



Strategic Planning Committee
 Meeting of January 8, 2018
 9:45 a.m. EST/8:45 a.m. CST/7:45 a.m. MST/6:45 a.m. PST
 By Telephone Conference Call
Call-in number: 866-740-1260
Access code: 9286317

The purpose of the Strategic Planning Committee (SPC) is to develop and monitor the execution of the Foundation's strategic plan, on behalf of and in consultation and collaboration with the ABF Board, executive staff and ABF stakeholders. The SPC will identify key strategic goals and establish outcome metrics. The SPC may recommend course corrections or revisions to the ABF's mission, metrics and vision from time-to-time.

Committee Members	Lisa Shulman, MD, Chair; Kevin Goodno, <i>ex officio</i> ; Jeffrey Rosenfeld, MD; Martin Shenkman, CPA; A. Gordon Smith, MD; Ben Utecht	
Staff	Jane Ransom, <i>ex officio</i> ; Natalie Baumgartner	
	AGENDA ITEM	PRESENTED BY
8:45 CST	Welcome and review objectives for today's meeting <ul style="list-style-type: none"> • Review latest (tentative) Board Scorecard for 2017 • Understand how member and public awareness is being measured • Frame question(s) for Board meeting of January 12 	Lisa Shulman
8:50	Approve minutes from October 9, 2017 meeting	
8:55	Updated ScoreCard	Jane Ransom
9:05	Measuring member and public awareness of the Foundation and our mission	Tasha Ostendorf, Research Analyst, Member Insights, AAN
9:15	Discussion <ul style="list-style-type: none"> • Insights and issues for the Board of Directors meeting of January 12, 2018 	Lisa Shulman
9:30	Development of 2018 Scorecard	Jane Ransom
9:45	Adjourn	



**American Brain Foundation
Strategic Planning Committee Meeting
October 9, 2017**

**9:45 a.m. EST/8:45 a.m. CST/7:45 a.m. MST/6:45 a.m. PST
By Telephone Conference Call**

**In attendance: Lisa Shulman, MD; Jeffrey Rosenfeld, MD; Martin Shenkman, CPA;
A. Gordon Smith, MD; Ben Utecht**

Staff: Jane Ransom, Shelly Collins Rucks, Natalie Baumgartner

Excused: Kevin Goodno

- 1) Welcome and introduction of attendees: Dr. Shulman welcomed everyone and discussed the agenda and objectives for the meeting.
- 2) Approval of Meeting Minutes from August 14, 2017: Dr. Shulman requested committee approval for the previous Strategic Planning Committee's meeting. Approval was unanimous.
- 3) Updated Scorecard:
 - a) **Strategic Goal #1:** Ms. Ransom explained that the Scorecard had been updated to segregate crowdfunding metrics from CRTS's and awards so that we can more easily monitor the progress of each.

The Committee discussed the lag in marketing of the crowdfunding site. Three or more single-disease crowdfunding campaigns are written into the new marketing plan. The marketing plan was completed at the end of August, and the staffing and professional services needed to execute the plan are now in place. Nevertheless, it would be important to push for some "early wins" to build momentum. Staff and a donor are working on one in MS. National Multiple Sclerosis Society has agreed that the Foundation can crowdfund for our portion of the research award we co-fund with them. Dr. Smith suggested displaying CRTS's to which we are committed, as almost fully paid for, minus the indirects; and then use crowdfunding to raise the indirect portion. Moreover, it's important to think creatively about partnerships and campaigns that help build momentum on the crowdfunding site.

Dr. Shulman emphasized the Foundation's board and committee members, all of whom have professional and personal networks, should take on the challenge of promoting the crowdfunding site, in alignment with the new marketing plan.

- b) **Strategic Goal #2:** The Foundation is working with the AAN Insights team, who will be guest speakers at the next Committee meeting, on updating our measures of public and AAN awareness of the Foundation and our cause.

The Committee questioned the conversion rate metric. Will an increase in site traffic result in a lower conversion rate of visitors to donors and, if so, is this a useful measure? Staff will seek expert advice on this.

- c) **Strategic Goal #3:** Ms. Ransom highlighted the continuing paradox of success in raising restricted funds and challenge in raising unrestricted ones.

The Committee wanted to understand the source of the unrestricted donations. Ms. Rucks explained that nearly \$400,000 was raised in the last quarter through matching gifts, the Rowland Circle, Hearst, McKnight, and 25th Anniversary Funds. The Committee agreed that there has been a lot of progress on the major donor pipeline. They also agreed that the issue of unrestricted funds would need to be highlighted for the Board.

- d) **Strategic Goal #4:** Ms. Ransom discussed the recent staff campaign with support from more than 50 percent of AAN staff. The Foundation will focus on driving that number up throughout the rest of 2017.

Committee members agreed with Dr. Shulman that the scorecard is working reasonably well for our first year. It is a good start.

Adjourn 9:45 am C.T.

