



STRATEGIC PLAN 2022-2024

OUR ROADMAP TO SUCCESS



Voted and approved by the IAPMD Board of Directors on May 15, 2022

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ACCELERATING PROGRESS

IAPMD's Strategic Plan is our roadmap to guide and prioritize the work of our organization and help us allocate resources to **accelerate progress** being made around the world on Premenstrual Disorders (PMDs). With so many opportunities to influence and impact PMDs around the world, this plan reflects the **unique role** the IAPMD will play in changing the course of PMDs and supporting millions of people battling these conditions.

THE ENVIRONMENT

This plan takes into consideration the context of external factors influencing the issue of Premenstrual Disorders. Among the positive factors is a resurgence of feminism and equality for women, and a mounting public activism movement aimed at removing the social stigma of mental health and helping those struggling get help. But significant challenges are yet to be overcome, including the lack of awareness of PMDs by both patients, caregivers, and providers, no definitive diagnostic and treatment approaches, and limited funding for reproductive health research.

THE START OF A MOVEMENT

Current events around the world have been destabilizing an already fragile political landscape. Every day, reproductive rights and access to care are being challenged by opposing ideologies. At the same, great progress is being made challenging historical standards of minimizing female-centric issues. Phrases like the "Me Too" and "Future is Female" and "Women's right are human rights" are a call to arms; a battlecry designed to challenge and eliminate social, medical, and political gender inequality.

For too long, women/AFAB with PMDD have been dismissed as over-emotional, attention-seeking, and weak (à la "everyone deals with PMS" type thinking).

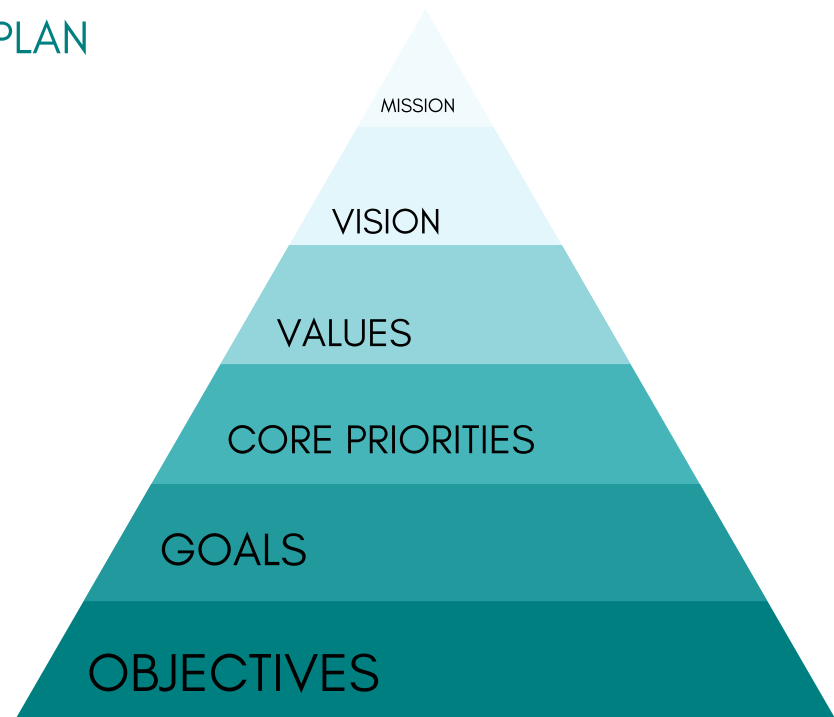
The time for change is now!

PLANNING PROCESS

This plan was developed by IAPMD key team members, in concert with the organization's Board of Directors and Clinical Advisory Board. It was approved by the Board in May 2022 and covers a three-year time period for the organization.

This strategic plan includes the mission, vision, and values for the organization, as well as delineates our core priorities, primary goals, and objectives.

OUR STRATEGIC PLAN



MISSION

To inspire hope and end suffering in those affected by Premenstrual Disorders (PMDs) through peer support, education, research and advocacy.

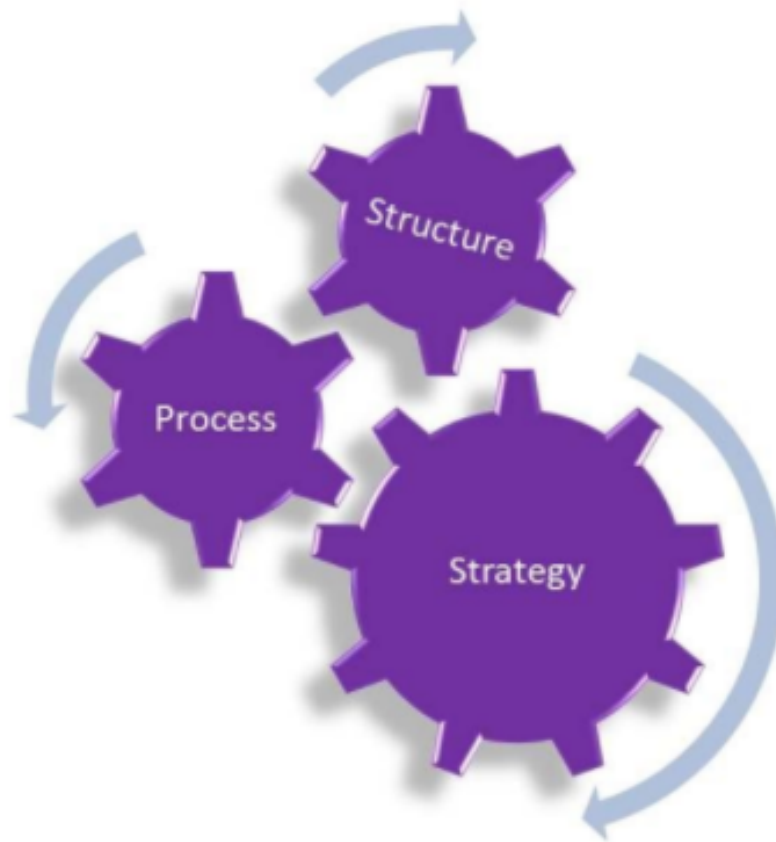
VISION

The IAPMD aspires to create a world where people with PMDD and PME can survive and thrive.

