



# STRATEGIC FRAMEWORK

— FOR THE FUTURE OF —

# 2020-2025





# 2020-2023 STRATEGIES

The Arc will use the following strategies to advance and achieve our Goals.



## BUILD THE MOVEMENT

Mobilize a more powerful local movement of people to be activists for change



## SPEAK TRUTH TO ANYONE WHO WILL LISTEN

Work with people with intellectual and developmental disabilities and their families to amplify their stories



## ADVOCATE

Aggressively advance the interests of people with intellectual and developmental disabilities and their families before the government



## EXTEND OUR REACH

Expand and sustain our presence as a critical part of the fabric of every community where people with intellectual and developmental disabilities live



## INNOVATE

Capitalize on the collective knowledge and creativity of our federation of chapters to envision, pilot, and implement new and improved programs







# STRATEGY 1 BUILD THE MOVEMENT.

The Arc will **organize** and **mobilize** a more powerful national movement of people with intellectual and developmental disabilities, their family members, and supporters to be **activists for change**.

## TACTICS

- › Attract more people to our cause—including those from diverse communities—and engage them as leaders, as activists, as donors, and as allies
- › Organize and mobilize people to act
- › Support people with IDD to be leaders in the movement and in their communities
- › Support people with IDD, their family members, and chapter leaders to be powerful advocates at the national, state, and local levels
- › Engage more people with diverse personal characteristics in leadership in the IDD field
- › Continually test a range of marketing, communications, and media relations strategies, tactics, and messaging to drive attention to and garner resources for our advocacy
- › Capitalize on short-term campaign opportunities to build organizing infrastructure for the long term
- › Build, deploy, and sustain cutting-edge database and communications systems
- › Attract and engage businesses and other private and nonprofit sector organizations in our movement

### Survey respondents\* view The Arc's name as important for:



\*Among those who had an opinion



**of stakeholder survey respondents ranked it as highly important to be a part of a nationwide movement dedicated to people with IDD**

- › Attract more money to our cause to support advocacy and to expand and sustain the chapter network by pursuing increased individual, corporate, and foundation support and actively collaborating with chapters in fundraising
- › Embrace intersectionality in our pursuit of disability rights
- › Increase marketing and communications support for chapters to deliver a powerful, unified message
- › Publicize our power and influence and related successes to demonstrate our leadership in the IDD field
- › Ensure our primary communications and key messages are accessible to our constituents and stakeholders

## STRATEGY 2

# SPEAK TRUTH TO ANYONE WHO WILL LISTEN, AND THOSE WHO WILL NOT.



The Arc will work with people with intellectual and developmental disabilities and their families to **amplify their stories**, call for recognition of their **human dignity** and the day-to-day challenges they face, affirm their **abilities** and contributions, and **demand change**.

## TACTICS

- › Expand our network of relationships across all media channels
- › Increase our ability to communicate with impact beyond the disability community
- › Mount public awareness campaigns to inform and change public attitudes
- › Increase media exposure to increase awareness of The Arc and coverage of issues impacting people with IDD
- › Publicize the contributions and potential of people with IDD as members of our community
- › Promote awareness about the negative impacts of segregation and isolation of people with IDD
- › Amplify the voices and perspectives of people of color with IDD, as well as those from other marginalized communities

