

CHANGE NAME – to Down Syndrome Alabama – target launch March 21 to Membership and Community

1. DSA Mission – *completed*

- Awareness, Acceptance and Advocacy for individuals with Down syndrome of all ages
- Individuals with Down syndrome, their families/caretakers & community are paramount

2. Core Values – *completed*

3. Board Structure - *completed*

- Create Advisory Tier and Active Tier – *completed*
- Create self-advocate board– *completed*
- Create Ambassador/Jr. Board - *in progress*
 - comprised of adult siblings and young professionals

4. Organizational Structure - *completed*

- Model – *completed*
- 5 yr operational plan – *completed*
- Operation Outline – *completed*
- Master Timeline & Checklist Template (MacTruck Plan) – *completed*

5. Membership – *in process – complete by Dec 2014*

- “across a lifetime” approach
- Add pre-school group - - *completed*
- Further develop self-advocates
 - Create Connections - - *completed*
 - ◇ Database post-high school Seek out adults with DS in group homes, nursing homes
- Search for ways to increase outreach to members
 - Website start- *completed*
 - Blog – *in progress*
 - Newsletter – *in process*
 - Constant Contact - *completed*
 - Webinars – *in progress*
 - Facebook
 - ◇ DSA page – *completed*
 - ◇ DSA Parent page - *completed*
 - Create regional branches – with a region coordinator - *completed*
 - ◇ North – Cullman
 - ◇ Northwest – Jasper
 - ◇ Northeast – Gadsden
 - ◇ Southeast –
 - ◇ Southwest – Tuscaloosa

6. Events – Activities

- Evaluate value to membership and value to organization. Clear theme/purpose. Maximize potential to reach an attainable goal.
 - **Buddy Walk** – (*maintain*)
 - ◇ **Membership:** large attendance, age integrated, broad demographic, growing, celebratory, unifying
 - ◇ **Organization:** significant value
 - [identification, PR, awareness, building advocacy, positive financial outcome]
 - ◇ **Expansion** - develop strategy to integrate regional branches

6. Events – Activities (con't)

- **Golf – (maintain) Gala (research)**
– **John Mark Stallings Adult Advocacy Programs**
 - ◇ **Membership:** moderate involvement – minimal response – target audience
 - ◇ **Organization:** significant value – benefit to create and support programs for ilder
Teen and Self Advocate Programs
- **Conference – (maintain)**
 - ◇ **Membership:** attendance dependent on topic, broad demographic, growing, unifying
 - ◇ **Organization:** significant value [education, pr, awareness, building advocacy, financially] To date not a financial asset.
 - Market to state and region – offer as webinar/e-learning sessions
 - Plan rotation for attendance and financial balance
 - 1yr appeal to a large audience, include other organizations, cover many age groups/disabilities
 - The Next yr – offer targeted needed topics, possibly targeted age groups
- **Zoo, Baseball & Christmas Party – Phase out of being an annual offering by 2014**
 - ◇ **Membership:** moderate involvement – moderate response, not collectively interactive
 - ◇ **Organization:** perk for members – significant expense – not a financial asset
- **Moms – Dads – Couples – (completed)**
 - ◇ **Membership:** minimal involvement, very interactive, respite and time together IS valuable, greatest experts to each other.
 - ◇ **Organization:** perk for members
 - When DSA is subsidizing – have a guest speaker (15-20 min), topic or a take away for the gathering specifically for that group. The remaining time is for them to encourage, counsel and enjoy each other.
- **Sibling [Activities & Workshops] – (New)**
 - ◇ **Membership:** unknown
 - ◇ **Organization:** unknown
- **RUN – (New)**
 - ◇ **Membership:** unknown
 - ◇ **Organization:** unknown

8. Outreach Programs

- **Heart to Heart - completed**
 - Hospital visits/correspondence to individuals with Down syndrome
 - ◇ All Birmingham hospitals but primarily UAB & Children's
 - DSA - H2HContact Card
 - State Support/Advocacy Group contact card
 - A Meal Voucher/Gift Card
 - Gift Items given when appropriate

8. Outreach Programs (*con't*)

- **GOT 47?** – *in process*
 - Convert to Power Point on CD/DVD
 - Broaden target audiences
 - Create support materials
 - Integrate Follow Up aspects
 - ◇ Curriculum integration
 - ◇ Educator resources
 - ◇ Service Hours
 - ◇ Corporate
 - community service
 - charitable giving
 - team building
- **Latino/Hispanic Outreach** – *New and in process*
 - Coordinator - *completed*
 - Materials translated into Spanish – *in process*
 - Meetings – 2 times per year – *first meeting set for Feb 2014*
- **Connections** -*completed*
 - ◇ Data collection of adults with DS post High School
 - ◇ Materials Created for Programs
 - Promotional Card
 - Greeting Cards
 - Activities & Seminars List

9. Fundraising

- **Events** - *Ongoing*
 - **Members/Individual/Corporate**
 - ◇ Buddy Walk – benefits all DSA programs \$85k
 - ◇ Golf – benefits the JMS Adult Advocacy Programs \$15k
 - ◇ Gala – *New \$10k*
 - ◇ Run - *New \$5k*
 - DSA event – proposed benefit for research & education programs
 - Outside event – runners may determine what area is beneficiary
- **Campaigns**
 - Annual – *New approach for 2014*
 - ◇ Individuals
 - ◇ Corporate
 - Planned Giving – *New*
 - End of Year – *New*
 - Special Campaign – *as needed*
- **Grants/Foundations** – *New*
 - Research & Chart (submission deadlines)
- **Sale Items** – unique to DSA – *New*
 - T-shirts – World Down Syndrome Day & National Down Syndrome Month
 - Calendars
 - Cards – member's artwork
 - Buddy Walk items

10. Administrative

- Create a professional workplace
 - QuickBooks – finance policies - *completed*
 - Database - Use to full potential – *Ongoing very challenging*
 - Cohesive Integrated filing system – *Goal completed by June 2014*
- Equipment
 - Printer - *completed*
 - Webinar host - *in process*
 - Camera/Video camera - *in process*
 - LCD projector – *completed*
 - TV/DVD for presentations – *in process*
- Interns – *when available*

EXTRAS

- Administrative assistant – *6 hrs per week to start - completed*
- Work Space – place for DSA teens and self-advocates to do projects - *completed*
- DSA Office - *completed*