

IPOPI

STRATEGIC PLANS & FUNDRAISING WORKSHOP



About IPOPI



- IPOPI provides international representation and support to national PID patient groups around the world.
- IPOPI has made it its mission to improve awareness, access to early diagnosis and optimal treatments for PID patients worldwide.



About MyPopi



My POPI

MyPOPI is a non-profit organisation and registered society caring for patients and supporting families affected by Primary Immunodeficiencies (PID) in Malaysia.

Our aims are to help ensure that those affected by a primary immunodeficiency have the knowledge needed to manage their condition effectively and to ensure that their health needs are understood and addressed by those involved in policy and delivery of healthcare.

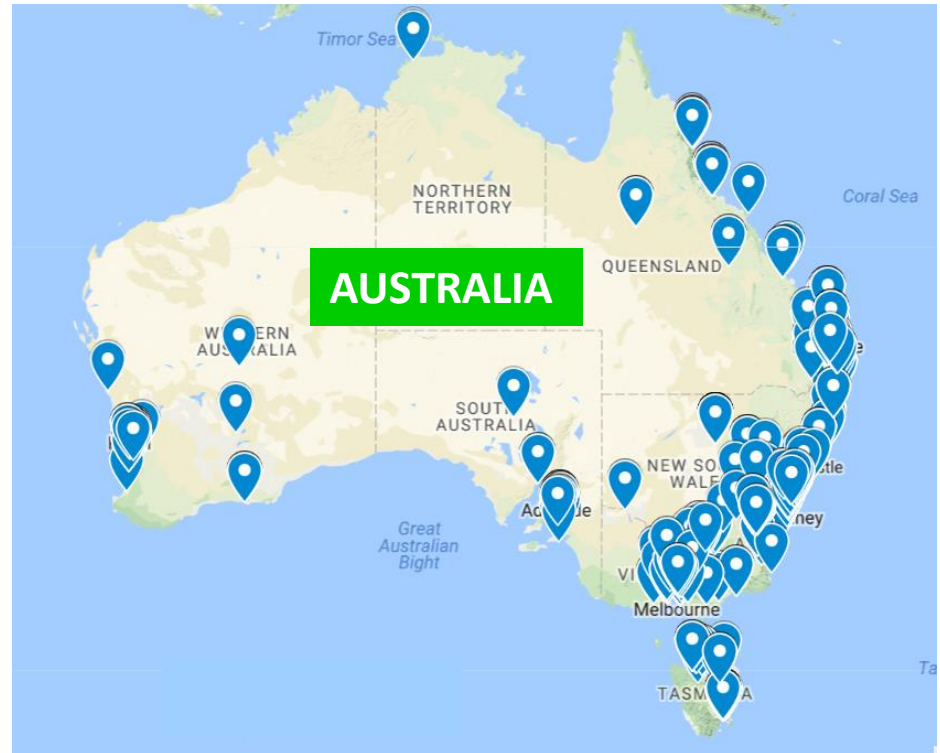
MyPOPI Mascot :
MyTAPIR



About IDFA

IDFA (Immune Deficiencies Foundation Australia) is the peak patient body providing support for people with Primary & Secondary Immunodeficiencies in Australia

IDFA Mascots:
Maggie.Pi
Sid the Echidna



What is a strategic plan?

Does your NMO
have a Strategic
Plan?


- Discussion
- “a document that shows an organisation's goals and the ways in which the organization **will** achieve those goals.
- The **strategic plan** is intended to guide the organisation's leaders in their decision-making moving forward”
- Why do we need a strategic plan?
- Discussion



The components of a Strategic Plan

1. VISION
2. MISSION
- ~~3. GAP ANALYSIS~~
- ~~4. SWOT ANALYSIS~~
5. STRATEGIC OBJECTIVES
6. STRATEGIC PRIORITIES
7. ACTIVITIES/PROJECTS
8. BUDGET
- ~~9. RISK MANAGEMENT~~
- ~~10. MONITOR PROGRESS~~ (EVALUATE & REVIEW)

Today we will produce a simple Strategic Plan! Add the other components later!



What are the benefits of a Strategic Plan?

- ☐ Establish direction
- ☐ Make wise business decisions
- ☐ Ensure organisation survival
- ☐ Increased profitability
- ☐ Increased personal satisfaction –meaningful and full of purpose
- ☐ Make your future happen, don't let it happen to you. It is the difference between being proactive or reactive.

DISCUSSION

- What is a Vision?



The **Vision** explains the **overall goal of your organization looking into the future** (what and who)

Examples of Vision Statements



- **Alzheimer's Association:** A world without Alzheimer's
- **Save the Children:** A world in which every child attains the right to survival, protection, development, and participation
- **Instagram:** "Capture and Share the World's Moments"



