



## Strategic Direction for the International Alliance of ALS MND Associations 2022-2025

**PURPOSE:** The Alliance is a global network of ALS/MND associations informed by people living with ALS/MND and their Caregivers (PALS and CALS) that builds capability for its members and connects to external stakeholders.

**VISION:** A World Free of ALS/MND

**VALUE PROPOSITION:** We help members thrive by adding value to existing and future associations through the curation and creation of information, and by acting as a global gateway through which Alliance Members, PALS and CALS, internal, and external stakeholders connect.

Our two main focuses are **Community** and **Capability** and we can do this as we build our **Capacity**.

### STRATEGIES

#### 1. Build Community

Build a global community. Build membership in countries and regions which do not yet have membership representation. Coordinate the global voice of PALS and CALS. Be the gateway for relevant external stakeholders.

#### 2. Build Capability

Build capability in member associations. Deliver professional development that includes the annual Alliance Meeting, but also provides Member value throughout the year. Make our members stronger to advocate on behalf of individuals at the local level and provide a platform for global issues. Increase research capability globally. Identify, promote and support meaningful and timely in person and virtual connections between Members. Facilitate member peer-to-peer support. Be a gateway for external stakeholders to the network of domestic associations.

#### 3. Build Capacity

Build internal capacity at the Alliance. Enhance Member intelligence to deepen the relationship with and knowledge of Members to better understand their needs, offerings and aspirations. Develop our human, technology and financial resources to be able to deliver member value and ensure sustainability of a viable Alliance into the future. Focus on disseminating information in a concise manner that delivers the value-add of the Alliance. Build capacity to harmonize Member communications across the organization and present a strong brand for the Alliance.