



# National Voluntary Organizations Active in Disaster

COOPERATION | COMMUNICATION | COORDINATION | COLLABORATION

## NATIONAL VOAD STRATEGIC PLAN 2014 - 2016

### VISION 2016

National VOAD will be the recognized non-governmental leader of the disaster preparedness, response and recovery sector. National VOAD members and partners represent a powerful force of goodwill in America. Through the VOAD network WE provide the leadership that makes our communities stronger and more resilient. In times of need WE deliver hope for a more positive future.

Moving further along the path towards achieving our VISION 2020 goals:

- Every relevant agency and organization of the public and private sector will understand National VOAD and its member's scope and mission.
- All significant volunteer organizations active in disaster preparedness, response and recovery will be members of National VOAD.
- National VOAD will have partnerships with organizations that support it and its member organization's scope and mission.
- A significant portion of the American public will recognize National VOAD and its member's scope and mission.

**MISSION:** National VOAD is the forum where organizations share knowledge and resources throughout the disaster cycle—preparation, response and recovery—to help disaster survivors and their communities.

*"The purpose of the corporation shall be to foster more effective service to people affected by disaster through communication, coordination, cooperation, collaboration, convening mechanisms and outreach."*

- National VOAD Bylaws

### APPROACH: CORE PRINCIPLES AND VALUES

The National VOAD collaborative practices the "4Cs" as guiding **principles** for how we operate and work as partners to best serve our communities and nation :



#### COOPERATION

WE will work together to overcome challenges.



#### COORDINATION

WE effectively utilize resources to help communities prepare and recover.



#### COMMUNICATION

WE develop and maintain effective channels for sharing information.



#### COLLABORATION

WE identify common goals and create shared solutions.



## MEMBERSHIP

### 2016 GOALS:

- All significant faith-based, community-based or other nonprofit organizations with a disaster services program and that mobilize volunteers or otherwise organize communities will be affiliated with the National VOAD Movement.
- All National VOAD Members will have access to a suite of support services that increase a Member's ability to collaboratively serve their disaster service missions.
- New opportunities for National VOAD member organizations to share knowledge and expertise with state and local VOAD Members will increase their national image and reputation as "pillars of support" for building community resiliency.

### STRATEGIES:

- Grow membership by recruiting or nurturing the development of competent, prospective members that more fully represent the diversity of America.
- Build the capacity of State/Territory VOADs
  - Fully execute and sustain VOAD LEAD Program (2014–2016)
  - Develop enhanced capacity building resources for State/Territory VOADs (2016)
- Further develop and implement VOADNet, a project management and situational awareness reporting system for use across the disaster cycle
  - Roll out initial suite of services, and develop and customize features that benefit individual National and Associate Members (2014-2015)
  - Develop additional suite of services that supports State/Territory VOADs and their network of local/Regional VOADs/COADs, and introduce with training and support resources (2016)
- Develop and Implement 4Cs Training Academy/Center for Excellence
  - Create clearinghouse/repository of existing Member training (2014)
  - Develop and implement internal 4Cs training curriculum for new Members, Board Members and Committee Members (2014)
  - Develop 4Cs training curriculum and other resources to make available to wider membership and VOAD network (2015-2016)
  - Develop and implement mutual assistance opportunities for Members and Partners to collaborate and learn from each other, share best practices (e.g., exchange programs, peer-to-peer learning, externships, etc.) (2015-2016)



## IMAGE/BRAND

### 2016 GOALS:

- National VOAD and its Members will be known to business, government and civic leaders throughout the country and widely recognized as providing the leadership for how America's volunteer and organize their communities to more effectively prepare for, respond to and recover from disaster.
- The American public will increasingly become aware of the National VOAD Movement, and that our Members are the trusted and impactful place for volunteering time and making a donation.

### STRATEGIES:

- Develop positioning analysis and strategy for elevating the National VOAD brand
  - Conduct long-term positioning analysis (2014)
  - Identify next steps based on determination of brand positioning or rebranding requirements (2014–2015)
- Establish a strategic communications/messaging plan that educates stakeholders about, and promotes the visibility and image of, the VOAD movement, National VOAD and the value of supporting Member organizations
  - Implement enhanced communications (2014)
  - Execute long-term communication and marketing strategy congruent with brand positioning decisions (2015–2016)



## COLLABORATION/PARTNERSHIPS

### 2016 GOALS:

- National VOAD will have a strategic portfolio of whole community national partners that support goals and mission.
- Business, government and civic leaders will widely recognize their role in providing support for the National VOAD Movement and Members as essential for successfully building community and national resilience.

### STRATEGIES:

- Develop strategic partnerships within the Private Sector, Academia (particularly for research that benefits members), Emergency Management & other Government entities that strengthen and develop the goal of the National VOAD network to better prepare our nation's ability to better prepare for and recover from disasters.
- Leverage national resources to support Member ability to collaboratively serve their disaster service missions.
- Develop plan for modeling "Whole Community" process in 2014; implement 2014-2015
- Champion the development and implementation a National Recovery Initiative: Initiate 2014; document 2015; implement 2016



## ORGANIZATIONAL CAPACITY/STRUCTURE

### 2016 GOALS:

- National VOAD will have sustainable resources necessary to effectively serve the needs of its members and advance the National VOAD mission.

### STRATEGIES:

- Develop financial, human and other resources needed to maintain current operations and those required to sustain the additional 4C support services called for in this Plan (2014– 2016)
- Establish clear outcome benchmarks for all goals (2014–2016)
- Develop and implement systems to measure and evaluate program quality and outcomes (2014)

## NATIONAL VOAD VALUES:

- Our commitment to caring and compassion for all people is the foundation for all we do
- A coordinated, inclusive approach provides the basis for a nurturing environment in which disaster response agencies will flourish
- The quest for excellence in National VOAD programs by encouraging best practices and mutual accountability results in operational synergy
- Our work will be accomplished in a respectful, non-judgmental and non-discriminatory manner
- Trust, mutual respect and equal partnerships of community service providers are essential elements of our work
- Providing hope—making a difference—offering opportunities for true collaboration—are the lifeblood and soul of the organization