

## Ohio Special Initiatives by Brothers and Sisters (SIBS)

**MISSION:** To be recognized as the unified voice and partner for Ohio adult siblings of people with developmental disabilities and their families. Ohio SIBS will provide advocacy, education, leadership and supports that will promote enhanced quality of life, improved public policy and increased services and supports.

### A Foundation for the Future 2015 Strategic Plan

Cornerstones	Goals	Building Blocks (Action steps)
<b>Financial Stability</b>	<p><b>Increase annual revenue and diversify sources</b></p> <ul style="list-style-type: none"> <li>• Sustained support for E.D. position</li> <li>• Funding for basic operational needs</li> <li>• Support for the organization marketing plan</li> </ul>	<ul style="list-style-type: none"> <li>• Create a financial development work group to develop strategies for accomplishing goal</li> <li>• Identify and fund a person (or entity) to lead fundraising efforts</li> <li>• Maintain a list of unfunded organizational needs</li> <li>• Create board member expectations regarding support for organizational sustainability</li> <li>• Identify other advocacy organizations to partner in presenting conferences and other like-minded activities</li> <li>• Identify local foundation(s) available to provide funding</li> <li>• Develop a renewable annual membership structure</li> <li>• Identify organizations to approach for financial support (e.g., DODD, ODDC, OACB, OPRA)</li> <li>• Increase annual conference attendance</li> </ul>

**Leadership Development**

**Increase Board Competence and Effectiveness**

- Sustained quality leadership
- Internal resources able to respond to operational challenges
- Support for the organization and its mission
- Allow for growth from “project” to organization

- Create a leadership development work group to develop strategies for accomplishing goal
- Increase and maintain board member occupancy to 75% of capacity
- Develop board matrix for targeted recruiting (accountancy, fundraising, legal, marketing/communications, IT, geographical diversity, Trustee experience, etc.)
- Develop and communicate board member expectations (roles and responsibilities, expectations, structure); acknowledge “evolutionary” mode
- Implement ongoing board education (governance model, DD system education, funding, E.D. role, etc.)
- Develop board leadership structure including established committees with assigned roles
- Delegate (Chair and E.D.) more responsibilities to Trustees
- Involve non-Trustee volunteers in work groups
- Become a member of the Ohio Association of Non-profit Organizations (OANO)
- Explore need for full-time E.D.

<p style="text-align: center;"><b>Clarity of Direction</b></p>	<p><b>Articulate Direction and Priorities</b></p> <ul style="list-style-type: none"><li>• E.D. and Trustees understand current organizational focus (what it can and cannot do)</li><li>• Support for content of marketing plan</li></ul>	<ul style="list-style-type: none"><li>• Create a clarity of direction work group to develop strategies for accomplishing goal</li><li>• Facilitate a “brainstorming” session with board members and the E.D. to identify what collective perception is</li><li>• Prioritize and limit areas of focus</li><li>• Assure the website communicates the direction and priorities clearly</li><li>• Create a brochure that reflects the direction and priorities</li><li>• Define methods for reaching siblings throughout the state to collect information about what they want and need (e.g., regional gatherings, publications, etc.)</li><li>• Identify two or three partner organizations that would benefit from a strategic alliance</li><li>• Develop a “service” specialty that benefits the disability community and is responsive to constituent feedback</li><li>• Offer one large event/program consistent with organizational mission</li></ul>

<b>Visibility</b>	<p><b>Enhance Disability Community Awareness of Organization</b></p> <ul style="list-style-type: none"> <li>• Connect to potential constituents</li> <li>• Increase recognition and credibility</li> </ul>	<ul style="list-style-type: none"> <li>• Create a visibility work group to develop strategies for accomplishing goal</li> <li>• Cause a new logo and “brand” to be created that is meaningful and supportive of mission</li> <li>• Choose a “tagline” that captures attention</li> <li>• Agree on two or three messages; FOCUS!</li> <li>• Assure the website makes an effective and complimentary representation</li> <li>• Appoint a Facebook editor responsible for strategic content</li> <li>• Identify and utilize local networks</li> <li>• Offer an identifiable and desirable “giveaway”</li> <li>• Provide website links to helpful resources</li> <li>• Request linkages from other disability system organizations</li> <li>• Offer material to other organizations for publication in newsletters</li> <li>• Participate as a vendor at conferences</li> <li>• Create “speakers bureau” available throughout the state</li> <li>• Offer representatives to meaningful work groups convened by other organizations</li> <li>• Identify regional representative to function as a local “ambassador” about sibling-related issues</li> <li>• Invest in and/or develop professional materials (e.g., portable display, brochure, email domain name, custom data base, stationary, envelopes, business cards, etc.)</li> <li>• Offer regional events done with quality</li> </ul>