



## **2018-2022 Strategic Plan**

*(Approved by Board of Trustees June 2019)*

### **MISSION:**

Champion lung health by supporting clinical research, community service, and patient education.

**GOAL 1: CHEST provides innovative education customized to individual learner needs, designed to improve knowledge, competence, performance and patient outcomes.**

#### STRATEGIES:

1. Identify specific, potential partners that could benefit from partnering with CHEST Foundation to enhance their own missions or support their own business strategy.
2. Formulate specific CHEST Foundation strategy to meet the needs of these potential partners.
3. Promote and disseminate CHEST Foundation patient education resources by partnering with health care agencies such as EMR providers, health systems, patient advocacy groups, and major health plans.
4. Develop and promote CHEST Foundation education resources tailored to meet the missions and business strategies of businesses not characteristically found in the healthcare space.
5. Develop new patient education learning tool that optimizes new technology, tied to CHEST guidelines.

**GOAL 2: CHEST is the premier resource for clinically relevant scientific research, guidelines, and implementation strategies and tools.**

#### STRATEGIES:

1. Increase industry outreach, utilizing CHEST leadership and members as content experts.
2. Identify content areas to focus on, when seeking increased amounts of funding.
3. Improve use of grant tracking system.

4. Target travel grants to potential research candidates or key junior faculty.
5. Utilize social/new media for grants – advertising and attracting applicants as well as highlighting and telling the story of grant winners.

**GOAL 3: CHEST will increase the global impact of its education.**

STRATEGIES:

1. Identify disease states/topics for which patient education and awareness would have the biggest impact in specified global regions.
2. Increase promotion of the CHEST Foundation at all US and international meetings attended by CHEST representatives.
3. Partner with local societies in non-English-speaking regions to translate and disseminate patient education materials and hold international community service events.

**GOAL 4: CHEST optimizes its assets to achieve its mission and vision.**

STRATEGIES:

1. Increase utilization of NetWorks, CHEST committees, and collaborative organizations/external partners from which to recruit foundation work group members and Trustees.
2. Develop collaborative opportunities to partner with industry, patient advocacy groups, family foundations, and air quality organizations.
3. Utilize engagement scores to identify potential foundation leaders.

**GOAL 5: CHEST has a strong and diverse financial base.**

STRATEGIES:

1. Implement web-based, mobile fundraising through online apps, VENMO, pin pad, DipJar, and other options that take advantage of technologies.
2. Develop a fundraising toolkit for Trustees, including event planning, one-on-one's, infographics, elevator conversations, planned giving, etc, to ensure Trustee fundraising success.
3. Complete feasibility study for Endowment Campaign; implement according to recommendations.
4. Host at least one CHEST leadership fundraising event in conjunction with a CHEST leadership meeting annually.

5. Create a personalized dashboard accessible by Board of Trustee members to inform on fundraising efforts.