



Vision:

Mission: The Parkinson Association of Northern California is an organization dedicated to enhancing the lives of people with Parkinson's, their families, and care partners throughout our region.

Draft 2024-2025 Strategic Plan												
	Timeline 2024				Timeline 2025				Performance Measures	Tactics: Actions	Owner	Status/Reporting
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4				
Focus Area I: Development (Fundraising) Vision of Success: Strong relationships within the community that yields abundant donations and legacy donors.												Status Key: Gray = Not Started Red = Off Track (0-25%) Yellow = Slow Progress (25-50%) Green = On Track (50-90%) Blue = Complete (90-100%)
Strategy I: Donor Engage				X	X	X		X	Increase donor giving by 25% by Q4 2025. Create process/structure for a donor plan to increase donor engagement and giving at different various (individual, society, corporate, sponsor etc.)	1.1 Upgrade current donors 1.2 Research/create PANC Giving Society 1.3. New corporate giving programs 1.4 Research past funders who may be "match" funders 1.5 Book public speaking engagements and tabled event coverage 1.6 Create peer-to-peer program 1.7 Create legacy giving program	Staff Task Force/Staff Staff Staff Staff Staff/Sac Reg Foundation	
Focus Area II: Governance Vision of Success: Clarity and understanding around policies a new vision statement.												
Strategy I: Board Diversity and Recruitment	X	X	X	X					By end of 2024, create new process for Board succession planning for ongoing annual recruitment of diverse Board members who reflect the Parkinson's ecosystem.	3.1 Develop new Board recruitment matrix, application, with needed skill sets 3.2 Current Board report skills sets and annual participation 3.3 Conduct annual new Board member training 3.4 Recruit new Board members	Task Force/Staff Task Force/Board Staff All	
Strategy II: Vision / Mission Statement Development					X	X			Craft new vision and mission statements by Q1 2025.	4.1 Hire strategist to help conduct mission/vision statement development 4.2 Highlight and market new mission/vision statements	Board to craft, ED to support process Staff	
Strategy III: Policy Development			X	X	X				By end of 2024, have governance policies in place and adopted by the Board.	5.1 Develop required 501(c) 3 policies: Whistleblower, record retention, anti-harassment, employee compensation, and gift acceptance 5.2 Develop fiscal policies 5.3 Develop singular PANC policy document 5.4 Review and amend current Bylaws accordingly	Governance/Staff Finance/Staff Staff Governance/Staff	
Focus Area III: Widening and Diversifying the Audience (Ecosystem) Vision of Success: The preferred organization for Parkinson's resources in Northern California.												
Strategy I: Strategic Programs / Services	X	X	X	X	X	X	X	X	By end of 2024, evaluate program effectiveness and profitability. With outcome of assessment, discontinue ineffective programs to invest resources in new program creation yielding new audiences and sponsorship growth.	6.1 Enhance website resources 6.2 Evaluate current programs/services (conference, PW, respite, TopGolf, newsletters, etc.) for effectiveness, profitability, and streamline as much as possible 6.3 After program evaluation, delete/modif ineffective programs and launch new ones with greater impact 6.4 Sponsor and exhibitor expansion (ongoing) 6.5 Host monthly PANC webinars 6.6 Grow and increase support to Support Groups 6.7 Research/restructure SG agreements, funding, services, etc. 6.8 Rural outreach project (ongoing starting June, 2024) 6.9 ParkinWISE II/III Development and implementation (starting April 2024)	Staff Finance/Task Force/Staff Staff Staff Task Force/Staff Board/Staff Task Force/Staff Task Force/Staff	
Strategy II: Strategic Partner Development						X	X		By end of 2025, increase partner engagement by 50%.	7.1 Produce annual report prior to BDOG '25 7.2 Public Awareness Campaign 7.3 Participation in Independent Parkinson's Network (IPN) (ongoing) 7.4 Grow network/relationships of untapped related non-profits and educational institutions (ongoing)	Staff Task Force/Staff Staff Staff	
Strategy III: Growth of Organizational Resources		X	X		X				By end 2025, have a sustainable plan funding/servicing respite grants and for increasing staff with incremental contract or support services in the immediate to grow organizational capacity.	8.1 Hire part-time bookkeeper 8.2 Apply for funding grants (no new programs) 8.3 Review respite funding, delivery, and follow-up	Staff Staff Task Force/Staff	

2026?

1. Initiate comprehensive volunteer program
2. Hire development manager
3. Develop PANC Branding guide and explore logo update
4. SEO Optimization
5. Develop Mentor program