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.