"To capture and share the world's moments." – *Instagram*

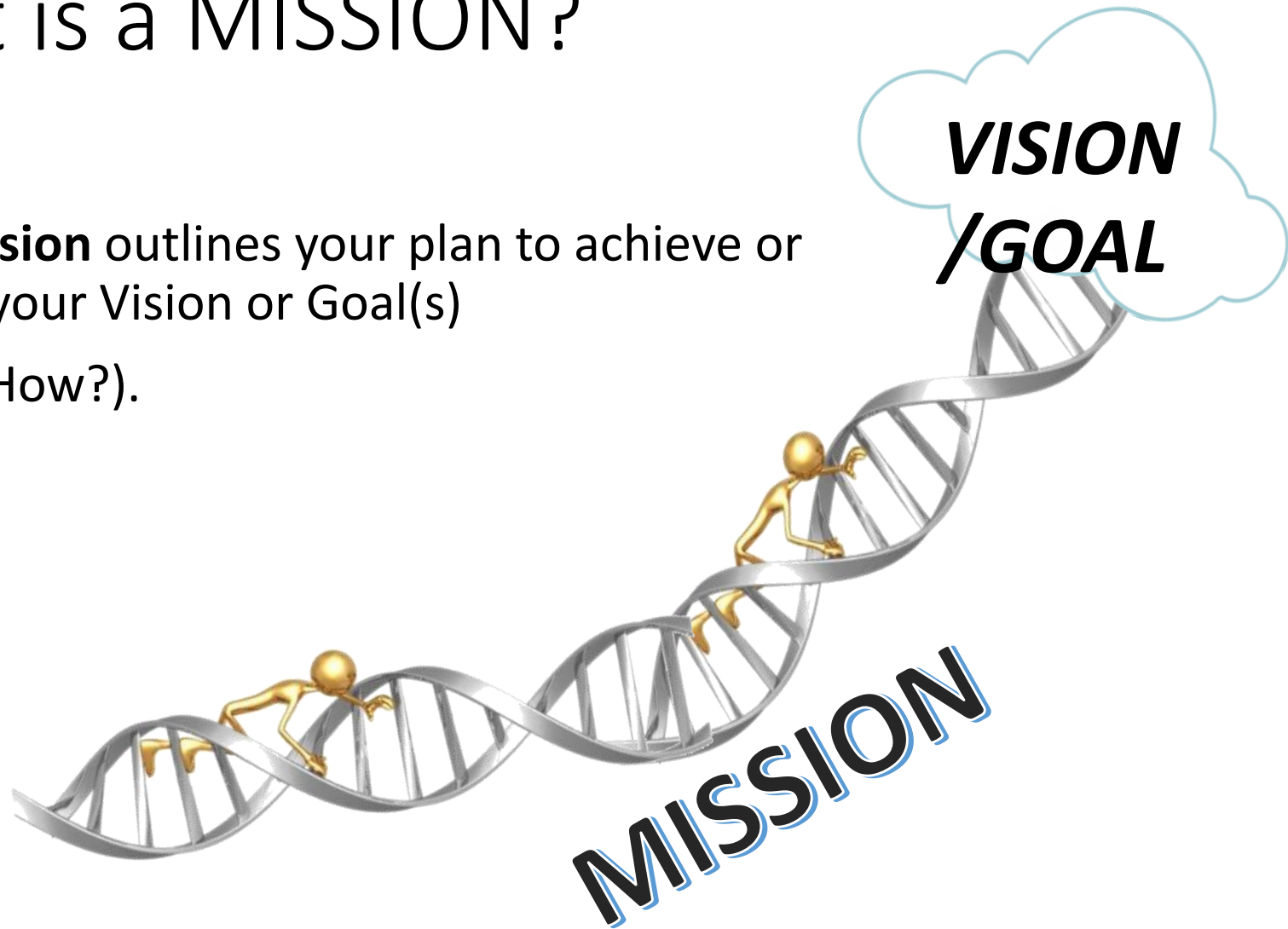
SUMMARY: NMO Vision examples

(your goal for the future)

 <p>Immune Deficiencies Foundation www.idfa.org.au Australia</p>	<p>A future where Primary Immune Deficiencies are diagnosed early, communities are more aware of the signs and symptoms, and those affected feel supported.</p>
 <p>PRIMARY IMMUNODEFICIENCY NETWORK OF SOUTH AFRICA</p>	<p>To ensure that people with Primary Immunodeficiency in South Africa receive optimal treatment and support.</p>

What is a MISSION?

- the **Mission** outlines your plan to achieve or realise your Vision or Goal(s)
- (Why? How?).



Famous Mission statements

- **IKEA:** To create a better everyday life for the many people.
- **MCDONALDS** - To be our customers' favourite place and way to eat and drink.
- **AVERY DENNISON (adhesive labels)** - To help make every brand more inspiring, and the world more intelligent.



SUMMARY: Mission example IDFA



My POPI

MYPOPI: Our mission is to support and represent people affected by primary immunodeficiencies (PIDs) in Malaysia, working with healthcare professionals and other relevant organisations **to improve their care and quality of life.**



The Immune Deficiency Foundation is the national patient organization dedicated to improving the **diagnosis, treatment** and quality of life of persons with primary immunodeficiency diseases through **advocacy, education** and research.

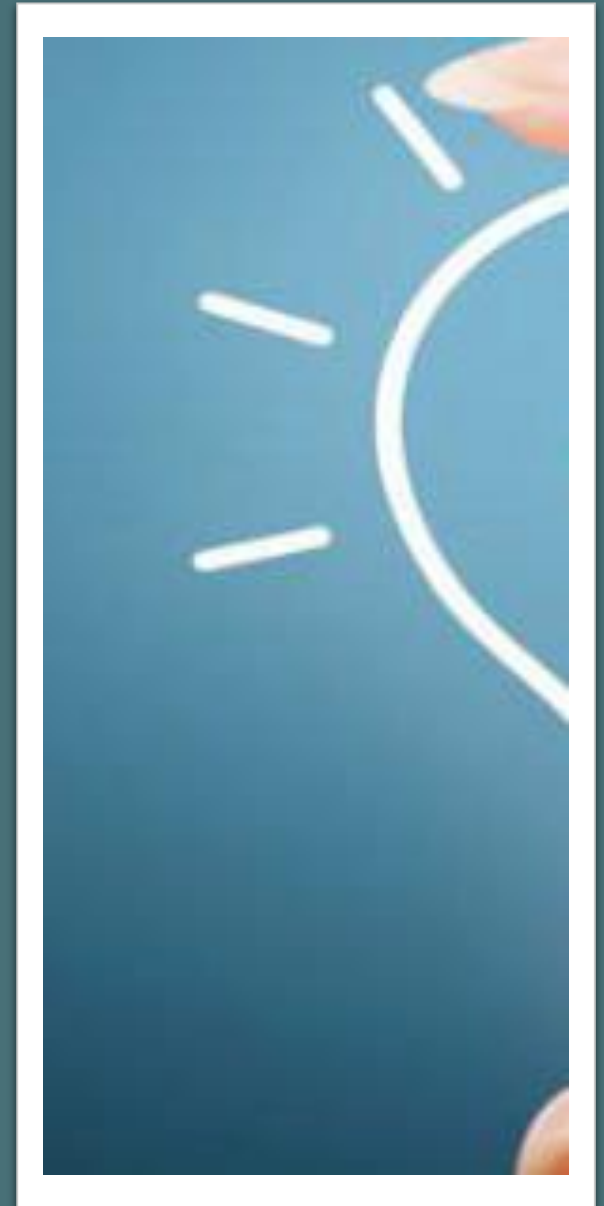
SUMMARY:

VISION and MISSION

Mission and vision statements capture your organization's beliefs and values, and define its place in the world.

