

The Madison Area Down Syndrome Society Workplan 2011

Mission:

Providing support to families and individuals with Down syndrome while advancing awareness, respect, and opportunity.

Vision:

To be a leader in support, education, and advocacy for Wisconsin communities.

Values:

The Madison Area Down Syndrome Society values:

Respect for the inherent value of every individual.

The *joy* of community.

Opportunity for all to achieve their dreams.

The *ability* of everyone to make a positive impact.

The *integrity* of our relationships.

Area of Concentration: **Creating Community**

MADSS will continue to develop and implement programs and events to create connections between families and individuals affected by Down syndrome, informed by input from the MADSS community. Programs and activities will reflect the demographics of the MADSS community.

1. Social programming (Program Committee)
 - a. DADS events (5/year)
 - b. Mom's events (5/year)
 - c. Teen group (5/year)
 - d. 0 to 5 yr old Playgroup (5/year)
 - e. Spanish-speaking group (5/year)
 - f. All family event (3/year): Bowling, Pizza & Movie; Annual Picnic; Heartstrings
 - g. Sibling group (2/year)
 - h. Grandparents activities (3/year)
 - i. Adults only event (1/year)
2. New family welcome (Staff)
 - a. All new family calls/emails/visits responded to within 2 hours (ongoing)

- b. Training for parents contacting other parents (ongoing)
- c. Mentorship program for families (ongoing)
- 3. Communication (Staff)
 - a. Enewsletter with current and future activities, dates to remember, etc (every 1-2 weeks)
 - b. Printed newsletter (1/year)
 - c. Community conversations (2/year)
- 4. Utilize online communication (Facebook, Yahoo group) to create connections for families. (Staff)
- 5. Special events (Special Events with chair for each event)
 - a. Gallery 21 (not in 2011)
 - b. Golf outing – summer
 - c. Lose the Training Wheels – summer
 - d. Annual Picnic – summer
 - e. Step UP walk – fall
 - f. Day with the Experts – fall
 - g. Heartstrings – throughout year
 - h. Spanish-speaking event (?)

Area of concentration: **Education**

MADSS will support individuals and families by providing information about educational and enrichment activities and support participation in these activities.

1. Regularly inform families about available respite, social, educational, therapeutic and recreational activities, with an emphasis on summer programs. (Staff)
2. Provide financial support to families for learning, therapies and other enrichment activities through the Learning Enhancement Program. (Staff, Finance Committee)
3. Host parent empowerment meetings on timely and pertinent subjects (4/year). (Many Strands, Education Committee)
4. Provide families with resources to successfully manage services, etc with a particular emphasis on transition times (e.g., going from birth to 3 to early childhood, adulthood, etc.) (Staff)

Area of concentration: **Community Outreach and Awareness**

MADSS will educate the community about the needs of and opportunities for individuals with Down syndrome and their families.

1. Regularly present to medical and health professionals about the need for fact-based and positive communication about Down syndrome and increase awareness of MADSS as a resource. (Staff)
2. Provide educational programming to schools to increase awareness of Down syndrome to promote inclusivity and opportunity. (Staff)
3. Promote inclusionary groups, such as the Dragon group. (Staff)

4. Through special events, increase community awareness of Down syndrome and promote a positive view of individuals who have Down syndrome. (Special Events + Old Fashioned and Melting Pot charity of the month)
5. Develop and implement a communications and marketing plan to promote opportunity for and inclusivity of individuals who have Down syndrome and to increase awareness of MADSS as a resource. (Staff, Marketing Committee) Examples of activities include:
 - a. Create and maintain database of media contacts.
 - b. Promote press releases as appropriate (new staff, special events and accomplishments, “awareness” days and events, etc)
 - c. Public Service Announcements (esp. Hispanic community)
 - d. Utilize existing media contacts (Katy Sai, Leigh Mills/Sarah Carlson, Mitch Henk, Fishing Talk Show, other)
 - e. Billboard
 - f. Radio
 - g. Engage with Madison Magazine, especially “Spectrum”
 - h. Promote events through local media/public calendars.
6. Participate in efforts to educate the business community about the benefits of employing individuals with Down syndrome and other special needs as well as the additional needs of caregivers. (Staff)
7. Partner as appropriate with other organizations with shared or similar missions. (Staff)

Area of concentration: **Operations**

MADSS operations will promote successful achievement of its goals. All day-to-day business, financial and board operations will be conducted and communicated in a transparent manner and will be consistent with our mission and best practices for non-profit organizations.

1. Inform MADSS families about board decisions and activities.
 - a. Regularly communicate to MADSS families: see “Creating Community” communication (#3). (Staff)
 - b. Keep website current. (Staff)
 - c. Have board representation at all MADSS events. (All)
 - d. Board members will have and promote accurate information about MADSS. (All)
2. Respond to all communication (phone, email and mail) in a timely and professional manner. (Staff)
 - a. All new family contacts will be responded to the same day contact is made.
 - b. All donors will receive a thank you.
3. Create and maintain accurate and useful database to be used for mailings, donor cultivation and family mentorship/resources. (Staff)
4. Successfully maintain an annual operating budget. (Staff, Finance Committee)
 - a. Provide board with regular budget update.
 - b. Include budget update in newsletters.
5. Implement a diverse fundraising strategy. (Staff, Board)
 - a. Successfully apply for grants in support of MADSS’ goals.

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- b. Maintain positive relationships with donors.
 - c. Cultivate new donor relationships.
 - d. Follow up on special events.
6. Establish policies, procedures and board/staff/volunteer responsibilities. (Staff)
- a. Establish committee oversight and reporting procedures.
 - b. Develop “how to” guides for special events. (Special Events)
 - c. Staff committees. (Board)
 - d. Formalize board member recruitment and term process