



**American Brain Foundation
Strategic Planning Committee Meeting
June 13, 2016
Teleconference Call**

Call to order: June 13, 2016 at 8:49 a.m. (Central) by Dr. Shulman, Chair

In attendance: Kevin Goodno; Jeffrey Rosenfeld, MD; Lisa Shulman, MD, Chair; Gordon Smith, MD

Staff: Kristi Benson; John Hutchins, JD; Jane Ransom; Suzi Sherman

Excused: Martin Shenkman; Ben Utecht

1. **Welcome and introduction of attendees:** Dr. Shulman welcomed everyone and discussed the agenda and objectives for the meeting.
2. **Report on leadership meeting with AAN/ABF:** Conference call occurred in May and attendees included Jane Ransom, Kevin Goodno, Cathy Rydell and Drs. Griggs, Smith, Cascino and Sacco. The group identified ways in which to resolve conflicts to ensure the success of the foundation.

Jane and Cathy are creating a Memorandum of Understanding (MOU) to be finalized after the June Board meeting. The MOU will identify essential areas for collaboration which include: research, fundraising, marketing, and advocacy. The MOU will not prescribe in detail how the organizations will collaborate around these areas—that will be done at the staff level. The MOU will be shared with the Board to review and provide feedback on, but it will not need to be voted on by the Board.

3. **Strategic plan narrative:** The narrative is to be used internally only for the Board to vote on—not to be distributed to the public. The appendix will include all of the reports prepared by the consultants.

Rocket slide: Jane provided a 5 year timeline for the execution of the strategic plan using a rocket launch analogy. The 4 stages and highlights from each stage are below, [click here to review the Rocket slide](#) for full details.

- a) Pre-launch and countdown
 - a. Beta version of crowdfunding site – Envision the crowdfunding site being the ABF's signature program over the next few years. ABF staff and committees will work closely with marketing firm to develop a marketing strategy for the beta site to attract attention from researchers and donors to start receiving support immediately. To get fundraising momentum started, suggestion to highlight projects that would guarantee "early wins", i.e. post CRTS's on the

site as that program is already well established and funding is essentially guaranteed.

- b. Brand refresh
 - c. Fund 10 CRTS's
 - d. Finalize MOU
 - b) Lift off
 - a. Launch final version of crowdfunding site
 - b. Ambassador Program in place
 - c. Fund 11 CRTS's
 - c) Optimize trajectory
 - a. Implement signature program
 - b. Fund 12 CRTS's
 - d) In orbit
 - a. ABF is self-sustaining—funding our own operation costs
 - b. Provide research funding to partner organizations
 - c. Fund 12 CRTS's
- 4. Draft metrics:** The committee reviewed and provided feedback on the drafted metrics that measure the process and success of 4 strategies.
- a. Research clearinghouse
 - i. Recommendation to add metrics around # of proposals received, # of new researchers, and # of projects that involves research across diseases
 - b. Public engagement
 - i. Will add placeholder for metrics to be added based on the marketing firm's recommendations
 - ii. Also add metric around brand recognition among AAN membership and fundraising community
 - c. Philanthropy
 - i. "Major gift pipeline value" metric will measure number of meetings/contacts with donors/prospective donors, gift potential, etc. Will define this more explicitly.
 - ii. Will add metrics around the measurement of awareness
 - d. Aligned leadership
 - i. Will add more metrics once the MOU is in place

Still need to determine how to set non-fundraising goals. For example, how do we set the goal for looking at amount of money granted by research level on the continuum? Will continue to work with each committee to determine how best to set these goals.

Jane will work the committee's suggestions into the plan and send out a new draft in the next few days. The updated plan will be presented at the June 23/24 Board meeting.

Adjourned at 9:45 a.m. CST.