The Vision explains the overall goal of your organization looking into the future

the Mission outlines your plan to achieve or realise your Vision or Goal(s)



YOU CAN HAVE A VISION AND A MISSION

For example:



- ***IDFA Vision:*** *A future where Primary Immune Deficiencies are diagnosed early, communities are more aware of the signs and symptoms, and those affected feel supported.*
- ***IDFA Mission:*** *To promote an understanding of Primary Immune Deficiencies; link members, their families and medical professionals; and advocate for a better quality of life.*

OR YOU MAY DECIDE ON A MISSION ONLY

- **IPOPI Mission:** IPOPI is the Association of national patient organisations dedicated to improving awareness, access to early diagnosis and optimal treatments for primary immunodeficiency patients worldwide through global collaboration.
- **MYPOPI:** Our mission is to support and represent people affected by primary immunodeficiencies (PIDs) in Malaysia, working with healthcare professionals and other relevant organisations **to improve their care and quality of life.**



How do we write a Vision or Mission statement?

KEYWORDS:

“future” “ensure” “community”
“support” “diagnosis”/ “treatment”
“advocate” “quality of life”
“world”/“your country”

- Can use/tie in main organisational goal(s)
- *The best visions are **inspirational, clear, memorable, and concise.***

ACTIVITY: Write up your Vision AND/OR Mission

VISION

(THE
FUTURE)

AND
/ OR

MISSION

(ACHIEVING
YOUR
GOALS)

IDFA: A future where primary immune deficiencies are **diagnosed** early, **communities** are more **aware** of the signs and symptoms of immune deficiencies, and those affected feel **supported**.

IDFA: To **promote** an **understanding** of primary immune deficiencies; **link members**, their families and **medical professionals**; and **advocate** for a better **quality of life**.

MYPOPI: Our mission is to **support** and **represent** people affected by primary immunodeficiencies (PIDs) in **Malaysia**, working with **healthcare professionals** and other relevant **organisations to improve** their **care** and **quality of life**.

IPOPI Mission: IPOPI is the **Association** of national patient organisations dedicated to improving **awareness**, access to early **diagnosis** and optimal **treatments** for primary immunodeficiency patients **worldwide** through **global collaboration**.

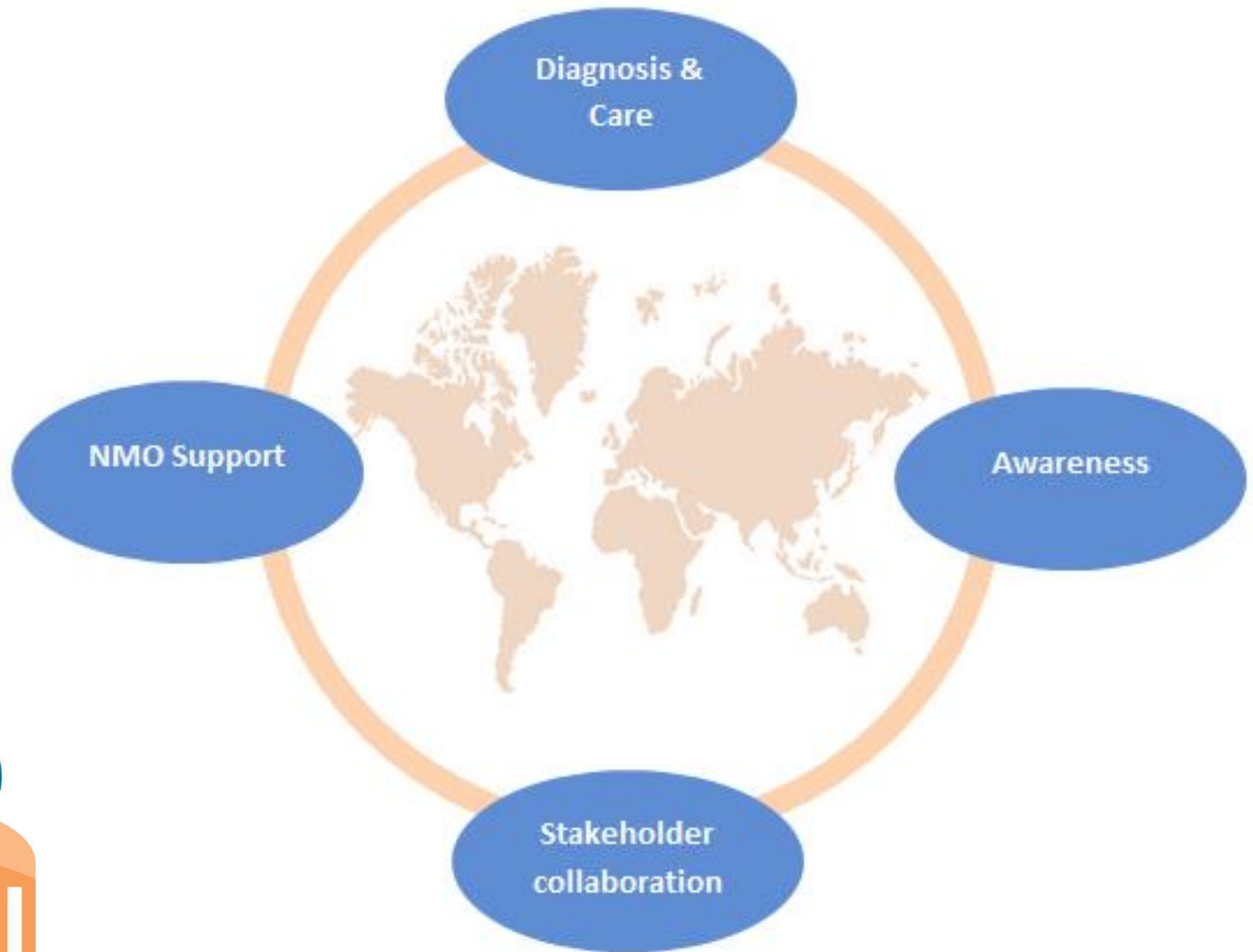
Try and write up your own!



