



Strategic Plan for 2018

Developed on June 10, 2017

GAAPP Annual Meeting

Helsinki, Finland

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Background

GAAPP is a global association of organizations advocating the rights and interests of people living with allergies and asthma. GAAPP was established in 2011 in Istanbul, Turkey, during the EAACI meeting. Currently, GAAPP consists of 34 member organizations on all continents. GAAPP does not currently employ any full-time or part-time staff and daily operations are managed by unpaid volunteers who serve on the board of directors.

GAAPP is actively involved in the WHO-GARD assembly and will participate in the 2017 meeting in Brussels. GAAPP also works closely with the WAO and will participate in the 2018 meeting in Orlando, Florida, USA. Furthermore, GAAPP leadership serve on the Interasma board and has participated in its world conferences. Additional regional conferences GAAPP has attended and presented at in 2016-2017 include Pulmocon, EAACI, and ERS.

In order for GAAPP's continued success the new leadership conducted a strategic planning session and organizational capacity survey. The result of these activities are produced in this three-year strategic plan. Major opportunities exist for GAAPP to serve as the global patient voice in respiratory care; however, we must actively secure funds to advance the work in the core mission areas of awareness, education, advocacy and research.

Vision

A world without allergies and asthma

Mission

To support patients with allergies and asthma throughout the world by protecting their rights and insisting on the duties of governments, healthcare professional organizations and the general public.

Values

Respect---Responsibility---Relationships

RESPECT ("high or special regard, esteem")

- Tell the whole truth
- Say what you will do, then do what you say
- Help each other find the right work-life balance
- Treat others as you want to be treated

- Be on time and fully prepared for conversation
- Seek input to gain broader perspective
- Stay positive and fully present

RELATIONSHIPS (connection or binding between or among people)

- Hold one another accountable with love
- Value diversity as a key to innovation & creativity
- Commit to excellence in serving our internal and external consumers
- Celebrate small and large achievements
- Be a cohesive team always willing to help

RESPONSIBILITY (“reliability, trustworthiness, accountable for actions”)

- Do the right thing even when it is hard
- Give 100%; demonstrate a strong work ethic
- Stretch to exceed expectations
- Offer input on decisions, once final implement without second guessing.
- Bring concerns out and offer solutions
- Admit mistakes, learn & move forward
- Use resources wisely

Championing the Cause

MARKETING AND COMMUNICATION PLAN

What groups do we need to serve most?	What do they need to hear from us?	What is the best way to find and communicate with them?	When will we communicate with them? How often?	How will we know if they have heard our message?
<i>Member Organizations</i>	<i>Need for greater organizational capacity. Need for sharing of best practices & resources for</i>	<i>Basecamp In-person meetings</i>	<i>At Least 1x per month At least 1X per year</i>	<i>Member organizations will actively engage and rely on GAAPP for capacity building. We will annually</i>

What groups do we need to serve most?	What do they need to hear from us?	What is the best way to find and communicate with them?	When will we communicate with them? How often?	How will we know if they have heard our message?
	<i>awareness, education, advocacy & research.</i>	<i>Online webinars</i> <i>Email newsletters</i> <i>Digital Platform</i>	<i>At Least 1x per quarter</i> <i>At Least 1x per quarter</i> <i>Ongoing</i>	<i>survey members to assess how well we are doing in this area.</i>
<i>Professional Societies</i>	<i>Need for patient voice.</i>	<i>In-person meetings</i> <i>Email newsletters</i>	<i>At Least 1x per quarter</i> <i>At Least 1x per quarter</i>	<i>Professional societies will rely on GAAPP for the patient voice at meetings, conferences and when conducting initiatives.</i>
<i>General Public</i>	<i>Need for greater awareness of allergies & asthma.</i>	<i>Traditional Media</i> <i>Social Media</i> <i>Online webinars</i> <i>Digital platform</i>	<i>At Least 1x per quarter</i> <i>At Least 1x per month</i> <i>At Least 1x per quarter</i> <i>Ongoing</i>	<i>The general public will be more aware and gain understanding of the burden of allergy & asthma in the world. We will monitor traffic and engagement via all channels activated.</i>
<i>Policymakers</i>	<i>Need for patient voice.</i>	<i>In-person meetings</i> <i>Email Newsletters</i> <i>Digital Platform</i> <i>Advocacy Alerts</i>	<i>At least 1x per quarter</i> <i>At least 1x per quarter</i> <i>Ongoing</i> <i>Ongoing</i>	<i>Policymakers will be more aware and gain understanding of the burden of allergy & asthma in the world. We will monitor traffic and engagement via all channels activated.</i>
<i>Industry Partners</i>	<i>Need for patient voice.</i>	<i>In-person meetings</i> <i>Email Newsletters</i>	<i>At least 1x per year</i> <i>At least 1x per quarter</i>	<i>Industry partners will rely on GAAPP for the patient voice at meetings, conferences and when conducting awareness and education initiatives.</i>

