

Vision

We cultivate and support diverse communication professionals who adhere to the highest ethical standards and work to ensure the public’s right to know in a free and democratic society.

Mission

NFPW promotes professional and ethical practices in communication by providing members tools and pathways to strengthen their skills and to advocate for the First Amendment to create an informed public.

STRATEGIC GOALS	
Advocacy	Develop, foster and champion First Amendment advocacy program with ethical standards for communicators.
Affiliates	Clearly define the relationship between NFPW and Affiliates.
Brand	Clarify and sharpen NFPWs brand within today’s communications landscape.
Governance	Develop and communicate clear and consistent operating policies and procedures in NFPW Operations, Finance and Administration.
Leadership	Build and develop leadership that steers and keeps the organization evolving and accountable.
Membership	Maximize membership.

Advocacy Goal *Develop, foster and champion First Amendment advocacy program with ethical standards for communicators.*

Advocacy Objectives
1. Achieve broad participation and engagement in FAN membership
2. Increase recognition of NFPW's ethical standards

ADVOCACY STRATEGIES

- A. Make FAN membership automatic.
 - a. Start with appointed and elected board
 - b. Have an opt-out option
 - c. Make an announcement in Agenda and e-letter
- B. FAN more than free press – share all aspects of the First Amendment fight.
 - a. Contact orgs like Freedom Forum/Poynter Institute to build relationships and potentially partner

- C. Research Software for members to easily see who their legislators are.
 - a. To make it easy for our members to send messages re: FAN to legislators
 - b. Make participation easy
- D. Include FAN news in every Agenda newsletter.
 - a. Solicit members/affiliates to share FAN news from their state
- E. Strategies to broaden awareness and use of the NFPW ethics code.
 - a. Add Ethics code to membership form
 - b. Add to notepads as giveaways at conference

Affiliates Goal *Clearly define the relationship between NFPW and Affiliates.*

Affiliates Objectives
1. Increase membership of professional, high school and college affiliates
2. Increase affiliate participation in NFPW
3. Increase connections with professional, college, and high school affiliates who hold contests

AFFILIATES STRATEGIES

- A. Encourage affiliate leadership roles.
 - a. Identify needs and provide training
- B. Encourage NFPW leadership roles.

- C. Encourage contest participation.
 - a. Increase connection with affiliates
 - b. Include questions on the survey
- D. Work with high schools and colleges.
- E. Conduct Survey of affiliates
 - a. Challenges, successes and training
- F. Archive Agendas on the website
- G. Conduct analysis to establish most engaged, most members, most COA's, most elected Board members, etc.

Brand Goal *Clarify and sharpen NFPWs brand within today's communications landscape.*

Brand Objectives
1. Increase local and national recognition of the brand
2. Increase members' engagement with NFPW

BRAND STRATEGIES

- A. Drop the full name. Use the acronym only.
- B. Survey members including first timers.
- C. Effectively communicate the new mission and vision.
 - a. At conference

- b. Through E-letter/Agenda
- D. Include logo everywhere.
 - a. Increase logo wear purchases
 - b. Push item sales for holidays and leading up to conference
- E. Create a brand guide.
- F. Develop Giving Tuesday communication strategy.
- G. Strongly encourage affiliates to use the logo.

Governance Goal *Develop and communicate clear and consistent operations, policies and procedures in NFPW Operations, Finance and Administration.*

Governance Objectives
1. Increase revenue and revenue streams: conference, contest, sponsorships, affiliates and members
2. Maximize staff time
3. Have a set of applicable policies and procedures that benefit the organization and its relationships with staff
4. Increase the number of web pages dedicated to governance
5. Increase committee participation

Governance Strategies

- A. Conduct board self-evaluation.
- B. Educate members on these goals
- C. Virtual Workshops
- D. Partnerships with other orgs
- E. Audit review and revise organizational policies and procedures.
 - a. Develop Board Manual
 - b. Increase web pages related to governance
- F. Clarify committee roles and responsibilities.
- G. Develop committees and schedules.

Leadership Goal *Build and develop leadership that steers and keeps the organization evolving and accountable.*

Leadership Objectives
1. Increase interest in participation to keep the national board at full capacity
2. Increase national opportunities to serve or volunteer to build the pipeline to leadership
3. Increase turnover on the appointed board to keep engagement high, burnout low, and fresh faces circulating the board
4. Increase the quality of leadership

Leadership Strategies

- A. Develop new board member onboarding/training.
- B. Training for Affiliates.

- C. Engage volunteers outside of the core board.
 - a. Identify volunteer opportunities at the conference and ask members to sign up
- D. Conduct annual board self-review/survey.
- E. Add Board Retreat
 - a. Possible Fall meeting for all elected and appointed
- F. List Committees and members on the website
- G. Develop a social campaign for conference
- H. Develop social campaign around leadership positions and those that fill them

Membership Goal *Maximize membership.*

Membership Objectives
1. Increase net membership
2. Increase retention rates
3. Increase diversity of member composition (age, ethnic, geographic)
4. Increase member participation: <ul style="list-style-type: none"> • Contest. • Volunteer Service • Conference • Email Open Rates

Membership Strategies

- A. Collect membership professions.
- B. Seek list of members with .edu email addresses and encourage them to promote the collegiate contest to students on their campus
- C. Gain more collegiate entries in hopes of capturing more interest in professional membership once the students graduate
- D. Strengthen path from high school and college to full membership participation