



COOPERATION | COMMUNICATION | COORDINATION | COLLABORATION

---

# VISION 2020

---

**National Voluntary Organizations Active in Disaster will be the recognized non-governmental leader of the disaster preparedness, response and recovery sector.**

- Every relevant agency and organization of the public and private sector will understand National VOAD and its members' scope and mission.
- All significant volunteer organizations active in disaster preparedness, response and recovery will be members of National VOAD.
- National VOAD will have partnerships with organizations that support it and its member organization's scope and mission.
- A significant portion of the American public will recognize National VOAD and its member's scope and mission.

## ***Supporting Strategies***

### **Image**

1. Refine the definition of National VOAD.
2. Develop an overall positioning strategy.
  - a. Develop the brand.
  - b. Develop the message and Identify target audiences.
  - c. Develop talking points on National VOAD for National Members and State VOADS.
  - d. Develop new vehicles for messaging, i.e. Social Networking.

### **Membership**

1. Develop, maintain and disseminate a comprehensive member resource directory.
2. Enhance Disaster Response Communications
  - a. Facilitate situational awareness reporting.
  - b. Provide data to Members from FEMA, NOAA and other sources.
  - c. Represent member activities to FEMA and other relevant agencies.
  - d. Develop vehicles for reporting and sharing information
  - e. Assist members in taking advantage of technological advances for communication and reporting.

3. Develop ways to enhance value of membership in National VOAD
  - a. Pursue and support academic research of benefit to our members.
  - b. Increase member access and visibility to Federal and State Government leadership.
  - c. Coordinate the development or acquisition of operational tools for use by members.
  - d. Encourage and support interagency trainings among members.
  - e. Develop web-based tools and resources for members.
  - f. Support capacity building for State VOADs.
  - g. Quantify the value of membership in National VOAD.
  - h. Increase visibility for member organizations with corporations and foundations.

### **Structure**

1. Establish a governance structure that positions the organization for visionary leadership.
2. Examine and adjust categories and criteria for membership and partnership, and establish other classifications as necessary.
  - a. Corporate Council
  - b. Academic Advisory Committee
  - c. Partnership Criteria
3. Develop staffing, budget, committees, and infrastructure to achieve both short and long term objectives.
4. Develop a sustainability program to achieve the vision.

### **Collaboration**

1. Encourage and support collaboration around the entire disaster life cycle.
2. Foster a culture of inter-member collaboration that enhances the delivery of goods and services to disaster survivors
3. Create a consensus on the hallmarks of excellence in serving survivors of disaster.
  - a. Resources (products of collaboration)
  - b. Guidelines
  - c. Points of Consensus
4. Establish a culture of accountability where Cooperation, Communication, Coordination and Collaboration flourish.
5. Enhance collaborative opportunities with government, corporations, academia and the public.