

KABC 5-year Outreach & Advocacy Plan

May 2009 - 2012

1. Increase Membership

Responsible Party: All Board, Staff, Committee Members (all)

Board as a whole and each committee focus on Invitation to Membership

3-12 months:

- ❖ Include invitation to become member in all print materials and verbal communications related to KABC or long-term care
- ❖ Annual meeting/Caregiving Training
- ❖ Additional Fundraising event – Swingtime & Coffee or other
- ❖ Silent Auction/Dann Concert event
- ❖ Mail-based fundraiser
- ❖ Each Newsletter Delivery
- ❖ Family Council presentations – Jeanne
- ❖ Workforce Enhancement grant presentations
- ❖ Board member presentations – Evie at MO/KAN conference

1-3 years:

- ❖ Grant for consumer education in legal issues (IOLTA)
- ❖ Recurring Fundraiser Enhanced, plus new ideas as they occur

3-5 years:

- ❖ Strong Legacy Society development=matured gift
- ❖ Sustained Fundraiser efforts
- ❖ Sustained Training for Caregiving and for Family Councils
- ❖ Plan in place to reach across Kansas
- ❖ Sustained Statewide Outreach

2. Public Policy Plan Creation

Responsible Party: Public Policy Committee, Staff

1-3 months:

- ❖ Executive committee review/revise staffing assignments to support
- ❖ Training (4/3/09)-increase membership/influence public policy

3 months to 1 year:

- ❖ Executive Director continues to work on committees/develop network
- ❖ Preliminary policy issue development that needs legislative action
- ❖ Board members' (Farley, Curtis) work with legal, financial, and other professional associates/associations
- ❖ Develop consumer education resources (IOLTA booklet)
- ❖ KABC present testimony to LTC committee(s)
- ❖ Identify key state policy makers in 2010 session to market KABC
- ❖ Decide on who will lead Advocacy for KABC – Either current E.D. or contract staff/new position

1-3 years:

- ❖ Identify KABC's proposed legislation to improve LTC
- ❖ Identification of key state policy makers and build relationship

- ❖ Identify collaborators and develop working relationship with public sector entities responsible for LTC issues in Kansas

- ❖ Engage collaborators in advocacy efforts
- ❖ Build grassroots base through membership expansion

3-5 years:

- ❖ Continuation of the above

3. Internship Development

Responsible Party: Research & Development Committee, Staff

1-3 months:

- ❖ Provide volunteer support for staff
- ❖ Identify University contacts/liasons for access to interns
- ❖ Convene meeting of liaisons
- ❖ Identify goals/objectives for intern(s)

3-12 months

- ❖ Create position description
- ❖ Identify funding streams to support

1-3 years:

- ❖ Potential internship candidates identified and selected
- ❖ Determine internship goals and identify resources needed
- ❖ Repeat process above annually for new intern