GOALS or STRATEGIC OBJECTIVES

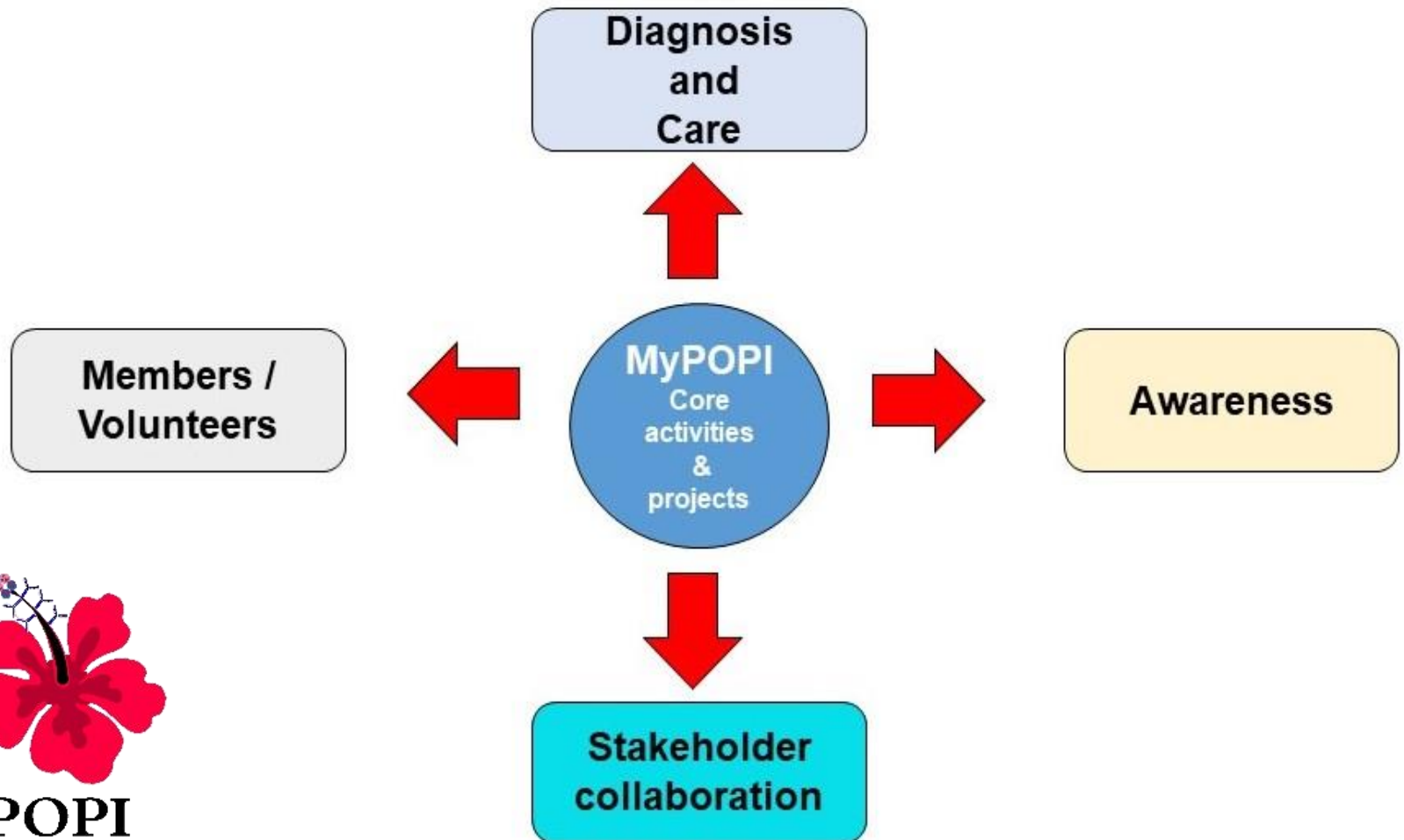
- These are the key things you wish to achieve
- They should relate to your Vision/Mission
- Have 3 or 4 Strategic Objectives

Strategic Objectives (Goals) - IPOPI



Strategic Objectives (Goals) - MyPOPI

Strategic Objectives



Strategic Objectives (Goals) - IDFA



ACTIVITY: Now add in your Strategic Objectives (Goals)

Decide on 3 or 4 Strategic Objectives/Goals

Choose from the list or make up your own!

