



Strategic Planning Committee  
 Meeting of August 14, 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  
**Call-in number: 866-740-1260**  
**Access code: 9286317**  
**Chair: 4040**

*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.*

<b>Committee Members</b>	Lisa Shulman, MD, Chair; Kevin Goodno, <i>ex officio</i> ; Jeffrey Rosenfeld, MD; Martin Shenkman, CPA; A. Gordon Smith, MD; Ben Utecht	
<b>Staff</b>	Jane Ransom, <i>ex officio</i> ; Natalie Baumgartner	
	<b>AGENDA ITEM</b>	<b>PRESENTED BY</b>
8:45 CST	<b>Welcome and review objectives for today’s meeting</b> <ul style="list-style-type: none"> <li>• Review Board Scorecard for 2017, 2<sup>nd</sup> Quarter</li> <li>• Frame generative question(s) for the Board<sup>1</sup></li> </ul>	Lisa Shulman
8:50	<b>Approve minutes from April 17, 2017 meeting</b>	
8:55	<b>Summarize Shared Documents</b> <ul style="list-style-type: none"> <li>• Updated Scorecard</li> </ul>	Jane Ransom
9:05	<b>Discussion</b> <ul style="list-style-type: none"> <li>• Insights and issues to the Board of Directors for Board review of scorecard</li> </ul>	Lisa Shulman
9:50	<b>Adjourn</b>	

<sup>1</sup> Generative Frame (as discussed at June, 2017 ABF Board Meeting)

This frame requires boards to constantly look at the organization, its context and understand complexities in an integrated and intersectional approach. It includes:

- Frame problems and make sense of ambiguous situations
  - Once problem is framed – options for solutions are set
  - What to pay attention to – how to look at it
  - Includes serving as boundary spanners with organization and community

In the next and in future Board meetings, the Strategic Planning Committee will be asked to report out early on the agenda to help frame later discussions.



**American Brain Foundation  
Strategic Planning Committee Meeting  
April 17, 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  
Call-in number: 866-740-1260  
Access code: 9286317**

**In attendance: Lisa Shulman, MD, FAAN; Jeffrey Rosenfeld, MD, PhD, FAAN; Martin Shenkman, CPA, MBA, PFS, AEP, JD; A. Gordon Smith, MD, FAAN; Ben Utecht**

**Staff: Jane Ransom and Natalie Baumgartner**

**Excused: Kevin Goodno**

- Welcome and introduction of attendees: Dr. Shulman welcomed everyone and discussed the agenda and objectives for the meeting.
- Approval of Meeting Minutes from 10/10/2016: Dr. Shulman requested committee approval for the previous Strategic Planning Committee's meeting. Approval was unanimous.
- Summarized Shared Documents:
  - ABF Scorecard: Ms. Ransom walked the board through the Strategic Goals individually.
    - Strategic Goal #1: Ms. Ransom explained that an additional 4-5 projects would be placed on the crowdfunding site within the week.
    - Feedback: The committee raised concerns around where and how projects are being sourced for the crowdsourcing website. They stressed the importance of diverse project focus. They also discussed the importance of establishing relationships with new donors in proportion to the increase in crowdfunding projects.
    - Strategic Goal #2: Ms. Ransom discussed website users, pageviews, and conversions.
    - Strategic Goal #3: Ms. Ransom started with highlighting the importance of refocusing ABF's fundraising efforts on including operational costs rather than solely on restricted funding. Ms. Ransom outlined new initiatives that target unrestricted giving.
    - Feedback: ABF needs to address marketing and fundraising campaigns that target unrestricted giving. The Committee will keep an eye on these numbers.
    - Strategic Goal #4: Ms. Ransom talked about new and major donors.
    - Feedback: The Committee was concerned that ABF was missing marketing opportunities in general, and also at the Annual Meeting. In

response, Ms. Ransom outlined the Annual Meeting events, explaining their importance and support of fundraising and donor campaign goals.

