Strategic Plan
Transforming Tourette Canada
2021-2024
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Mission
To create awareness, support, and understanding through education, advocacy, and community outreach

Vision
An empowered Tourette community in an inclusive Canada

Values Statement
Tourette Canada will deliver its mission and work toward its objectives with integrity, professionalism, mutual respect, compassion and responsiveness
Strategic Pillars

1. **Generate Revenue to Fuel Impactful Outcomes**
   - Enhance and diversify revenue streams
   - Engage new donor segments
   - Implement targeted acquisition strategies
   - Enhance stewardship efforts
   - Tell our stories to inspire prospective donors

2. **Deliver Impactful Programs and Services**
   - Establish impact objectives
   - Deliver highest-impact programs possible
   - Develop comprehensive advocacy strategy
   - Share research outcomes more broadly

3. **Optimize Tourette Canada**
   - Redefine and strengthen volunteer structure and roles
   - Enhance communication to support nationwide collaboration
   - Unite organization with a common purpose, vision and voice
   - Strengthen Tourette Canada’s brand image as highly reputable and effective nationwide charitable organization
   - Ensure policies and procedures support this vision

4. **Enhance Community Engagement**
   - Enhance value proposition and options for members, volunteers and donors
   - Provide meaningful engagement opportunities
   - Enhance volunteer engagement and support
   - Enhance corporate engagement opportunities
Key Priorities

Volunteers

- Clarify community volunteer structure and roles
- Strengthen engagement & support for volunteers

Fundraising

- Diversify and increase revenue
- Make online fundraising more user-friendly
- Enhance donor stewardship

Marketing and Communications

- Strengthen Tourette Canada brand, nationwide by speaking with one voice
- Develop comprehensive, national marketing strategy

Programs and Services

- Review, update and enhance and expand our offerings
- Enhance training, support and marketing of programs and services

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