GOALS – STRATEGIC OBJECTIVES (WHAT DRIVES YOUR ORGANISATION?)	ADVOCACY	AWARENESS	MEMBERSHIP	STAKEHOLDER COLLABORATION
	DIAGNOSIS & CARE	MEMBERSHIP	MEMBERS /VOLUNTEERS	

Strategic priorities (Actions)

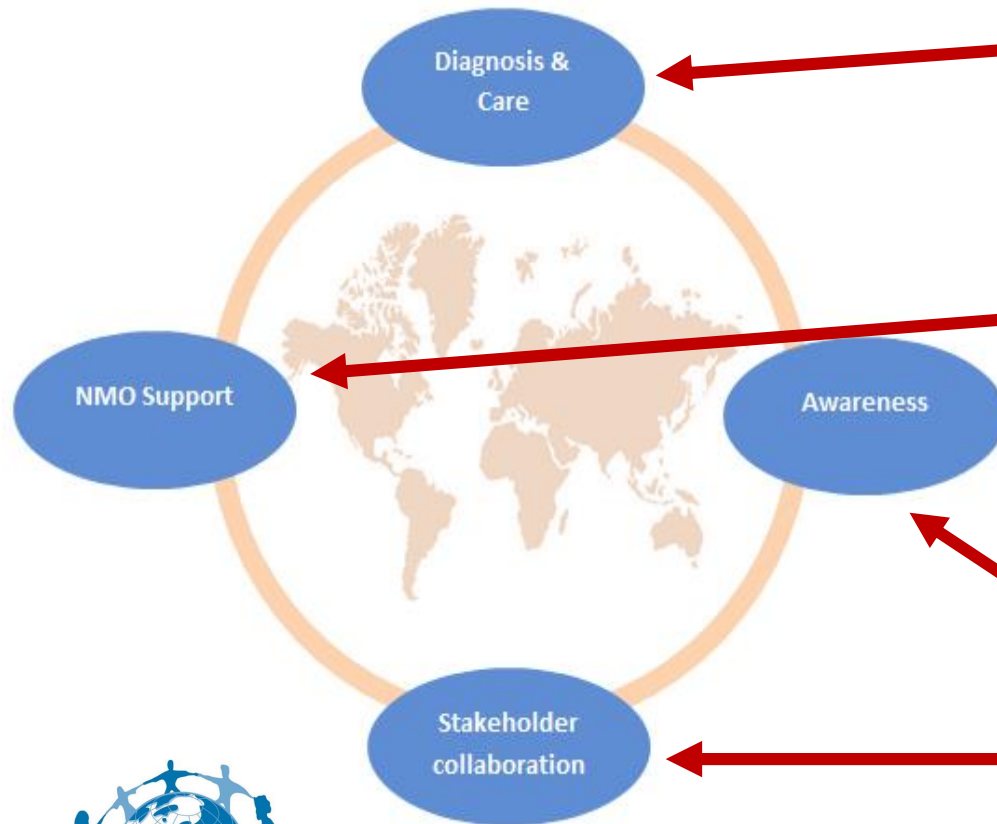
1. These should be related to your strategic objectives (Goals) and show the organisation's priorities
2. Priorities and goals can be interchanged



Be realistic for
your
organisation's
situation!



Strategic Objectives (Goals)



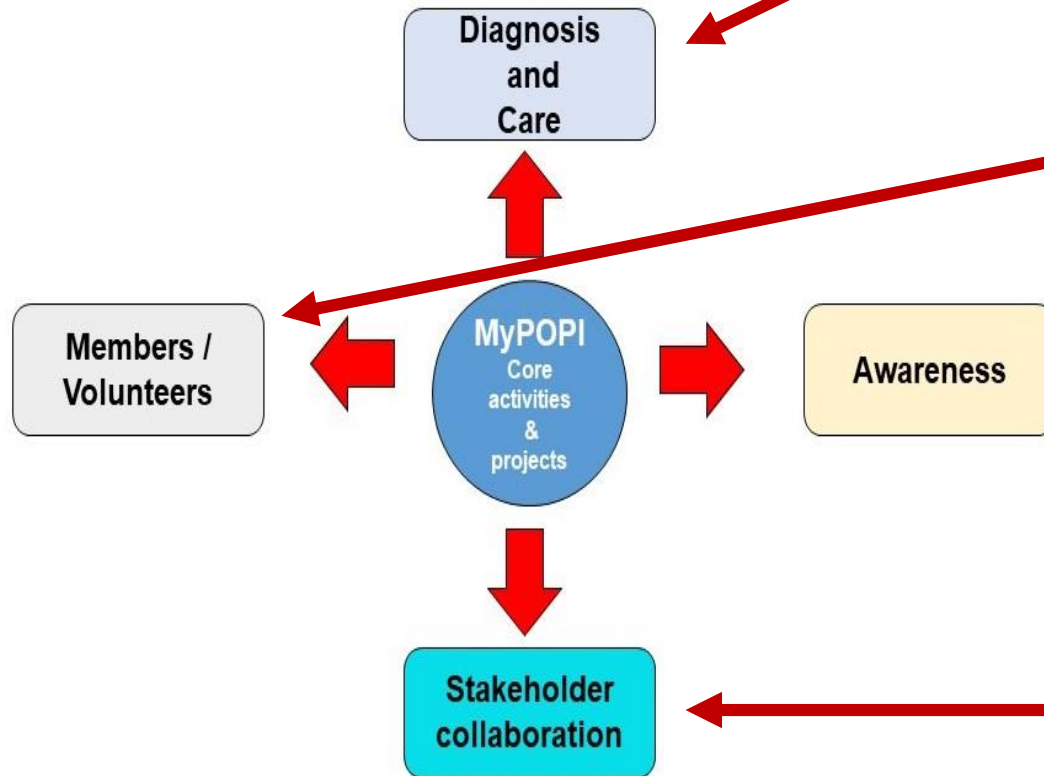
Strategic Priorities

- Promote early diagnosis and ensure optimal access to care
- Develop, strengthen and support National Member Organisations
- Raise PID awareness globally
- Stimulate stakeholder collaboration

Strategic Objectives (Goals)

Strategic Priorities

Strategic Objectives



1. To promote early diagnosis & ensure optimal access to care
2. To develop, strengthen and enhance MyPOPI
3. To raise PID awareness nationwide in Malaysia
4. To stimulate stakeholder collaboration

Strategic Objectives (Goals)