STRUCTURE SUPPORTS STRATEGY

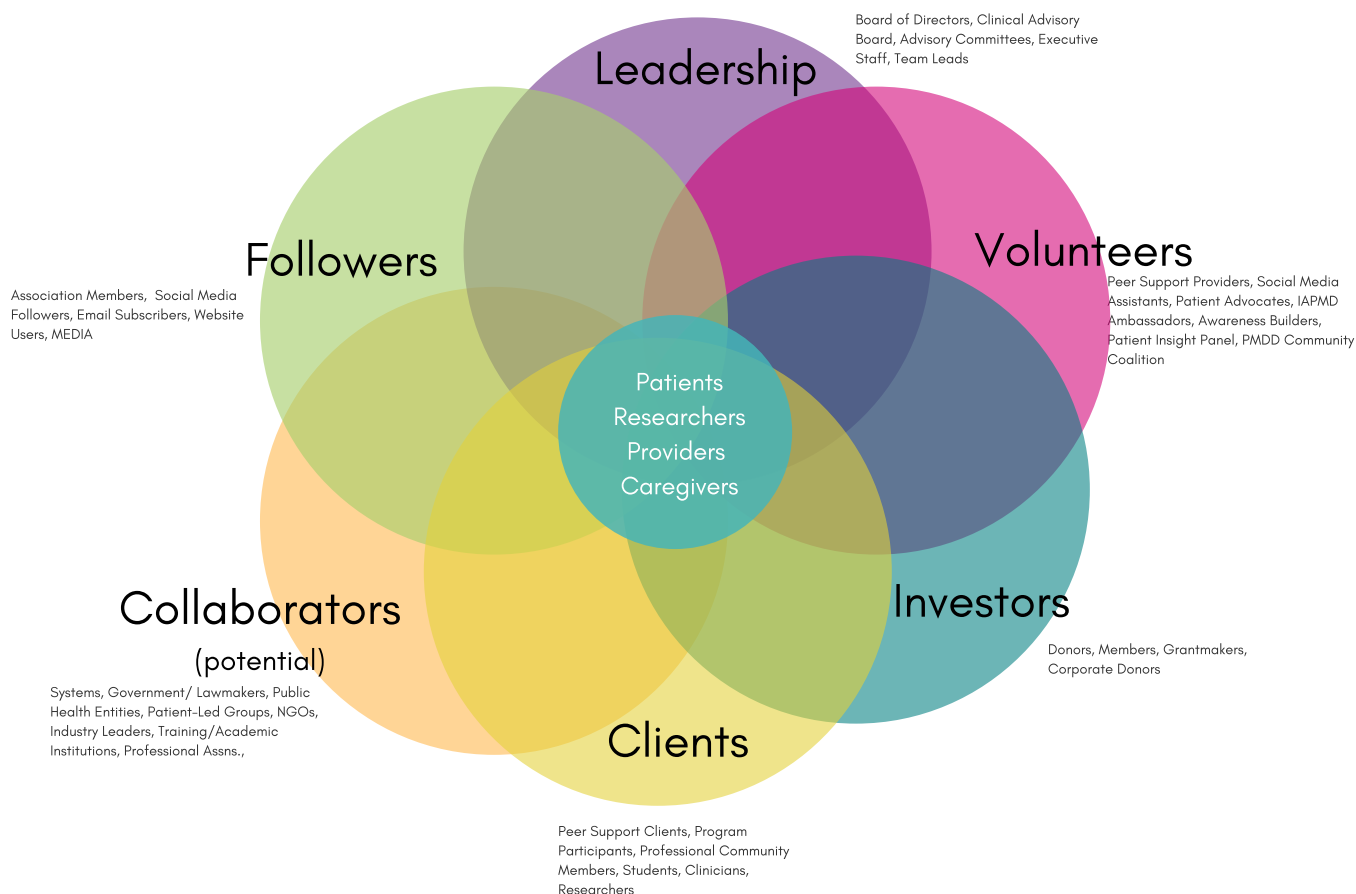
Strategy - our plan for the whole organization that sets out how we will use our major resources to reach specific goals; organizational strategy will help us define and build our organizational structure

Structure - the way the pieces of the organization fit together internally; structure must be totally integrated with strategy for the organization to achieve its mission and goals



KEY STAKEHOLDERS – IAPMD COMMUNITY

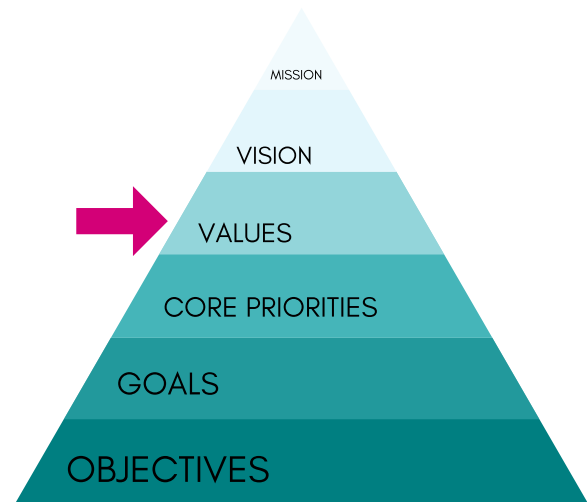
“Stakeholders” refers to anyone, individual or group that has an interest in IAPMD, particularly those directly involved with and/or impacted by our mission, programs, and activities. Together, these groups make up the IAPMD Community. These groups and individuals are our “why.” Each day, our work is motivated by the desire to ease suffering, provide assistance, and model recovery.