ABF Board Scorecard – Tentative 2017ⁱ

Strategic Goal #1		Research & Crowdfunding: Construct a virtual platform to match the best science with the largest pool of committed donors to advance a continuum of research.				
Outcomes		September 2017	Actual	Threshold	Target	Max.
#1, A: Crowdfunding						
1. Number of peer-reviewed proposals posted on crowdfunding platform		8	9 ⁱⁱ	10	25	50
2. Number of crowdfunding/website donors		NA (214)	NA (316)	Benchmarking during 2017		
3. Amount raised in crowdfunding		NA (\$11,270)	NA (\$17,630)	Benchmarking during 2017		
#1, B: Grant making						
1. Money granted for CRTS/CSDA's		NA (\$887,249)	NA (\$888,249)	Benchmarking during 2017		
2. Money granted through crowdfunding		NA (0)	NA (0)	Benchmarking during 2017		
3. Total Scientific and Other Awards		NA (\$187,802)	NA (\$188,802)	Benchmarking during 2017		
4. Total money granted to defeat brain disease		NA (\$1,075,051)	NA (\$1,077,051)	Benchmarking during 2017		
Strategic Goal #2		Public Engagement: Build the ABF brand around our unique niche.				
Outcomes				Threshold	Target	Max.
1. Stakeholder awareness						
2. Increased site trafficⁱⁱⁱ				Benchmarking during 2017		
a. Users	a. 32,491	a. 41,733				
b. Pageviews	b. 106,656	b. 156,317	50,000	75,000	100,000	
a. Increased site conversion (from visitor to donor)		NA (214 conversions; 0.65%)	NA (316 conversions; 0.75%)	Benchmarking during 2017		
Strategic Goal #3		Philanthropy: Develop full-fledged public support and deepen giving from AAN members				
Outcomes				Threshold	Target	Max.
1. Total funds raised						
a. Restricted (Research)		a. \$2,857,744	a. \$3,817,553	--	\$ 480,000	\$ 937,000
b. Operating		b. \$572,202	b. \$845,006	\$1,350,000	\$1,350,000	\$1,350,000
TOTAL^{iv}		\$3,429,946	\$4,662,559	\$1,350,000	\$1,830,000	\$2,287,000
2. Major donor pipeline value						
a. Number of major donors solicited		a. 28	a. 63	a. 20	a. 30	a. 40
b. Gift amount asked		b. \$5,927,500	b. \$5,958,500	b. \$250,000	b. \$500,000	b. \$1,000,000

3. Number of new donors	632	824	900	990	1188
4. Number of donors					
a. AAN members	a. 835	a. 1,332	a. 1,830	a. 2,013	a. 2,416
b. Public	b. 351	b. 746	b. 450	b. 495	b. 594
Strategic Goal #4	A Thriving Partnership: Align the goals and leadership of the AAN and ABF.				
Outcomes			Threshold	Target	Max.
1. Number of AAN members who are aware of the ABF^v			<i>See endnote – measured annually December 2017</i>		
2. Number of AAN members donating to the ABF	835	1,332	<i>See 4a above.</i>		
3. Number of AAN staff donating to the ABF	35%	51%	50%	70%	90%
4. Money raised for AANI research agenda-i.e., projected # of CRTS/CSDA awards signed by the end of the year.	10 (\$2,539,999)	10 (\$3,469,995)	10 ^{vi}	12	14

ⁱ Final scorecard for 2017 to be produced by 1/31/18.

ⁱⁱ 11 LOIs have been approved; 1 project approved, but waiting for required documentation before posting on the crowdfunding site.

ⁱⁱⁱ Targets were developed from traffic on former website during FY 2016. "Conversions" include both donors to the general fund and crowdfunding donors.

^{iv} The total funds raised does not include the AANI Operating Grant.

^v Insights Study in progress to compare member awareness between 2016 and 2017.

ABF Priorities Member Survey

1. Prior to this survey, had you heard of...

	Yes	No
the American Brain Foundation? [LOGO?]		
the American Academy of Neurology Foundation? [LOGO?]		

1a. How did you first hear about the American Brain Foundation? [a-f randomized]

- a) Email
- b) Postal mail
- c) Booth or sign at the AAN Annual Meeting
- d) While joining or renewing membership at the AAN
- e) Public service announcement
- f) Colleague or friend
- g) Other (please explain):
- h) Unsure

2. Please pick the three phrases you most closely associate with the American Brain Foundation: [a-j randomized]

- a) Political, advocacy-oriented, lobbying
- b) Old, established
- c) Patient and caregiver resources
- d) Donations, philanthropy
- e) American Academy of Neurology
- f) Funding, grants
- g) Neurology research
- h) Cure brain disease
- i) Science education for kids
- j) A cure for one is a cure for many
- k) Other (please specify):

ABF Priorities Public Survey Draft

1. What is your age?
2. What is your gender?
 - a. Male
 - b. Female
 - c. Prefer not to answer
3. What is your income?
 - a. Under \$15k
 - b. \$15-\$50k
 - c. \$50-\$100k
 - d. \$100k+
4. Do you know anyone affected by brain disease?
 - a. Yes
 - b. No
 - c. Unsure
5. Please review the following list.
 - ALS & Neuromuscular Diseases
 - Autism & Neurodevelopment
 - Brain & Nerve Tumors
 - Brain & Spine Trauma
 - Dementia-Alzheimer's, LBD, Other
 - Epilepsy-Seizure Disorders
 - Headache & Migraine
 - Parkinson's & Movement Disorders
 - MS & Autoimmune Disease
 - Huntington's & Neurogenetic Diseases
 - Meningitis & Neuroinfectious Diseases
 - Sleep Disorders

Commented [T01]: These questions were required by the respondent panel vendor for their records. However, they will be useful to us as well in analyzing our responses by these demographic characteristics.

- Stroke & Vascular Diseases
- Other

After reviewing this list, do you know anyone affected by brain disease?

- Yes
- No
- Unsure

6. Thinking about the list in #2 above, what terms do you most associate with them? Mark all that apply.

- Disease
- Illness
- Condition
- Disorder
- Other (please specify):

7. In your own words, how would you describe the difference between “brain illness” and “brain disease”?