Objectives and Priorities This Year

- *To Build Organizational Capacity for Member Organizations by sharing best practices and resources for Severe Asthma*
- *To Raise Awareness of Severe Asthma Burden throughout the world via a multichannel campaign*
- *To Educate Community Stakeholders on what matters most to patients*
- *To Advocate for Allergy & Asthma Patients with policymakers and professional societies to minimize the impact of disease*

People Development Plan

Area of Development Needed	What will be done	When
<i>Fundraising</i>	<i>At least annual meetings with industry partners & professional societies.</i>	<i>By the end of September 2017</i>
<i>Hire Office Staff</i>	<i>Add Executive Director to operationalize efforts</i>	<i>By January 2018</i>
<i>BOD Development</i>	<i>Set clear expectations of engagement and support</i>	<i>By September 2017</i>

By achieving the aforementioned development goals, GAAPP will become more financially stable and will have the resources to achieve its mission and objectives.

Operating Budget

Estimated Operating Budget Worksheet

	<i>Estimated Amount</i>	<i>Actual</i>
Expected Income		
Grants	100,000	
Donations		
Fundraising		
Interest		
Other income		
	TOTAL: 100,000	
Expected Expenditure		
Staffing Costs	50,000	
Office running costs (rent, etc.)		
Supplies		
Mileage		
Staff development		
Marketing		
Other costs		
	TOTAL: 50,000	
Programs/Project Costs		
Program 1 (relates to Objective 1)	20,000	
Program 2 (relates to Objective 2)	10,000	
Program 3 (relates to Objective 3)	5,000	
Program 4 (relates to Objective 4)	5,000	
	TOTAL: 40,000	
	TOTAL EXPENDITURE:	90,000
	TOTAL Profit/Loss:	10,000
	(Income – Total Expenditure)	

Success Measures

Objective: To Build Organizational Capacity for Member Organizations by sharing best practices and resources for Severe Asthma.

Measures of Success:	When this will be measured:
Assess current member org resources on SA	July 2017
Develop model SA messages & tools	August 2017
Disseminate model SA messages & tools	September 2017
Assess adoption & implementation of model SA messages & tools by member organizations	June 2018
Complete SA Whitebook	2018
Distribute SA Whitebook	December 2018

Objective: To Raise Awareness of Severe Asthma Burden throughout the world via a multichannel campaign

Measures of Success:	When this will be measured:
Disseminate model SA messages & tools	September 2017
Engage media to amplify SA messages & tools	September 2017-June 2018
Assess impact via media impressions	June 2018

Objective: To Educate Community Stakeholders on what matters most to patients

Measures of Success:	When this will be measured:
Speak at >3 professional society meetings in next 12 months	June 2018
Engage with >3 industry partners in specific patient campaigns	June 2018
Engage with >3 policymakers regarding allergy & asthma key issues	June 2018
Establish & Disseminate a Patient Bill of Rights	June-December 2018

Objective: To Advocate for Allergy & Asthma Patients with policymakers and professional societies to minimize the impact of disease

Measures of Success:	When this will be measured:
Establish & Disseminate a Patient Bill of Rights	June-December 2018
Send quarterly Advocacy Alerts	September, December, March, June