CORE VALUES

The IAPMD core values reflect the principles, beliefs and philosophy which support our vision, guide our behaviors and decisions, and shape the culture of our organization to help it run smoothly.

Patient-Centered
Compassionate
Diverse
Evidence-Based
Research/Data Inclusive
Globally Conscious
Approachable
Professional
Kind
Respectful
Individuality
Confidentiality
Collaborative
Empowering
Honest & Humble (acknowledge what we know/don't know)



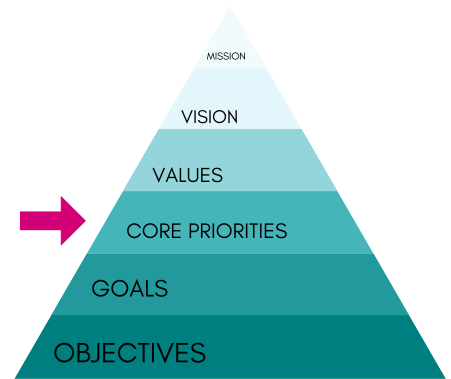
DIVERSITY FOCUS

At IAPMD, we understand that not every PMDD and PME sufferer identifies as female, has medical insurance, or has access to healthcare. Through our work, we value the many qualities and perspectives that make individuals unique. Our diversity objectives are a top priority and include:

- Use inclusive language on our website, informational content, peer support services, education, and outreach.
- Build diverse representation in our Board of Directors, Clinical Advisory Board, Youth Advisory Board, Patient Insight Panel and Peer Support volunteers.
- Provide services that are culturally competent by increasing targeted outreach to often underserved and overlooked populations.
- Support diverse individuals in low-income communities, particularly those who may lack access to informed and compassionate mental health and reproductive care.
- Offer a clear position on anti-discrimination and inclusivity that never excludes individuals in need based on race, socioeconomic status, gender identification, ethnic identification, sexual orientation, religious beliefs, or disability.

CORE PRIORITIES

The IAPMD core priorities are the major categories of focus of our work in order to achieve our mission and help reshare the future of PMDs. These areas of work are of critical importance to IAPMD and where we will apply our limited resources.



FUNDING

Grants				Contributions
Memberships	Online Sales	Program Revenue	Collaborations	Special Events / Campaigns

CARE & SUPPORT

- Peer Support
- Digital Community
- Patient Navigation
- Provider Directory
- ??????? Caregiver

EDUCATION & AWARENESS

- Information
- Patient Education
- Clinician Education
- Researcher Education
- Awareness

RESEARCH

Research Areas:

- Clinical Science
- Basic Science

AFAB
Suicidality
Surveys & Data
Collaboration

ADVOCACY & PUBLIC POLICY

- Policy & Position Statements
- Grassroots Advocates
- Petitions
- Research Funding

COMMUNICATIONS

Brand	Website	Social Media	Media	eMail	Newsletters
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ORGANIZATIONAL EFFECTIVENESS

Things we need in place ACROSS PRIORITIES to maximize organizational effectiveness.

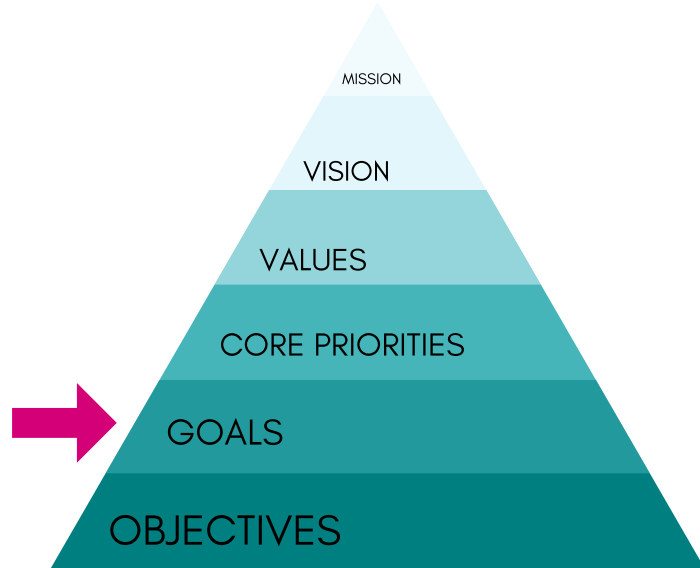
- Diversity Focus
- Talent Management
- Leadership Development
- Organization Structure
- Data Management & Measurement
- Change Management
- Technology



GOALS

Goal = where we want to be

Objective = steps to get there



To improve patient outcomes for women/AFAB individuals of reproductive age living with PMDD or PME through:

- 1 Care & Support** - Enhance the patient and caregiver experience and outcomes throughout the PMD journey by providing safe, accessible, confidential support, information, and resources.
- 2 Education & Awareness** - Increase patient, provider, and public awareness and understanding of PMDs and IAPMD.
- 3 Research** - Advance patient-centered research in PMDs and help drive the global research agenda in a variety of critical areas, including a basic understanding of the disorder, support and advocacy, and evidence-based clinical management.
- 4 Advocacy & Public Policy** - Raise PMD community voices to a new level of influence to help policymakers enact solutions that address patient needs and improve their lives.
- 5 Funding** - Achieve significantly greater mission impact by growing contributed revenue.
- 6 Communications** - Convey the right message through the right channels of communication to the right audiences to support each core priority and fulfill the organization's mission and vision.