Strategic Priorities



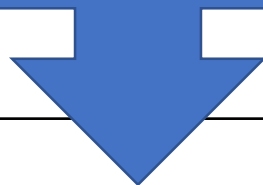
Strategic priorities

**** Suggestion - write at least 1 strategic priority/action for each goal**

Use words like
“promote”,
“develop”,
“support”,
“advocate”
“stimulate”



ACTIVITY: Now add in your Strategic Priorities – write at least 1 Strategic Priority under each Goal/Objective



GOALS – STRATEGIC OBJECTIVES (WHAT DRIVES YOUR ORGANISATION?)	ADVOCACY	MEMBERSHIP	AWARENESS	STAKEHOLDER COLLABORATION
STRATEGIC PRIORITIES (WHAT ARE YOUR MAIN PRIORITIES?)	Advocate the best outcomes for patients to improve quality of life.	Support patients, carers and families.	Promote community awareness of the signs and symptoms.	Stimulate stakeholder collaboration
	To promote early diagnosis & ensure optimal access to care	To develop, strengthen and enhance ..(your organisation)	Raise PID awareness	Increase financial capabilities to facilitate growth
	Promote early diagnosis by being more visible in the medical community	Choose from the list or make up your own!		

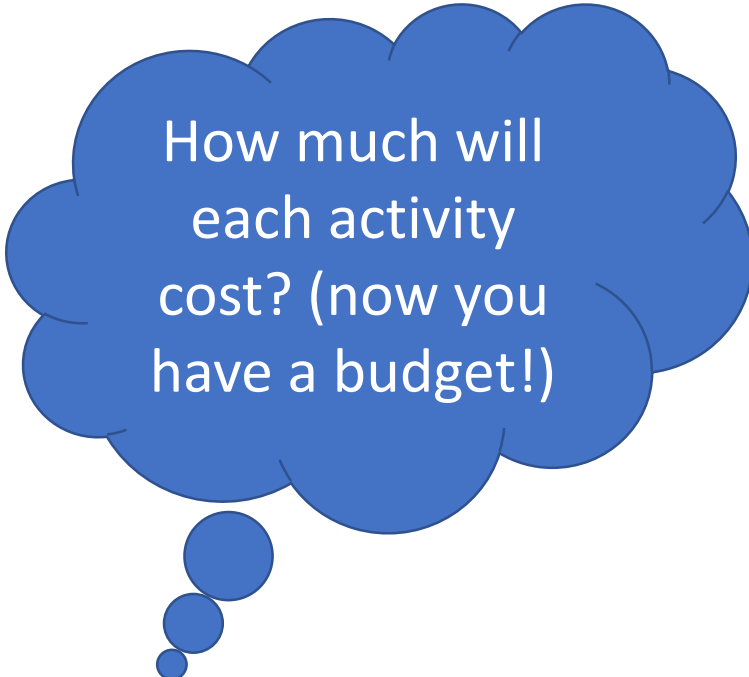
Activities to support strategic priorities

- The actions taken to support strategic priorities
- E.g.
- Patient meetings
- National meeting
- Joint WPIW event
- Website
- Resources
- Database
- Advocacy forums (govt, doctors, nurses)
- Educate GPs, nurses, clinicians



Revenue needed to support activities

- How much revenue do you need?
- Put an approximate cost next to your activity/project
- Now you have a project budget for projects that align with your vision, mission, goals and strategic plans

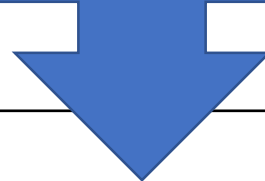


How much will each activity cost? (now you have a budget!)



ACTIVITY:

- Add a few activities to your plan
- Anticipate the costs of the activities
- Create a budget by adding costs together



GOALS – STRATEGIC OBJECTIVES (WHAT DRIVES YOUR ORGANISATION?)	ADVOCACY	MEMBERSHIP	AWARENESS	STAKEHOLDER COLLABORATION
STRATEGIC PRIORITIES (WHAT ARE YOUR MAIN PRIORITIES?)	Advocate the best outcomes for patients to improve quality of life.	Support patients, carers and families affected.	Promote community awareness of the signs and symptoms.	Stimulate stakeholder collaboration
ACTIVITIES TO SUPPORT PRIORITIES	<ul style="list-style-type: none"> • Advocacy forum with the government 	<ul style="list-style-type: none"> • Print 2 educational leaflets • Patient Workshop 	<ul style="list-style-type: none"> • World PI Week event at hospital • Print awareness materials 	<ul style="list-style-type: none"> • Joint patient meeting with haemophilia patient association
REVENUE NEEDED TO SUPPORT ACTIVITIES	\$2,000	\$3,000	\$3,000	\$5,000
TOTALS (CREATE BUDGET)	Choose from the list or make up your own!			\$13,000

Where will the revenue come from?

- Where can you source grants to support each activity/project?
- Sponsorship/grants – pharmas, banks, government (discuss)
- Pharmaceutical companies
 - Immunoglobulin
 - Antibiotics
- Government grants
 - Small grants – e.g. activity based
 - Large grants – operational and activity based
- Businesses & organisations
- ❖ Check your country's laws regarding sponsorship and what it can be used for

Refer to IPOPI's corporate guidelines for sponsorship!

Where will the revenue come from?

