

# ENAF has 2020 VISION

EMERGENCY NURSES ASSOCIATION FOUNDATION | FIVE YEAR STRATEGIC PLAN 2018-2022

## ••••• Strategic Planning Refresh for 2023-2024 •••••

### COMMUNITY VISION STATEMENT

ENAF recognized as premier organization dedicated to the advancement of emergency nursing, education and research.

#### Strategic Goals:

- Engage and support ENA state and chapter fundraising efforts through resources and tools.
- Develop communication strategy to increase the foundation visibility internally and externally
- Create and implement a strategy to diversify the foundation contributor base by targeting corporations, organizations and foundations.
- Increase member participation in contributing to the foundation via ENStrong Challenge
- Develop and engage strategic partnerships that advance the mission of the Foundation
- Advance philanthropic support of emergency nursing through educational scholarships and research and community outreach grant opportunities
- Develop and implement a plan to support the building of ENA's international presence and partnership including an international exchange program, conference engagement, and increased accessibility for international members to donate.

### KNOWLEDGE VISION STATEMENT

ENAF is recognized as a premier funding partner for emergency nursing education research and practice resources.

#### Strategic Goals:

- Develop a strategy for providing new funding opportunities to support new knowledge for emergency nursing community.
- Support the exploration of new methods of expanding improved patient care through education and original research
- Continue to expand emergency nursing knowledge by providing member scholarships and research grants
- Develop and execute a plan to increase patient and community education through community outreach efforts
- Develop and implement a strategy to financially support the education of international colleagues including providing for dissemination of educational products and research

### INFASTRUCTURE VISION STATEMENT

Maintain and grow the sustainability of ENAF by providing a strong infrastructure.

#### Strategic Goals:

- Provide Foundation Board of Trustee members with the tools to work with all potential contributors to increase the success of the foundation
- Manage expenses and resource utilization consistent with ENAF's objectives and goals
- Provide staff with technology needed to prospect, track, and solicit gifts
- Increase visibility of Impact Funds as a new major gift opportunity for States, Chapters, and individual donors