Board of Directors Leadership Objectives

- Ensure the organization works toward implementing the Strategic Plan 2022-2024.
- Ensure organization financial accountability and compliance with IRS and other regulatory organizations.
- Amend, develop as needed, and ensure compliance with IAPMD bylaws, policies and procedures.
- Conduct a formal orientation for new board members and require all board members to sign a written agreement regarding their roles, responsibilities, and expectations, as well as conflict of interest and confidentiality policies.
- Conduct a formal, written assessment of the Executive Director.
- Conduct a formal, written self-assessment of the board's own performance.
- Ensure all board officer positions are filled.
- Continue to recruit more Board members, prioritizing diversity and inclusivity.
- Create a stronger collaborative relationship between the Board, CAB, and YAB.

Core Priority: Care & Support GOAL

GOAL: Enhance the patient and caregiver experience and outcomes throughout the PMD journey by providing safe, accessible, confidential support, information, and resources.

Care & Support OBJECTIVES

#1 OBJECTIVE: Improve the quality of life of those affected by PMDs by providing emotional care and practical support through a team of well-trained peer support providers and a variety of channels (one-on-one, group, video, social media, Inspire platform).

#2 OBJECTIVE: Create a digital IAPMD patient platform to support the patient journey and enable a more accessible, patient-centered experience.

#3 OBJECTIVE: Establish an evidence-based online patient navigation program (or portal) to empower and connect patients and families with the knowledge, skills, and resources they need to more effectively navigate the PMD journey and help ensure patient-centered diagnosis, care, and support.

#4 OBJECTIVE: Improve the quality and usability of the IAPMD online Provider Directory.



Care & Support Objective #1: Peer Support

Improve the quality of life of those affected by PMDs by providing emotional care and practical support through a team of well-trained peer support providers and a variety of channels (one-on-one, group, video, social media, Inspire platform).

Individual Peer Support

- Maintain one-to-one program, non-realtime (Intercom)
- Increase Peer Support team to the appropriate staffing level of Peer Support Providers to cover the weekly schedule (potentially 20 PSPs)
- Employ a minimum of one staff member to coordinate and oversee individual and video group services
- Ensure all training materials are updated regularly
- Work toward 100% of volunteers to be certified with a national body
- Hold monthly PSP team meetings
- Develop up-to-date training for PSPs including training modules on patient issues such as trauma-informed care, surgical menopause, SUD's (addictions), parenting, relationships, premenstrual suicidality, diversity and inclusion, LGBTQ2S+ allyship, digital peer support, DBT, CBT, ACT, etc (and/or monthly training for PSPs in these topics)
- Seeking funding to allow for at least one PSP team member to attend the National and/or International Peer Support Conferences annually to represent IAPMD
- Ensure quality of client interactions by measuring client satisfaction ratings, striving for 5 stars
- Increase PSP knowledge of and referrals to IAPMD resources
- Retain high standards via a program evaluation plan

CARE &
SUPPORT

Care & Support Objective #1: Peer Support, continued

Group Peer Support

- Develop specialized group peer support sessions for patients to learn skills such as DBT skills, WRAP, etc.
- Continuing Sharing Sessions & Socials

Video Support Groups

- Continue to grow volunteer bank of video peer support group facilitators from 9 groups (Feb 2022) - increase by 100% on yearly basis (including 2 new non-English speaking groups per year)
- Expand training and guidelines for video group facilitating

Social Media / Facebook Support Groups

- Increase current membership across 6 groups by 10% annually (baseline: 21k as of March 2022)
- Expand to include a Spanish speaking group
- Develop training for group administrator volunteers to ensure group safety
- Peer Mentors integrated into Facebook Support Groups

Inspire

- Train 2 x volunteer specifically to oversee Inspire forum
- Increase users 10% annually (baseline: 3055 as of March 2022)

CARE &
SUPPORT

Care & Support Objective #2: Digital Community

Create a digital IAPMD patient platform to support the patient journey and enable a more accessible, patient-centered experience.

- Create the plan by 4Q 2022.
- Explore how best to integrate w/Me v PMDD and Dr. O'Brien/ISPMD app (PreMentriS)
- Include peer support functionality - messaging platform (not forum), FAQ, tracking, Patient guidelines, CLEAR Lab, etc.
- Secure funding through Go Fund Me or similar "investment" style campaign launched in early 2023
- Explore "membership" based pricing approach for individual peer support services
- Utilize digital platform (app) to gather data on patients and patient experiences to help inform research

Care & Support Objective #3: Patient Navigation

Establish an evidence-based online patient navigation program (or portal) to empower and connect patients and families with the knowledge, skills, and resources they need to more effectively navigate the PMD journey and help ensure patient-centered diagnosis, care and support.

- Assess the need for a PMD Patient Navigator Program, evaluate potential and determine program obstacles to implementation scope, cost and consider implementation and strategy.
- Identify resources, prepare documents, and implement online.
- Assess program effectiveness.

CARE &
SUPPORT

Care & Support Objective #4: Provider Directory

Improve the quality and usability of the IAPMD online Provider Directory.

- Assemble a team and process to Increase the quality and validity of provider recommendations
- Expand directory through outreach to providers
- CAB to create a process for vetting providers
- Increase provider listings by 20% annually (baseline: 451 providers as of March 2022)

CARE &
SUPPORT

Core Priority: Education & Awareness GOAL

GOAL: Increase patient, provider, and public awareness and understanding of PMDs and IAPMD.

Education & Awareness OBJECTIVES

#1 OBJECTIVE: Expand information resources and methods of delivery.

#2 OBJECTIVE: Increase patient awareness and understanding of the core Premenstrual Disorders: PMDD and PME.

#3 OBJECTIVE: Improve clinician understanding of the etiology, diagnosis, and treatment of the core Premenstrual Disorders: PMDD and PME.