- Additional Board Feedback: Dr. Shulman asked the committee if they had any additional feedback on the current scorecard. The committee discussed:
  - Giving: Need to deepen giving amongst AAN members
  - Emotional Appeals: Use real people and their stories to build support for ABF.
  - Timeline: Establish Committee and Board timeline, which strategically discusses Annual Meeting events with time for implementation.
- Adjourn: 9:42 am CT

DRAFT

**ABF Board Scorecard – June 2017**

<b>Strategic Goal #1</b>	<b>Research &amp; Crowdfunding:</b> Construct a virtual platform to match the best science with the largest pool of committed donors to advance a continuum of research.			
<b>Outcomes</b>	<b>Actual</b>	<b>Threshold</b>	<b>Target</b>	<b>Max.</b>
<b>#1, A: Crowdfunding</b>				
1. Number of peer-reviewed proposals posted on crowdfunding platform	8	10	25	50
2. Number of crowdfunding/website donors	NA (151)	Benchmarking during 2017		
3. Amount raised in crowdfunding	NA (\$10,845)	Benchmarking during 2017		
<b>#1, B: Grant making</b>				
1. Money granted for CRTS/CSDA's	NA (\$1,054,615)	Benchmarking during 2017		
2. Money granted through crowdfunding	NA (0)	Benchmarking during 2017		
3. Total money granted to defeat brain disease	NA (\$1,054,615)	Benchmarking during 2017		
<b>Strategic Goal #2</b>	<b>Public Engagement:</b> Build the ABF brand around our unique niche.			
<b>Outcomes</b>		<b>Threshold</b>	<b>Target</b>	<b>Max.</b>
1. Stakeholder awareness <sup>i</sup>		See endnote		
2. Increased site traffic <sup>ii</sup>		Benchmarking during 2017		
a. Users	a. 25,756	50,000	75,000	100,000
b. Pageviews	b. 70,698			
a. Increased site conversion (from visitor to donor)	NA (151 conversions; 0.6%)	Benchmarking during 2017		
<b>Strategic Goal #3</b>	<b>Philanthropy:</b> Develop full-fledged public support and deepen giving from AAN members			
<b>Outcomes</b>		<b>Threshold</b>	<b>Target</b>	<b>Max.</b>
1. Total funds raised				
a. Restricted	a. \$2,736,261	--	\$ 480,000	\$ 937,000
b. Unrestricted/Operating	b. \$496,662	\$1,350,000	\$1,350,000	\$1,350,000
TOTAL	c. \$3,231,922	\$1,350,000	\$1,830,000	\$2,287,000
2. Major donor pipeline value				
a. Number of major donors solicited	a. 9	a. 20	a. 30	a. 40
b. Gift amount asked	b. \$5,050,000	b. \$250,000	b. \$500,000	b. \$1,000,000

<b>3. Number of new donors</b>	463	900	990	1188
<b>4. Number of donors</b>				
<b>a. AAN members</b>	a. 796	a. 1,830	a. 2,013	a. 2,416
<b>b. Public</b>	b. 308	b. 450	b. 495	b. 594
<b>Strategic Goal #4</b>	<b>A Thriving Partnership: Align the goals and leadership of the AAN and ABF.</b>			
<b>Outcomes</b>		<b>Threshold</b>	<b>Target</b>	<b>Max.</b>
<b>1. Number of AAN members who are aware of the ABF<sup>iii</sup></b>		<i>See endnote – measured annually December 2017</i>		
<b>2. Number of AAN members donating to the ABF</b>	796	<i>See 4a above.</i>		
<b>3. Number of AAN staff donating to the ABF</b>	36%	50%	70%	90%
<b>4. New money raised for AANI research agenda- i.e., projected # of CRTS/CSDA awards signed by the end of the year.</b>	6	10 <sup>iv</sup>	12	14

<sup>i</sup> **Brain Disease - Public Understanding.** Baseline and benchmark were developed by our former marketing firm. Currently determining how we will take measurements in the future.

Baseline: 59.64%

Benchmark: 64.9% ± 4.23%

**ABF - Public Awareness.** Baseline and benchmark were developed by our former marketing firm. Currently determining how we will take measurements in the future. Baseline: 3.27%

Benchmark: 6.33% ± 2.15%

<sup>ii</sup> **Targets were developed from traffic on former website during FY 2016.** “Conversions” include both donors to the general fund and and crowdfunding donors.

<sup>iii</sup> **ABF - AAN Awareness.** Baseline and benchmark were developed from Insights Study of AAN members in 2016 during strategic planning. We are planning to have the study updated in early 2018 so that we can compare 2016 and 2017.

Baseline: 77%

---

Benchmark: 80.29% ± 2.62%

<sup>iv</sup> The threshold number was suggested to us by the Academy when the ABF took over a portion of CRTS fundraising. Staff is currently instructed to not add new CRTS's unless they are paid for fully, including indirect costs, by other organizations.