



Strategic PLAN

Transforming Tourette Canada

2021-2024

TABLE OF CONTENTS

1 Mission, Vision, Values

2 Strategic Pillars

3 Top Priorities



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

www.tourette.ca/

Programs and Services

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