#4 OBJECTIVE: Increase scientist awareness of, engagement in, and promotion of best-practice in researching the core Premenstrual Disorders: PMDD and PME.

#5 OBJECTIVE: Increase global awareness of and engagement in the core Premenstrual Disorders.



Education & Awareness Objective #1: Information

Expand information resources and methods of delivery.

Website

- Ensure patient focus by working through website pages periodically and gain Patient Approval Status
- Further build out the Young PMDs section
- Expand patient pages e.g. relationships and PMDD/Parenting & PMDD

Printed Collateral

- Patient Treatment Guide Book ebook (\$) – complete by mid-April (Release on 20th – provisional)
- Build out a resource of downloadable information sheets/booklets on specific areas
- Disseminate Guidelines/Recommendations/Strategic Plan/Researcher Guidelines

Awareness Tools

- Gain funding for printed materials (posters/leaflets) for health care settings
- Support development of educational tools/resources as part of the Digital Community
- Provide Treatment Guidelines/Information at Provider-Focused Conferences

EDUCATION &
AWARENESS

Education & Awareness Objective #1: Information, continued

Knowledge Base / FAQ

- Increase Glossary via patient demand
- Continue to grow Knowledge Base / FAQ and identify gaps in knowledge for future education programming

Facts & Figures

- Maintain current Facts & Figures webpage (updated annually)
- Identify gaps in facts & figures for future research and program services

CAB / Educational Blog Posts

- Work with CAB to produce four (4) education blogs annually

EDUCATION &
AWARENESS

Education & Awareness Objective #2: Patient Education

Increase patient awareness and understanding of the core Premenstrual Disorders: PMDD and PME.

- Identify and help package accessible patient information and education resources to support the development of a digital IAPMD patient platform. (Reference GSPMD Survey for priority needs, topics)
- Host a minimum of 6 patient-focused webinars per year
- Develop innovative and interactive education options for patients (quizzes/polls etc)
- Add learning modules to Facebook groups (21k members)
- Develop a minimum of 8 Podcasts per year
- Develop Informational Videos: (1) 10 min video covering 101 Information, Static Content, Non-Participatory; Multiple 1-3 minute videos covering frequently asked questions, host on YouTube and Facebook
- Develop specific training and tools for adolescents and young adult audiences
- Develop a Public School Curriculum on PMDs through collaboration with menstrual education organizations/programs
- Gain funding for technical support for OBS to enable broadcast of webinars/information onto Youtube and Instagram
- Develop online courses for patients/partners/loved ones to help them understand PMDs
- Maintain and expand Surgical Menopause website content as needed
- Explore the realm of surgical menopause/POI as a strategic initiative for IAPMD

EDUCATION &
AWARENESS

Education & Awareness Objective #3: Clinical Education

Improve clinician understanding of the etiology, diagnosis, and treatment of the core Premenstrual Disorders: PMDD and PME.

Develop education systems

- Gain funding and develop an (accredited TBC) course for GPs/Front Line Staff (e.g. Fourteen Fish) - alternative = Self-Certification training for providers (IAPMD certificate of completion of basic course)
- Develop a teaching curriculum for medical and MH training programs
- Create and disseminate written step-by-step treatment manuals (primers for each type of provider)

Online content

- Routine website updates via CAB
- Expand eLearning content and services
- Enrich the FAQ with questions (about PMDs or treatment) from providers by eliciting questions of the patient and provider community (what do providers need to know that they currently don't?)
- Maintain and Enhance Virtual Library of Scientific Treatment Papers and External Guidelines
- Free basic webinars on PMDs for providers (Youtube/Website)

Professional Community

- Grow IAPMD Professional Community Membership program elements:
 - Webinars (monthly) focusing on a different area of PMD Management in clinical settings
 - Listserv
 - Webinar Library
 - Member Directory
 - Slack Workspace

EDUCATION &
AWARENESS

Education & Awareness Objective #3: Clinical Education, cont.

- Develop a marketing strategy to reach early trainees to encourage involvement in women's mental health (1st, second-year residents, clinical psych grad students) - free membership to encourage participation.
- Cultivate strong relationships with providers
- Reach out to Current Women's Health Fellows Requesting their Involvement/Collaboration
- Work to ensure providers are aware of IAPMD's patient-focused resources and support for referral
- Host an IAPMD Educational Event/Symposium during 2022 (Professionals and Patients on separate days) to inform and educate participants on the most recent evidence related to PMDs
- Provide Treatment Guidelines/Information at Provider-Focused Conferences
- Encourage the CAB and providers/professionals to offer basic training in academic settings - provide template presentations for evidence-based information about PMDs
- Search for opportunities for IAPMD CAB members (and ProComm) to present information at conferences, symposiums, meetings, etc

EDUCATION &
AWARENESS

Education & Awareness Objective #4: Scientist Education

Increase scientist awareness of, engagement in, and promotion of best-practice in researching the core Premenstrual Disorders: PMDD and PME.

- Cultivate relationships with existing PMD scientific organizations (DSM-6 PMDD planning committee, IAPMD)
- Develop initiatives for encouraging scientist participation in the field (Trainees: MDs, Psychologists, etc)
- Reach out to current Women's Health research and clinical fellows requesting their involvement/collaboration
- Create an email listserv for scientists where we share updates on methods and findings in the menstrual cycle and PMD research (advertise training in science and practice, build collaborators, etc)
- Build out modules on peer support Facebook groups
- Maintain INSPIRE resources
- Maintain, expand, and disseminate virtual library of Scientific Papers and External Guidelines
- Develop PMD scientific research priorities and agenda for website & PDF
- Invite leading clinical scientists to provide one-off feedback on our strategic plan, conference goals, website, treatment guidelines, etc, to enhance our appeal to that audience
- Maintain current Facts & Figures webpage (updated annually)

EDUCATION &
AWARENESS

Education & Awareness Objective #5: Global Awareness

Increase global awareness of and engagement in the core Premenstrual Disorders.

