



2030 STRATEGIC PLAN

Charting the Path toward our 50th Anniversary

Executive Summary

In early 2024, NAMI embarked on a process to refresh our Alliance-wide vision for impact and theory of change and develop a strategic plan for NAMI National in support of this vision.

WHY NOW?

Since our founding, NAMI has grown from a group of mothers advocating for their family members diagnosed with mental illness to serving millions across the country. Our work has evolved significantly, with an expanded portfolio of evidence-based, peer-led programs, resources, and robust advocacy efforts.

Today, as the largest grassroots mental health organization in the nation, we face a pivotal moment. The need for mental health services is unprecedented, the field is rapidly evolving, and mental health is finally at the forefront of cultural conversations. Our role in communities has never been more crucial.

That's why we've embarked on this strategic planning process. As a NAMI Alliance, we're dedicated to meeting the needs of individuals and families and communities, and as NAMI National, to supporting our State Organizations and Affiliates. With our current plan ending in 2025, we've refreshed our strategy to meet this moment and chart the path toward our 50th anniversary.

ALLIANCE-WIDE VISION OF IMPACT AND THEORY OF CHANGE

Many aspects of our vision for impact and theory of change are consistent with NAMI's previous strategy, including our mission, key areas of work, and our commitment to serving all individuals and families affected by mental health conditions—NAMI does not turn people away. It also integrates our ongoing and unwavering commitment to diversity, equity, and inclusion across every aspect of our work.

Importantly, we've refined our long-term impact goals to reflect the journey of care that individuals and families experience. Each is anchored in intermediate outcomes to track NAMI's impact over time.

People prioritize mental health: *An individual and their family view mental health as important as physical health, feel empowered to seek help, and are aware of NAMI resources*

People get help early: *An individual and their family seek out help early—including NAMI programs and support groups as a first stop for receiving non-clinical care*

People get the best possible care: *An individual and their family are able to successfully obtain high quality mental health care that is easily accessible, affordable, and equitable*

This plan also helps clarify the unique and complementary ways through which each layer of our three-tiered federated model works together in pursuit of our shared vision at the national, state, and local levels.

NAMI NATIONAL STRATEGIC PRIORITIES

Four strategic priorities will guide the work of NAMI National, in service of our Alliance-wide vision for impact. They build upon NAMI's value proposition as a trusted voice on mental health reflecting lived experience, the go-to resource for those navigating mental health conditions, and our unmatched reach.

- Strengthen the Alliance to help State Organizations and Affiliates reach full potential
 - ➡ Turbocharge NAMI's impact through awareness and advocacy
 - ➡ Drive excellence across programs and initiatives to meet evolving demand
 - ➡ Evolve NAMI into a more efficient and effective national organization

Guided by our vision for impact and a new strategic plan—NAMI has the potential to unlock a step change in our impact in the years leading up to our 50th anniversary. And our Alliance is well-positioned to meet this moment of unprecedented need across the country. Hope starts with us!

NAMI National: Strategic Priorities



Strengthen the Alliance to help NSOs and NAs reach full potential

- Transform National into a world-class support center in service of the Alliance
- Expand the capacity of State Organizations so they can provide a consistent baseline of responsibilities
- Pursue an Affiliate model to increase sustainability and impact



Turbocharge NAMI's impact through awareness and advocacy

- Amplify NAMI's name and brand as the trusted voice for promoting mental health awareness
- Increase NAMI's impact through advocacy and public policy efforts that are centered around lived experience



Drive excellence across programs and initiatives to meet evolving demand

- Strengthen signature programs and initiatives to reach more diverse audiences and enhance the peer leader + volunteer experience
- Build an innovation pipeline to source, pilot, scale new programs and initiatives aligned to NAMI's impact goals
- Evolve NAMI National's HelpLine in service of greater impact

Evolve NAMI into a more efficient and effective national organization including the roles and structure, capabilities, processes, and funding required to accomplish its goals for impact

Vision for Impact and Theory of Change

WHO WE WORK WITH

NAMI serves ALL individuals, families, and caregivers who are affected by mental health conditions

HOW WE WORK

AWARENESS

PROGRAMS & INITIATIVES

ADVOCACY

LONG-TERM IMPACT GOALS

People prioritize mental health

People get help early

People get the best possible care

ULTIMATE VISION

A world where all people affected by mental illness live healthy, fulfilling lives supported by a community that cares