

# MGFA Strategic Plan – 2021 – 2023

## RESEARCH:

**We drive cutting edge research that will lead to greater understanding, better treatment/management and eventually a cure for MG, and through information and education provide hope for those living with MG**

- Play lead role in increasing funding for promising research to increase knowledge of MG and to engage new scientists and clinicians in the field
- Bring global scientists, industry leaders and clinicians together for the exchange of knowledge and ideas, to promote collaboration and to create interest in MG in the research community
- Implement strategies and leverage technology to significantly expand number of patient participants in our MGFA Patient Registry
- Educate the MG community and public about research priorities and progress and provide opportunities for individuals to learn, fund & support and engage

## PATIENT AND COMMUNITY SERVICES:

**We provide information and connect people with MG and their caregivers to resources and to each other for support, education, and access to optimal medical care and wellness**

- Provide state of the art information and education about MG and community resources – leverage contemporary technologies to expand reach and drive engagement with our key communities
- Create a new contemporary mobile application for engaging with our stakeholders
- Expand tools, vehicles and venues for people with MG and their family members to connect with each other to share ideas and support each other in managing the challenges of living with MG

## EDUCATION AND AWARENESS:

**We raise awareness about myasthenia gravis, targeting health care providers, legislators, and the general public**

- Continue to expand MGFA's role as a leader in the MG Community, including playing a larger role across the globe
- Develop a robust Marketing and Communications plan that supports strategic programming and development initiatives
- Connect with neurologists and key healthcare providers to expand our Partners in MG Care program to reach and educate more patients.
- Educate general neurologists, first responders and ER doctors on MG to improve the time-to-diagnosis for MG patients

## ADVOCACY:

**We advocate for issues important to people living with MG in both the public and private sector, collaborating with other health organizations to expand our reach and strengthen our voice**

- Increase presence and visibility in advocacy activities, monitoring legislative opportunities for research, access to health care, disability rights and caregiver benefits
- Provide education and create tools to help people with self-advocacy, enabling patients to take charge of their health care and MG management

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## DEVELOPMENT AND STEWARDSHIP:

**We identify and pursue the most promising development strategies to maximize revenue to support our mission**

- Diversify MGFA revenue portfolio with a strong focus on corporate giving, major giving and new fundraising platforms.
- Invest in capabilities and resources to significantly expand MGFA revenues, targeting a doubling of annual funds raised by 2025
- Develop and implement a comprehensive Stewardship Program that includes mid-level giving, major giving, and planned giving strategies that result in long-term, meaningful investment for our donors. This plan would include acquisition, retention and conversion.
- Enhance relationships with key donors and develop a plan to increase individual giving; expand use of major fundraising events
- Develop & expand relationships with corporate and industry partners to grow sponsorships for research and patient programs
- Promote planned giving opportunities to MGFA constituents, and provide education on potential methods and opportunities
- Develop a conversion plan for our most invested advocates/volunteers

## MANAGEMENT AND EFFICIENCIES:

**We adhere to gold standard non-profit management practices, minimizing overhead while ensuring quality in staffing and efficiency in infrastructure and operations**

- Ensure MGFA staffing and organization models are structured to support efficient and effective execution of our strategies and plans
- Ensure board & committee models and membership most effectively support MGFA strategies and execution
- Implement tools and systems to ensure the most accurate, and thorough management of data on individuals, while maintaining strict confidentiality and compliance with applicable regulations
- Develop business rules and protocols for data governance to ensure the highest level of data management and hygiene throughout the business.
- Ensure accuracy, timeliness and responsiveness in financial processes

# 2021-2023 Strategic Plan Outcomes

## Research

- Increased **MGFA research funding to nearly \$1 million** per year, dramatically improved grant review process, and expanded grants program to include international abstract submissions.
- Transitioned the **MGFA MG Registry** to a new platform host and expanded registry to include global patient data.
- Only national MG organization with a **global Medical and Scientific Advisory Council**. Reoriented council to more closely align with and support key clinical and research initiatives.

## Patient and Community Services

- Established and launched **eight Community Health Fairs across the U.S.** to convene members of the MG Community for support and education.
- Attracted more than 1,000 registrants at annual National Patient Conferences, 500 attendees at the International Conference in 2022, and more than 200 Scientific Session attendees – **showcasing record attendees at key events**.
- Developed a digital ecosystem called the **MGFA Online Community to enhance constituency engagement** and have now grown to more than 1000 members.

## Management and Efficiencies

- Re-organized the **Board of Directors** to better align with and support the needs of MGFA.
- **Increased professional staffing** from 2.5 to 13 team members with deep expertise in patient advocacy.
- Consistently met **Better Business Bureau and CHC global ratings/standards** validating highest level of trust with MG Community.

# 2021-2023 Strategic Plan Outcomes

## Education, Awareness, and Advocacy

- **Increased and expanded** patient education services/programming.
- Achieved **20% increase in MG Community engagement** year over year during MG Awareness Month.
- Leveraged **mobile and cloud-based technology to drive MG community engagement** (Launched MyMG Mobile App, re-organized myasthenia.org, employed digital media).
- Provided **education and training** to help individuals with **self-advocacy**, enabling patients to take charge of their health care and MG management.
- Executed on a **Volunteer Ambassador plan** to more closely engage with volunteers and patients to share MG information.
- Aligned with and **supported advocacy calls to action** that drove legislative opportunities for research, access to health care, and disability rights.

## Development and Stewardship

- **Doubled** the size & impact of MGFA – with **annual revenue growing from \$2 million to over \$4 million per year**.
- **Diversified MGFA revenue portfolio** with a strong focus on corporate giving, Community Health Fairs, and new fundraising platforms.
- Developed and implemented a **comprehensive Stewardship Program** that resulted in long-term, meaningful investment and planned giving for our donors.
- **Increased support with strategic partners** to grow sponsorships by 2.5 times resulting in significant revenue growth that impacted research and patient programs.