- Establish selective collaborations with organizations and individuals to raise awareness of PMDs and increase fundraising activities
- Develop a sustainable, integrated approach to educate individuals about PMDs and IAPMD to help boost public awareness (options: Champions, Awareness Training webinars/events, Speakers' Program, Toolkit - downloads, slide show, and handouts)
- Explore and define the relationship with Vicious Cycle
- Activate campaigns around key Awareness Months:
 - PMD(D) Awareness Month (April)
 - Hysterectomy Awareness Month (May)
 - Mental Health Awareness Month (May)
 - Suicide Prevention Awareness Month (September)
 - Menopause Awareness Month (October)
- Attend/have a presence at relevant events (women's health/mental health conferences etc)
- Create toolkits for various types of institutions/events: Home / Schools / Community Centers / Patient Care Settings / Health Fairs
- Build-out Awareness tab/page on the website with links to current collaborations and information/resources
- Build a Slack Community of PMD awareness leaders and interested parties to help unify messaging

EDUCATION &
AWARENESS

Core Priority: Research GOAL

GOAL: Advance patient-centered research in PMDs and help drive the global research agenda in a variety of critical areas, including a basic understanding of the disorder, support and advocacy, and evidence-based clinical management.

Research OBJECTIVES

#1 OBJECTIVE: Disseminate and encourage implementation of (1) the PMDD Patient-Centered Outcomes Research (PCOR) Strategic Plan and (2) the Guide to Effectively Conducting Patient-Centered PMDD Research.

#2 OBJECTIVE: Use a variety of methods to connect and engage patients and other stakeholders with the PMD research process.

#3 OBJECTIVE: Maintain/enhance collaborative relationships with external research groups focused on Premenstrual Disorders.

#4 OBJECTIVE: Advocate for the allocation of funding for scientific research on reproductive mood disorders (premenstrual dysphoric disorder, peripartum-onset mood disorders, and perimenopausal-onset mood disorder).



Research Objective #1: Drive the Patient-Centered Research Agenda

Disseminate and encourage implementation of (1) the PMDD Patient-Centered Outcomes Research (PCOR) Strategic Plan and (2) the Guide to Effectively Conducting Patient-Centered PMDD Research.

Background & Research Priorities

In 2021, IAPMD received a Eugene Washington PCORI Engagement Award, which funded the development of a PMD Community Coalition of patients and professionals culminating in a first-ever PMD Roundtable event to identify gaps and critical PMD research issues that need to be addressed. The following seven areas were identified as topics related to PMD deemed as **research priorities**:

1) BIOLOGICAL MECHANISMS OF PMD

Understanding of the biological causes of PMD, as well as biomarkers that could be used to diagnose PMDs and eventually develop a blood or saliva test.

2) DIAGNOSIS/EARLY DETECTION/SCREENING

Understanding the most accurate and cost-effective ways to conduct PMD screening and diagnosis in primary care, gynecology, psychiatry, psychology, and other clinical settings.

3) PHARMACOLOGICAL TREATMENTS

Developing and testing the efficacy of new biological treatments for PMDs, and developing markers of which treatments will be most effective for a given patient.

Research Priorities, continued

4) BEHAVIORAL TREATMENTS (Psychotherapy)

Developing and testing the efficacy of new behavioral treatments (i.e., psychotherapies) for PMDs, with particular attention to methods for taking an individualized approach based on a patient's unique symptom presentation and needs.

5) PROVIDER EDUCATION

Develop standardized clinical training programs to teach physicians (psychiatry, gynecology, primary care, pediatrics) and mental health professionals (psychologists, clinical social workers) to diagnose and care for patients with PMDs. Integrate patients' lived experiences into the curriculum in order to highlight the complexity of the disorder and the need for cross-disciplinary collaboration.

6) COMPLEMENTARY TREATMENTS

Develop and test the efficacy of complementary treatments commonly reported to be useful by PMD patients.

7) LONGITUDINAL STUDIES

Develop longitudinal cohort studies of patients with PMD that will inform our understanding of its course across the reproductive lifespan.

Research Objective #2: Engage Stakeholders in Research

Use a variety of methods to connect and engage patients and other stakeholders with the PMD research process.

- Leverage social media and our board members' professional networks to encourage researchers to list their studies on the Studies and Clinical Trials registry listing online.
- Leverage social media to help patients learn about and participate in current ongoing research studies.
- Routinely solicit feedback about perceived research gaps from patients and professionals.
- Collect patient-generated data about the needs and experiences of our population (e.g., via screener), and develop methods for systematically sharing this information with scientists who study PMDD.
- Create surveys aimed at particular stakeholders (patients, providers, researchers) with a particular eye toward understanding the causes of common types of negative healthcare interactions in PMDD (e.g., being misdiagnosed) encountered by patients with PMDD.
- Maintain data collection through Facebook, social media sources, and digital applications.
- Explore options to use apps for data collection and conduct risk/benefit analysis of engagement in these opportunities.
- Collaborate with researchers to jointly collect publishable data.
 - Ensure stakeholders come from a range of demographics and that the methods used to communicate and source information is accessible and culturally aware.
 - Connect with patients via social media and think outside the box with respect to research methods.

Research Objective #3: Collaborate

Maintain/enhance collaborative relationships with external research groups focused on Premenstrual Disorders.

