

# People First Three-year Strategic Plan 2019-2021

**Goal 1. People First TN is a powerful self-advocacy organization, leading a vibrant, engaged and growing movement of self-advocates committed to the full inclusion of people with disabilities in society.**

Strategy 1. Establishment of a strong advisory council that represents all regions of Tennessee

- Advisory council guidelines and requirements in terms of attendance and participation

Strategy 2. Development of a three-year strategic plan and sustainable infrastructure

Strategy 3. Creation of statewide membership network and organized system of communication and outreach

- Web presence (page on The Arc TN website)
- Social media presence on Facebook and Twitter
- Webinars (WebEx)
- Listserv (Mailchimp)

Information sent:

- Notice of meetings, trainings
- MegaConference, Disability Day on the Hill, Partners in Policymaking
- Survey opportunities
- Action Alerts
- General information, optional opportunities
- Print newsletter titled *Independent*  
Include:
  - *Power* column that showcases success stories
  - History of People First
  - Updates from chapters
  - Updates from Advisory Council and staff activities
  - Photographs
  - Membership application
- Meetings (face to face)
  - Annual membership during MegaConference
  - Strategic planning (year one)
  - One additional per year, TBD
- Outreach
  - Develop membership recruitment materials - brochure, laminated cards, t-shirts, members-only events
  - Speaking engagements at community meetings
  - Exhibiting at community events
  - Webinars/phone conferences
  - On-line surveys

- Collaboration with other disability organizations for information to reach self-advocates
  - TN Council on Developmental Disabilities
    - Articles in Breaking Ground
  - Tn Department of Intellectual and Developmental Disabilities
    - ❖ Articles in Open Line
    - ❖ Presentations at Focus Groups
    - ❖ Provider Agency contacts
  - TN Allies in Self-Advocacy
  - Centers for Independent Living
  - Post-Secondary programs for people with IDD - Vanderbilt Next Steps, Lipscomb IDEAL
  - Managed Care Organizations - BlueCare, Amerigroup, United Healthcare
  - Best Buddies
  - Local chapters of The Arc - Williamson County, DSDC, Hamilton County, Anderson County
  - Provider Agencies - SRVS, St. John's

- Membership database & renewal system
- Corporate/business support membership level

Targets:

- |                        |                               |
|------------------------|-------------------------------|
| ○ Pizza Hut            | ○ Best Buddies                |
| ○ Nashville Shores     | ○ Green Hills Rotary          |
| ○ The Gulch businesses | ○ Empower TN                  |
| ○ UCP                  | ○ Autism TN                   |
| ○ Mobility Solutions   | ○ Disability Rights Tennessee |
| ○ Hair salons          |                               |

Additional membership incentives:

- Window clings
- Logo on People First webpage
- T-shirts

Strategy 4. Development of local chapters of People First in Tennessee in all three grand regions.

- Chapter toolkit
  - Process and requirements for becoming chapter
  - Operational guidelines
    - Leaders roles
    - Mentors roles
    - Supporting agencies roles
    - Meeting format

- Membership processing
  - Minimum number of members to be a chapter
- Terminology
- Process for partnerships with Local chapters of The Arc - Williamson County, DSDC, Hamilton County, Anderson County to support local chapters of PF
- Process for other self-advocacy groups to become People First chapters
- Membership recruitment and retention toolkit
  - Process for chapters to submit members to People First TN for entry into database
  - Set dues structure for portion of dues to go to People First TN
- Outreach for chapter development
  - Develop marketing materials - brochure, PowerPoint
  - Speaking engagements at community meetings
  - Resource fairs
  - Exhibiting at community events
  - Webinars/phone conferences
  - On-line surveys

**Goal 2. People First TN is a catalyst addressing issues affecting people with disabilities to lead lives of their own choosing, to be free from poverty, to be employed, to reside in the community and to live independently with ready access to the services and supports they need.**

Strategy 1. Develop a network of well-trained, empowered and informed self-advocates and advisors.

Trainings offered via:

- Webinars
- Face to face regional workshops
- Conference calls
- Partners in Policymaking

Training topics and possible speakers:

- Accessibility
- Affordable housing - Carolyn Naifeh
- Autism - Babs Tierno
- ECF CHOICES - Janet Shouse
- History of People First - Scott Finney
- How to get involved in the community through volunteering - Steven Greiner and Ginger Guilbert
- How to talk to legislators - Carrie Hobbs Guiden, Darren Jernigan

- Natural supports for those who do not receive or qualify for services
- Peer to peer support
- Transportation - Lorri Mabry
- Voting (registration and assistive) - Darren Jernigan

Other speakers:

James Meadours, national speaker

Strategy 2. Member appointments to councils and committees

Strategy 3. Member participation in Disability Day on the Hill

Strategy 4. Member participation in The Arc Washington, DC Public Policy convention

Strategy 5. Presentations at TN Disability MegaConference and other conventions/conferences.

Strategy 6. Develop annual public policy agenda in partnership with The Arc Tennessee.

Possible topics for 2019:

- Direct Support Professionals (DSP) wages
- DSP skillsets - person centered supports
- Health insurance plans
- Transportation
- Accessibility (automatic doors, ramps, restrooms, curb cuts, self-advocate discounts)

Strategy 7. Online surveys disseminated to members on their needs and what is important to them and how People First leadership can address the issues identified.

**Goal 3. People First is a sustainable, standalone 501c3 not-for-profit corporation.**

Strategy 1. Not-for-profit governance and management training for advisory council and staff members

Strategy 2. Write mission statement

Strategy 3. Write bylaws

Strategy 4. Establish strong, active board of directors that represents all regions of the state.

- Develop process for recruitment
- Develop process for ongoing board member leadership development and mentoring
- Elect officers

Strategy 5. Develop budget

- Maintain funding to have paid administrative staff to oversee activities
- Grants
- Annual fundraiser

Strategy 6. File government forms

- Charter of incorporation
- IRS tax exempt status

- Registration of charitable organization
- Sales tax exemption