

FUNDING YEARS 2021-2023

# MULTIPLE SCLEROSIS ASSOCIATION OF AMERICA

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STRATEGIC PLAN OVERVIEW



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Multiple Sclerosis  
Association of America

Website: [mymsaa.org](http://mymsaa.org)  
Phone: (800) 532-7667

# WHO WE ARE

The Multiple Sclerosis Association of America (MSAA) is committed to our mission of Improving Lives Today for individuals living with multiple sclerosis and their care community nationwide. To fulfill that mission, MSAA has created a multi-pronged strategic plan that will both ensure the continuance of our core services and launch our organization forward.

*Vision: Improving Lives Today!*

*Mission: Expand MSAA's role as a leading resource for the entire MS community by providing free, vital support and services.*

*History: MSAA is a national, nonprofit organization that has been dedicated to empowering individuals living with multiple sclerosis and their care communities through **education, support, and direct services** since 1970. MSAA continues to serve as a convener for corporate, healthcare, and government stakeholders interested in improving the quality of life for those directly affected by multiple sclerosis. Join us in recognizing MSAA's 51st Anniversary by *Improving Lives Today!**



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*"Caring for someone with MS daily is a journey that most won't understand until you've lived it...MSAA created a strong Black community to support Care Partners with resources and a platform to be heard. Thank you MSAA for creating a space for us to share our stories and supporting us along the way."*

*Karen & James Foster*

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# SEE OUR VISION

MSAA's logo is designed to appear as an abstract of people gathering and the interconnection of MSAA's programs & services with the goal of conveying support and communication... hope and inspiration... positive energy and connection.

## THE IMPACT

By following the joint strategy of core service augmentation and programmatic expansion, MSAA will increase our service to the MS community and enhance our role as a global leader in MS quality-of-life innovation.



# MISSION EXPANSION

## FOCUS AREAS

- A. Focus on Underserved MS Populations
- B. Expand Mental Health Education, Resources, & Awareness
- C. Broaden Wellness Programs
- D. Increase Advocacy Activities
- E. Increased Focus on Employment
- F. Expand Global Impact as a Leader in Shared Decision Making



### MISSION MOMENT

*"I support MSAA because of their constant support, compassion, and generosity they provide to the MS community. Not only do they help the individual with MS, but they support the caregivers, the family, and the loved ones affected by MS. MS touches the lives of everyone around the person living with MS, and I am grateful for an organization that recognizes that. As a caregiver, I cannot express how appreciative I am for all the support I am given. I never feel alone or hopeless when there's an organization like MSAA around. Thank you to the moon and back!"*



*Faith + Rebecca A.*



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# RESOURCE & FUNDING DIVERSIFICATION

## FOCUS AREAS

- A. Identify and Expand Event Opportunities
- B. Re-define Major Donor and Planned Giving Strategies
- C. Increase Corporate Engagement



### MISSION MOMENT

*Thank you to our Team MSAA runners who ran the Disney Princess Half Marathon Weekend presented by Children's Miracle Network Hospitals® and experienced a magical weekend while supporting the entire MS community!*



# COMMUNICATIONS & MARKETING

## FOCUS AREAS

- A. Heighten Overall Awareness of MSAA's Mission
- B. Drive Engagement in Programmatic and Fundraising Initiatives
- C. Provide Extensive and Timely Information via Digital Platforms and Print Materials
- D. Expand MSAA's Accessible Media Content to Ensure Access
- E. Develop Relationships with Influencers and Media Outlets Focused on Communities of Color
- F. Develop and Cultivate Collaborations focused on Supporting MSAA's Mission



### MISSION MOMENT

*"I support MSAA as a patient, patient leader, speaker, and MS advocate because of their commitment to improving lives by offering important and well-respected resources that will benefit the MS community and their loved ones."*

*Cathy from New Jersey*

# PROFESSIONAL DEVELOPMENT

## FOCUS AREAS

- A. Healthcare Advisory Council (HAC) Reorganization
- B. Development Opportunities for MSAA Board of Directors
- C. Investment in Staff and Volunteer Development
- D. Identify Landscape Opportunities



### MISSION MOMENT

*"MSAA is a remarkable organization that provides invaluable support and education to persons living with MS and their care teams. It is crucial to bring the MS community together by offering educational programs, resources, and platforms to share ideas, thoughts, and questions. MSAA provides these fundamental platforms, and I am proud to advocate their goals in growing their outstanding support foundation for the MS community."*

*Dr. Carrie Hersh, Chair  
MSAA Healthcare Advisory Council*



*Dr. Carrie Hersh, Chair  
MSAA Healthcare Advisory Council*

JOIN MSAA IN

# ***IMPROVING LIVES TODAY!***

FOR PEOPLE LIVING WITH MULTIPLE  
SCLEROSIS AND THEIR CARE  
COMMUNITIES NATIONWIDE

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