- Maintain and expand collaborative research relationships with:
 - the most prestigious (methodologically rigorous) research labs working on PMD research
 - i. Engagement of academic scientists and their trainees
 - ii. Engagement with scientists at pharmaceutical companies
 - iii. Research Presentations at Existing Professional Organizations
 - other Menstrual Cycle-Focused Organizations and Businesses who collect data of their own (tech/social media)
 - Collaborate on research with other reproductive mood disorders foundations
- Regularly reach out to the research community and Cycle Science Community - IAPMD Professional Community - to foster collaborative relationships between IAPMD and research stakeholders:
 - Invitations to give research presentations
 - Invitations to participate in social media events
 - Invitations to assist with IAPMD research
 - Invitations to participate in and promote key advocacy projects
 - Encourage science trainees and early-stage scientists to become involved/interested in cycle science and PMD research
 - Disseminate and encourage implementation of the Guide to Effectively Conducting Patient-Centered PMD Research.
 - Grow community globally

Research Objective #4: Advocate for Funding

#4 OBJECTIVE: Advocate for the allocation of funding for scientific research on reproductive mood disorders (premenstrual dysphoric disorder, peripartum-onset mood disorders, and perimenopausal-onset mood disorder).

- Build relationships with health science funding organizations and identify opportunities for advocacy.
- Engage with calls for input from funding agencies, and develop standardized language for sharing priorities during these calls for input.

Core Priority: Advocacy & Public Policy GOAL

GOAL: Raise PMD community voices to a new level of influence to help policymakers enact solutions that address patient needs and improve their lives.

Advocacy & Public Policy OBJECTIVES

#1 OBJECTIVE: Expand IAPMD's influence with policymakers as a trusted voice and source of current, accurate, accessible, evidence-based data and information to help bridge the gap between PMD research and policy.

#2 OBJECTIVE: Engage a grassroots network of stakeholders who will proactively tell their stories and make their voices heard on PMD related issues to policymakers and provide testimony in public forums.

#3 OBJECTIVE: Mobilize advocacy efforts toward increasing sustainable funding for patient-centered research in PMDs to generate new knowledge and accelerate the discovery and development of new potentially lifesaving therapies.

Influence...Engage...Mobilize



Advocacy Objective #1:

Expand IAPMD's influence with policymakers as a trusted voice and source of current, accurate, accessible, evidence-based data and information to help bridge the gap between PMD research and policy.

- Disseminate PCOR Strategic Plan.
- Issue Policy and Position statements on priority areas of concern.
- Create web resources for policymakers.
- Provide scientific expertise to policy makers on issues related to PMDs.
- Identify key policy makers and develop relationships with them.
- Utilize media to help bolster IAPMD brand and reputation.
- Conduct community petition(s) to demonstrate community strength and inform and support national policy actions.
- Increase global awareness, understanding and acceptance of people with PMDs.
- Better understand the unique needs and barriers of various countries in receiving care for the core premenstrual disorders: PMDD and PME.
- Collect data to support effective, evidence-based advocacy (ie. patient experience data, data used to sway stakeholder opinion, to identify policies that require revision, and to develop recommendations for systemic change).
- Measure and communicate success.

Advocacy Objective #2:

Engage a grassroots network of stakeholders who will proactively tell their stories and make their voices heard on PMD related issues to policymakers and provide testimony in public forums.

- Create an online advocacy toolkit to help recruit, train and mobilize activist-oriented grassroots volunteers.
- Create tools to help elevate personal storytelling across all program areas as a foundation for advocacy work.
- Identify collaborative partners and key activist groups focused on reproductive and mental health issues and engage them in advocacy efforts
- Secure a donor/constituent management platform.
- Integrate advocacy across all program areas; utilize advocacy program to engage donors and supporters and bring them closer to our mission.
- Connect fundraising appeals to advocacy initiatives to potentially increase funding support.

Advocacy Objective #3: Mobilize

Mobilize advocacy efforts toward increasing sustainable funding for patient-centered research in PMDs to generate new knowledge and accelerate the discovery and development of new potentially lifesaving therapies.

- Drive the execution of key strategies in the PCOR Strategic Plan.
- Increase overall funding dedicated to research, programs and clinical translation of research.
- Help drive the global research agenda in a variety of critical areas, including a basic understanding of the disorder, support and advocacy, and evidence-based clinical management.
- Provide scientific expertise to policymakers on issues related to PMDs.

Advocacy & Public Policy: Areas of Concern

Patient-Centered Research Funding

Early Detection & Screening

Healthcare Parity

Access to Care

Gender Bias in Research

Gender Bias in Healthcare

Affordable Care

Reproductive Rights

Health Equity (BIPOC)

Legal Defense

Menopausal Health

Menstrual Health

Medication Costs

Menstrual Stigma

Mental Health

Suicide Prevention

Mental Health Stigma

Workplace Equality

Screening Guidelines

Education Curriculum

Medical Curriculum

Insurance Coverage

ADVOCACY &
PUBLIC POLICY

Core Priority: Funding GOAL

GOAL: Achieve significantly greater mission impact by growing contributed revenue. **No margin, no mission.**

Funding OBJECTIVES

#1 OBJECTIVE: Grow annual revenue by 20% each year while maintaining fundraising budget below 10% of annual expenses.

#2 OBJECTIVE: Refine revenue streams for best ROI (Return on Investment, Impact, & Influence) by exploring new opportunities, improving implementation and promotion of existing methods, analyzing performance.

#3 OBJECTIVE: Increase individual contributions by 20% each year. *Includes individual donations and major gifts from individuals. Excludes monthly gifts.

#4 OBJECTIVE: Increase grant revenue to \$250K over a three-year period (Q4 2024).

#5 OBJECTIVE: Develop and implement a corporate giving plan to generate \$250K in corporate gifts over a three-year period (Q4 2024).

continued...



