



Operation Engage-Community Health Clinics FAQs:

What is the purpose of this sample strategic plan item?

A strategic plan is your chapters' roadmap to success. It identifies what your board seeks to accomplish in the coming year and how your board will go about achieving your goal. We hope you'll include Operation Engage in your chapter's strategic plan.

Why is this Operation Engage focused on community health clinics?

Community health clinics are a critical part of America's health care system. The nation's more than 1,250 Federally Qualified Health Centers provide primary medical care, dental care, and more through 9,000 service delivery sites to approximately 25 million Americans. About 40% of their budgets come from non-government sources. This Operation Engage is aimed at educating NAHU members, their clients and the public concerning the role community health clinics play in America's health care system and to raise funds to support.

By supporting community health clinics, the NAHU Education Foundation and NAHU local chapters:

1. Strengthen the nation's health care system.
2. Build relationships between your chapter and the clinic's leadership—and with the many local and state officials that support these clinics.
3. Communicate to the public and lawmakers that NAHU members and local chapters are a part of the solution in addressing America's health care challenges.

Why is all social media being posted on one day?

Having NAHU members and chapters post social media on the same day will amplify their impact and may trend certain hash tags relating to NAHU, our members and the Foundation.

Will we need to draft our own messages?

You certainly can, but don't have to. The Foundation will provide you with all communications, including press releases, emails and social media posts. All you'll need to do is insert your chapter's name and send them out.

Does participating in Operation Engage earn our chapter Pacesetter or Landmark points?

Yes, your support of the Foundation, including Operation Engage, can earn your chapter over 250 points towards these awards.

Can we partner with more than one health clinic in our area?

Yes, but you'll want to make sure you make a noticeable donation to each.

Who should we appoint to be responsible for our chapter's Operation Engage effort?

That depends on the positions you have on your board. Media, Public Service and Communication committee chairs are popular choices. Some chapters assign their immediate past president to lead this effort while others assign this opportunity to an at-large member.

If we have questions, who do we contact at the Foundation?

Debra Cook at 202-350-0069 or at nahuef@nahu.org.