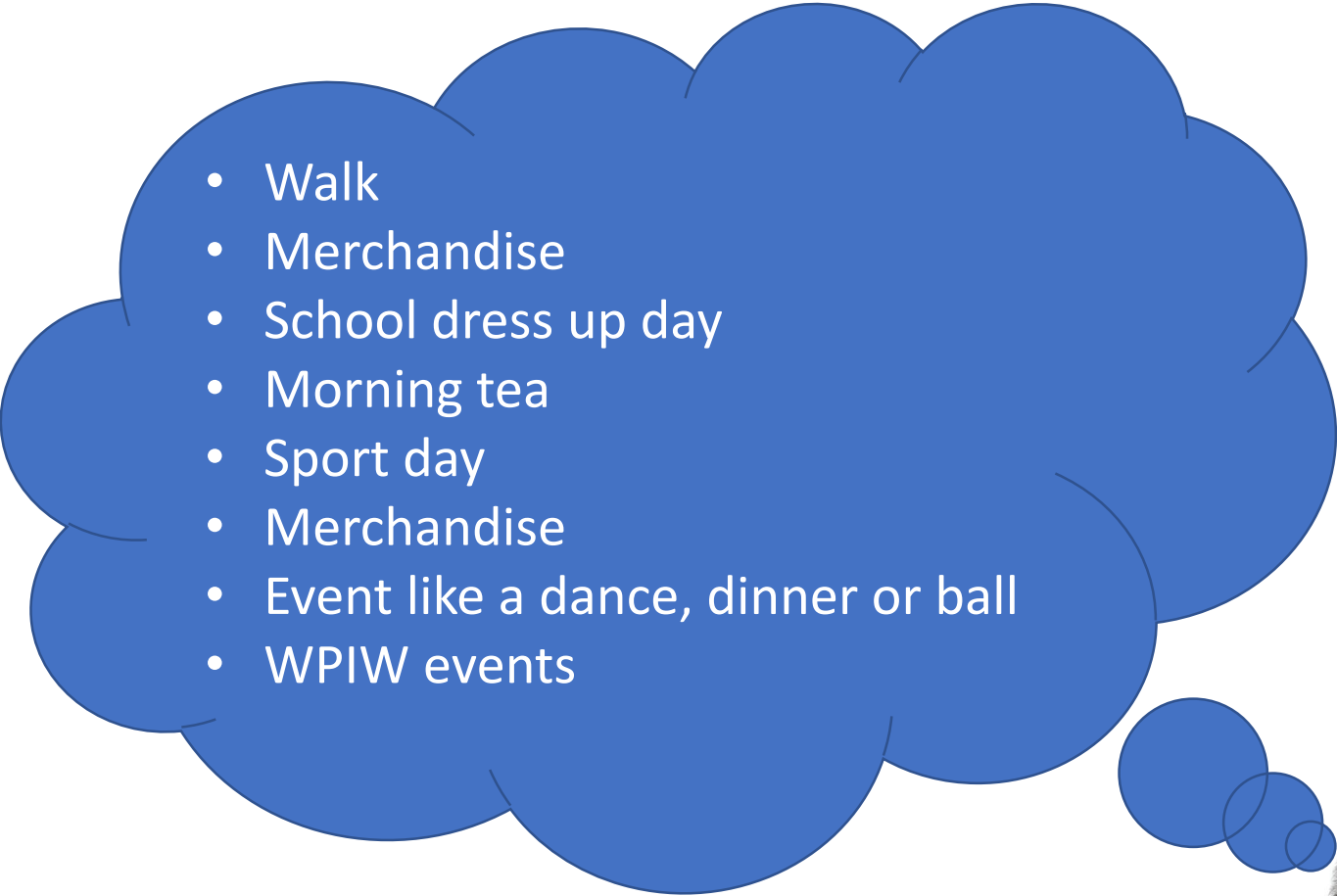
- What fundraising activities will you do to support each activity/project?
- Donations – how do you provide for straight consumer donations? (tax deducted donations)
- Fundraising – what type of fundraising can you do?
 - Direct
 - Online
 - Crowd funding
 - Donate while you buy
 - Website

Refer to IPOPI's overview of crowdfunding and online fundraising tools!

❖ Check your country's laws regarding fundraising and what it can be used for

Fundraising activity ideas

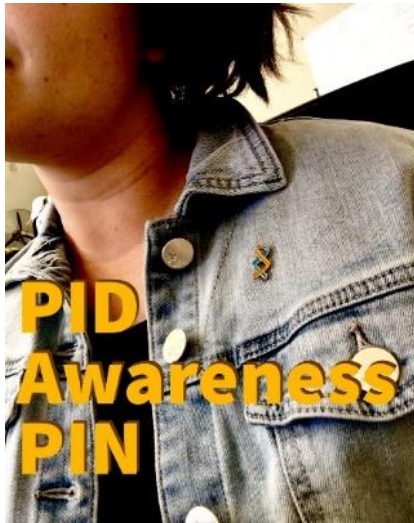
- Event suggestions

- 
- Walk
 - Merchandise
 - School dress up day
 - Morning tea
 - Sport day
 - Merchandise
 - Event like a dance, dinner or ball
 - WPIW events



Fundraising

- Merchandise



Fundraising

- Walk/Run
 - Direct
 - Through crowd funding activity (GoFundraise)



