board, committees, and Medical Advisory Board appointed.
- \* *Chapter Annual Plan and Budget* implemented to conduct a fund raising event, a Stop the Clot Forum, and media/awareness activities.

Year 2:

- \* *Chapter Annual Plan and Budget* includes year-round activities in fund raising, two Stop the Clot Forums, patient support groups, and a regional communications plan with media/awareness activities.

Year 3:

- \* Chapter achieves financial self sufficiency.
- \* Program and fund raising activities are expanded throughout the chapter's territory.

## **Deliverables from NATT to Chapters (Years 1-3)**

NATT is seeking financial support from private industry through its *Chapter Development Initiative* to fund the start-up costs of building new chapters with the plan to have each chapter financially self-sustaining within its first three years of operation. The budget for chapter development over a three-year period includes costs for staffing, occupancy, operational expenses and national support. Key local funding should be sought to support the start up costs of a new chapter and NATT may subsidize a new chapter's budget during the first three years based on availability of funds. As the chapter develops a local funding base it will require diminished support from NATT's *Chapter Development Initiative* funding.

## **Factors to Consider When Selecting a New Chapter Site**

The Chapter Development Committee will provide oversight to the selection and approval of sites for chapter development using the following key factors to prioritize the order/sequence for development of chapters.

### **A. Population served**

A strong population base is needed to have significant impact with programmatic efforts and to support fund raising efforts. The population to be served by a chapter should fall within a defined market area where it is reasonable for a chapter board to exert influence and impact to achieve the 3-R's. The defined market area may be:

- \* A metropolitan market area such as the Greater Washington DC area that encompasses DC, Northern Virginia, and the Maryland suburbs.
- \* A statewide chapter.
- \* A multi-state chapter such as New England where there is a smaller geography to cover.
- \* Initial chapter development should focus on market areas that fall within the top 100 market areas.

### **B. Local strengths/opportunities**

Consideration will be given to local resources that enhance successful chapter development such as key medical institutions, a pre-existing base of volunteer support, and special funding opportunities. Overall the potential site must be assessed to determine if it can meet *Chapter Performance Standards* within an 18 month period and achieve full financial self sufficiency within three years. Partnerships with existing local institutions or organizations may be considered in some market areas to expedite the capability of the market area to form a chapter.

### **C. Geographic diversity**

- \* In selecting the priority order of chapters to be developed, consideration is given to the geographic spread of sites developed to date, with the objective of reaching 75% of the US population. The goal is to create a sense of a "nationwide" organization vs. a cluster of chapters within a section of the US.