87%

of respondents agree with the following statement

The human dignity of people with IDD is often not respected in our society



79%

of respondents agree with the following statement

People with IDD are rarely portrayed, or portrayed accurately, in the media





## STRATEGY 3

# ADVOCATE.

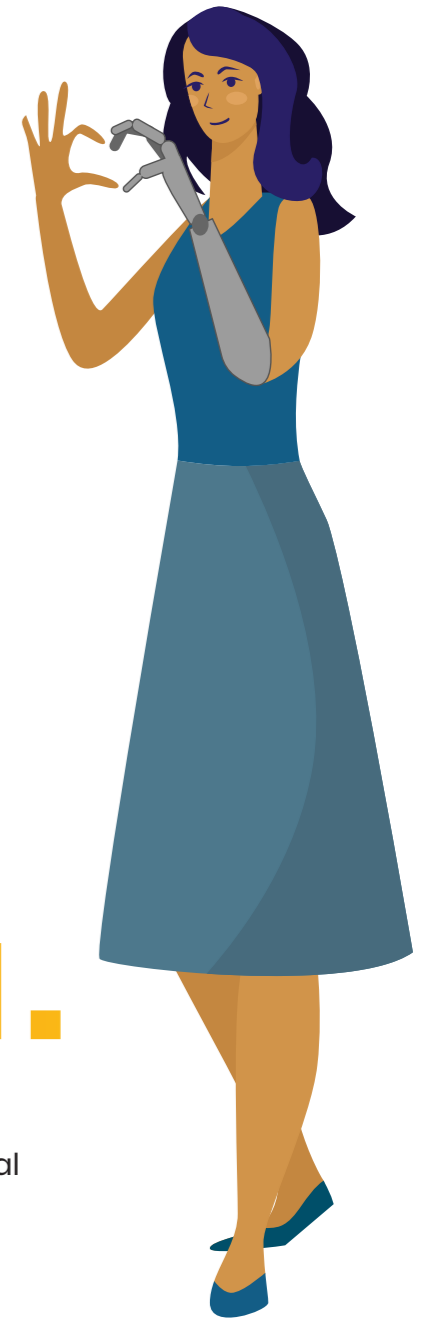
The Arc will **aggressively advance the interests** of people with intellectual and developmental disabilities and their families before the executive and legislative branches of government and in the courts, and **influence the practices** of other private and public sector organizations.



## TACTICS

- › Support our chapter network for maximum engagement in both public policy and individual advocacy
- › Support and elevate the leadership role of self-advocates
- › Leverage the engagement of our chapter network, self-advocacy and family groups, and individual self-advocates, parents, and siblings for maximum impact
- › Engage elected officials regardless of party affiliation
- › Expand our capacity to advance the rights of people with IDD through the legal system
- › Expand relationships with law firms and attorneys and law enforcement, judicial, courts, and corrections personnel in pursuit of shared objectives
- › Expand our relationships with business, industry, and professional associations and their members in pursuit of shared objectives
- › Expand our relationships with civil rights, human rights, social justice, and anti-racism organizations; social services and religious groups; and organized labor in pursuit of shared objectives
- › Engage broadly to advance the civil rights of people with IDD across the lifespan





#### STRATEGY 4

# EXTEND OUR REACH.

The Arc will **expand and sustain** our presence as a critical part of the **fabric of every community** where people with intellectual and developmental disabilities live.

## TACTICS

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- › Support organization to grow and become stronger, more sustainable
- › Attract new organizations to become part of The Arc and find new ways to establish our presence where it is missing
- › Provide new options for individuals, companies, other nonprofits, and religious organizations to participate with us
- › Become more diverse, accessible, equitable, and inclusive as a local office
- › Reach out to minority, marginalized, and disadvantaged communities and engage with them in ways that are relevant to their needs and our shared objectives





## TACTICS

- › Engage broadly to improve opportunities for people with IDD across the lifespan (e.g. education, employment, health, housing, individual and family support, etc.)
- › Engage private, nonprofit, and public sector organizations to hire, support, and retain employees with IDD
- › Engage private, nonprofit, and public sector organizations to recognize and address the needs of their employees who are caregivers
- › Seek out and drive replication of successful, evidence-based programs
- › Find, create, and seed new ideas and promising practices for supporting people with IDD to live and participate in the community
- › Explore opportunities to leverage existing and new technologies for maximum impact
- › Share knowledge widely, including convening practitioners and partners, creating new networks, and demonstrations
- › Provide high quality and affordable training, networking opportunities, and online resources to support our chapters to grow and evolve

## STRATEGY 5

# INNOVATE.

The Arc will **capitalize on the collective knowledge and creativity** of our staff to envision, pilot, and implement **new and improved programs, supports, and services** and to **create new opportunities** for people with intellectual and developmental disabilities and their families that they need and want.







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**The Arc**<sup>®</sup>

*For people with intellectual  
and developmental disabilities*

Adapted from The Arc of the United States, 2020 Strategic Framework.