Fundraising

- Game Booths
- Food Sales e.g. cookies

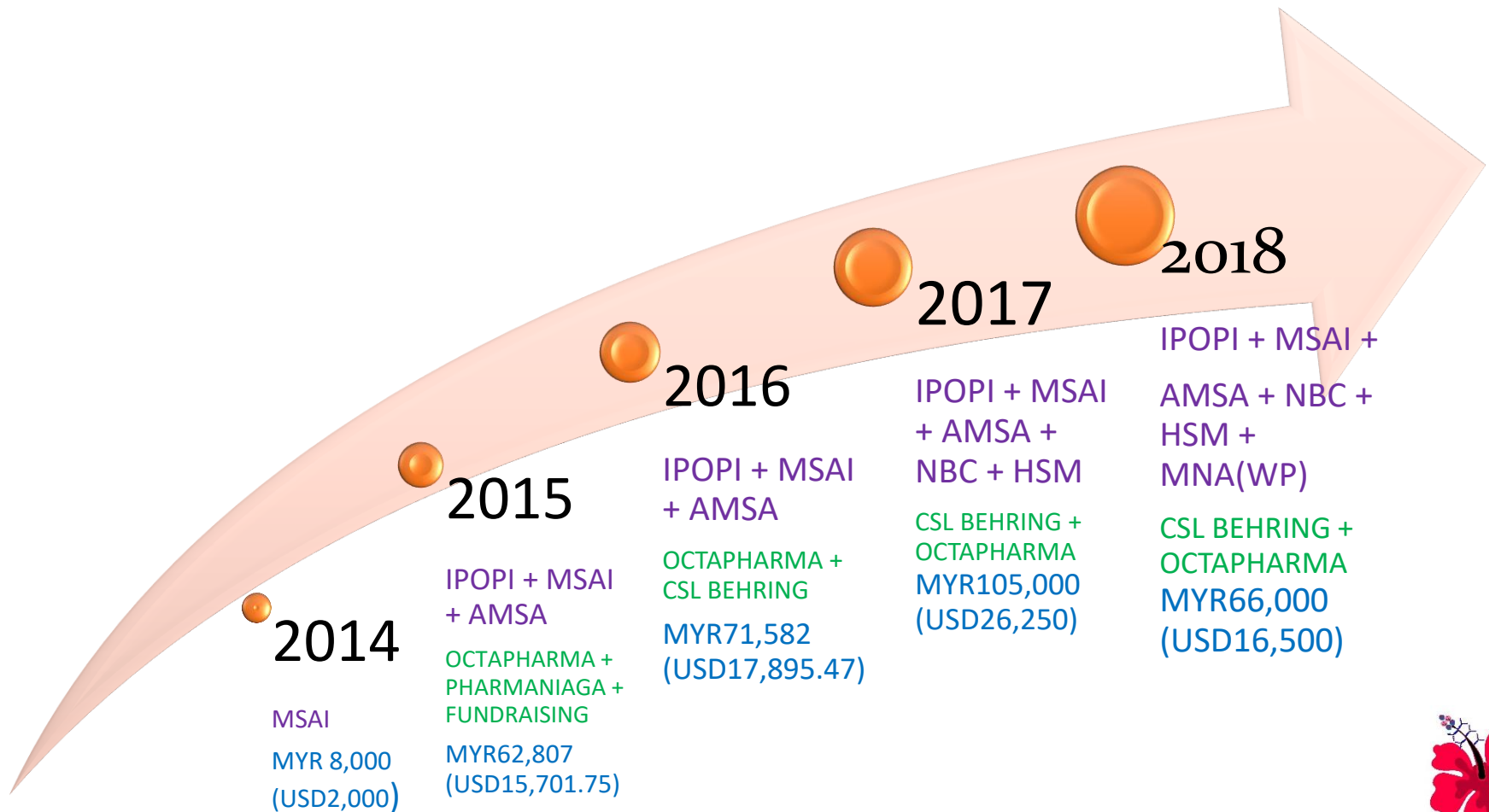


Don't forget the power of social media!



Journey of MyPOPI

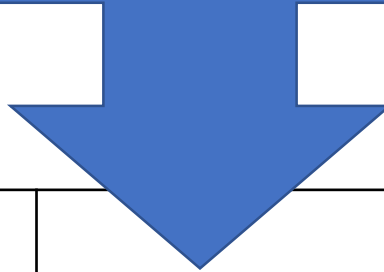
COLLABORATION – SPONSOR & FUNDING



**FOREX 1 USD : 4 MYR

ACTIVITY:

- Add some potential sponsors to the plan
- Add some fundraising sources and ideas



TOTALS (CREATE BUDGET)				\$13,000
SPONSORSHIP	SOURCES: Pharmas, Government, Businesses, Organisations such as Rotary, Lions, (\$10,000)			
FUNDRAISING & DONATIONS	SOURCES: Direct, Website, Crowdfunding, Online, Donate while you buy IDEAS: Walks, School events, Morning teas, Movie nights, Dinners, Merchandise, WPIW events, Donate button on website, (\$3,000)			

Make your Sponsorship & fundraising relevant to your country!

Congratulations!
Now you have a
basic Strategic
Plan!



VISION	A future where Primary Immune Deficiencies are diagnosed early, communities are more aware of the signs and symptoms, and those affected feel supported.			
MISSION	To promote an understanding of Primary Immune Deficiencies; link members, their families and medical professionals; and advocate for a better quality of life.			
GOALS / STRATEGIC OBJECTIVES	ADVOCACY	MEMBERSHIP	AWARENESS	STAKEHOLDER COLLABORATION
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Strategic Plans

– What next?

A future where immune deficiencies (primary and secondary) are diagnosed early, communities are more aware of the signs and symptoms of immune deficiencies, and those affected feel supported

Make a graph of your plans

To promote an understanding of Immune Deficiencies; link members, their families and medical professionals; and advocate for a better quality of life.

ADVOCACY

1. Advocate the best outcomes for patients to improve quality of life.

2. Promote early diagnosis by being more visible in the medical community.

MEMBERSHIP

3. Support patients, carers and families affected.

5. Maintain recognition as the peak body representing Australians affected.

AWARENESS

5. Promote community awareness of the signs and symptoms of IDs.

6. Increase financial capabilities to facilitate growth.

Strategic Plans

– What next?

A future where immune deficiencies (primary and secondary) are diagnosed early, communities are more aware of the signs and symptoms of immune deficiencies, and those affected feel supported

To promote an understanding of Immune Deficiencies; link members, their families and medical professionals; and advocate for a better quality of life.

Add projects to the graph

ADVOCACY

1. Advocate the best outcomes for patients to improve quality of life.

Hold patient meeting

2. Promote early diagnosis by being more visible in the medical community.

Lobby Ig supply

MEMBERSHIP

3. Support patients, carers and families affected.

Launch website

5. Maintain recognition as the peak body representing Australians affected.

Support WPIW

AWARENESS

5. Promote community awareness of the signs and symptoms of IDs.

Develop national strategy

6. Increase financial capabilities to facilitate growth.

Develop stakeholder relationships

Develop a
booklet for
sponsors



Watch your organisation grow!!

