

# Blue Chips



## Goals

**To be known by 2020 as the most trusted name in safety**

**Double the number of stakeholders and interactions by 2020**

**Empower people to change behavior by increasing Acts 20-fold by 2020**

**Increase mission spend from the current \$10 million to \$30 million by 2020**

## 5-Year Strategies

Create safety campaigns that result in a 20-fold increase in public awareness.

Develop safety programs that create 20 million citizen advocates.

Produce original safety content that secures top tier media placements (national and leading newspaper, magazine, radio, TV and online) increasing 20% year over year.

Generate unique social media safety material that results in a number one ranking for each channel.

Grow membership from 13,500 to 20,000 by expanding categories available to be more inclusive (individual, international, leveraged accounts).

Create and implement a strategy to expand our local presence in 20 new communities.

Develop and implement a strategy to leverage our membership base to increase the number of volunteers to 20,000.

Leverage new and existing content and digital marketing strategies to grow the number of web visitors to 2 million.

Design compelling outreach campaigns that create a sense of urgency to reduce preventable injuries.

Build or acquire the capability to statistically measure the effectiveness of all of our programs.

Create injury prevention programs to educate 20 new major audiences which could include schools, corporations, or trade associations.

Develop 20 new programs for employers to leverage our content to promote safety as a priority not only at work, but at home and everywhere in between.

Develop grant acquisition strategies that generate \$5M by expanding and strengthening government and foundation relationships.

Create mission-specific fundraising campaigns that generate \$8M in revenue from major donor gifts.

Create innovative products and service offerings in order to penetrate new markets to generate revenue growth.

Identify and develop innovative opportunities to increase mission spend.

## Annual Tactics





**1 NSC**  
MISSION



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MISSION