



Sample Strategic Plan Item

Please note: Operation Engage is designed to be a “turnkey” process. The NAHU Education Foundation will provide your chapter with the Operation Engage description, email texts, press releases and social media samples referred to below.

Title: NAHU Education Foundation’s Operation Engage: Community Health Clinics

Responsibility: <Enter board member’s name and position>

Purpose:

- educate members, their clients and the public concerning community health clinics’ role in America’s health care system;
- raise funds to support these clinics;
- strengthen <Chapter Name’s> relationships with community opinion leaders and elected officials; and
- communicate to the public and lawmakers that NAHU members are a part of the solution in addressing America’s health care challenges.

Milestones:

- **By January 15, 2018,** <board member’s name> to identify our community health clinic partner(s) and explain Operation Engage to them.
- **At February member meeting** invite a representative of the partner health clinic to make a 5-to-10 minute presentation describing their work in the community. <Board Member> describes Operation Engage, request members to send out social media messages on March 15th and to bring contributions for the community health clinic to the March member meeting. *Note: if your chapter does not hold a member meeting in February, <Board Member> should send an email to all members with this information.*
- **By February 15th,** <Board Member> to send an email to all members describing Operation Engage, requesting members prepare to send social media messages on March 15th and to contribute to the partner health clinic. A PDF provided by the clinic describing their work should be attached to the email.
- **By March 1st,** <Board Member> to send email with sample social media messages to membership asking them to post messages on March 15th. **On March 12th,** <Board Member or Media Chair> to send out press release concerning community health clinics and Operation Engage.
- **On morning of March 15th,** <Board Member> to resend the March 1st email to members with reminder to post the social media messages that day.
- **At March Member Meeting,** <Board Member> to request contributions to the partner health clinic. *Note, if your chapter does not hold a member meeting in March, <Board Member> should solicit contributions by email.*
- **By April 2nd,** deliver contributed funds raised to the health clinic. If possible, have a picture taken for their newsletter and for the chapter newsletter and website.
- **By April 6th,** report to NAHU Education Foundation the amount contributed by your chapter to your partner health clinic, including a copy of the photo taken when making the contribution (if available).