Funding OBJECTIVES, continued

#6 OBJECTIVE: Expand IAPMD Shop for Good program (Cause Marketing) to raise \$5,000 through partnerships in 2022 and increase by 50% each year over the next two years.

#7 OBJECTIVE: Grow the IAPMD Professional Community Membership program to 120 professional members (~\$13,800/year) and 300 student members in 2022, with a 25% increase each following year.

#8 OBJECTIVE: Grow The Light: Monthly Giving community to 100 members (~\$12,000) by the end of 2022 and increase by 25% each year.

#9 OBJECTIVE: Create and promote meaningful merchandise and digital products with special attention to material costs and environmental impact.

#10 OBJECTIVE: Increase program revenue from conferences, webinars, and events through registration/tickets and sponsorships.

#11 OBJECTIVE: Raise \$48,000 from fundraising campaigns and P2P fundraisers in 2022 and increase by 15% each year.

#12 OBJECTIVE: Increase revenue from AmazonSmile by 50% each year through ongoing promotion to community.

Revenue Streams

Individual Contributions

- Individual Donations
- Major Gifts

Grants

Corporate Giving

- Sponsorships
- Cause Marketing/Shop for Good

Membership

- IAPMD Professional Community
- The Light: Monthly Giving
- Patient & Partners Membership (OLD)
- Professional Membership (OLD)

Online Sales

- Merchandise
- Digital Downloads/E-books

Program Revenue

- Webinars
 - Professional
 - Patient (Sharing Sessions)
- Conferences
- Online Courses

Campaigns

- Valentine's Day Giving (February)
- PMD Awareness Month (April)
- Suicide Prevention Awareness Month (September)
- GivingTuesday (November)
- Year-End Giving (December)
- Peer-to-Peer Fundraisers
- Birthday Pledges
- Direct Mail

Special Events

- Ignite Your Fight Race
- Auctions
- Gala

Other

- AmazonSmile
- eBay Giving Works

FUNDING

Funding Objective #1: Annual Revenue

Grow annual revenue by 20% each year while maintaining fundraising budget below 10% of annual expenses.

- Invest in a donor management system (Q1 2022)
- Develop and cultivate a fundraising committee with IAPMD board members, staff, and volunteers, including outreach to community members (Q1 2022)
- Foster an organization-wide culture that embraces, prioritizes, and invests in fundraising and donor relationship-building as a key to the successful achievement of IAPMD's mission
- Create and implement a donor retention strategy (Q2 2022) with a focus on thanking donors, building relationships, regular giving appeals, and appropriate automations
- Embrace storytelling to communicate our impact and inspire giving through written stories, pictures, and videos - People give to people.
- Maintain and improve monthly newsletters to communicate program events, opportunities, and updates, inspire hope, and convert community members to donors
- Create and share annual Impact Reports with community that communicate yearly impact, highlights, and financials, as well as inspire giving

Funding Objective #2: Revenue Streams

Refine **revenue streams** for best ROI (Return on Investment, Impact, & Influence) by exploring new opportunities, improving implementation and promotion of existing methods, analyzing performance

- Evaluate existing revenue streams (implementation and promotion), brainstorm potential improvements, create a strategy to improve, make improvements, and analyze effectiveness on a yearly basis.
- Explore innovative new revenue streams and evaluate potential ROI.

Funding Objective #3: Individual Contributions

Increase individual contributions by 20% each year. *Includes individual donations and major gifts from individuals. Excludes monthly gifts.

- Explore new **fundraising tools and platforms** to improve donor engagement and retention while keeping costs low. (ie. GiveButter)
- Create a **strategy to encourage major gifts** (\$1000+) from individual donors focusing on raising existing donors to maximum giving capacity and reaching new high capacity donors (Q2 2022).
- Refine **social media strategy** to convert more community members to donors (Q2 2022).
- Explore and implement an **annual direct mail campaign** (Q4 2022).

Funding Objective #4: Individual Contributions

Increase **grant revenue** to \$250K over a three-year period (Q4 2024).

- Hire an experienced **grant writer** as an independent contractor.
- Apply to at least 6 grants in 2022, 7 in 2023, and 8 in 2024. *96% of organizations that apply to 6 or more grants receive at least one.*
- Establish annual **grant prospect list** with deadlines and details.

Funding Objective #5: Corporate Giving

Develop and implement a **corporate giving plan** to generate \$250K in corporate gifts over a three-year period (Q4 2024)

- Create a list of corporate **prospects** whose mission, values, and target audience are aligned with IAPMD, and categorize prospects by potential gift amount and likelihood to give (low, medium, high).
- Develop a **corporate donor prospectus**.
- Create a plan of action to contact corporate prospects, **develop relationships**, and convert to gifts.
- Create a plan for **recognizing/thanking** and maintaining positive relationships with corporate donors.

Funding Objective #6: Cause Marketing

Expand IAPMD Shop for Good program (Cause Marketing) to raise \$5,000 through partnerships in 2022 and increase by 50% each year over the next two years.

- Build relationships with medium to large-sized companies able to raise at least \$1000 per year through cause marketing with us.
- Maintain and grow existing cause marketing relationships with Conscious Ink and Imperfectly Peaceful.
- Formalize partnership agreement/contract for Shop for Good partners with way to track contributions are made.
- Promote Shop for Good partnerships specifically for PMD Awareness Month (April) each year.
- Evaluate existing Shop for Good partnerships and determine if they are worth continuing with.
- Create a plan to regularly promote Shop for Good partners and products.

Funding Objective #7: Memberships

Grow the **IAPMD Professional Community Membership** program to 120 professional members (~\$13,800/year) and 300 student members in 2022, with a 25% increase each following year.

- Send an engaging **quarterly clinical newsletter** to facilitate professional opportunities and collaboration, educate professionals, and encourage membership.
- Host two live **webinars** for professionals each month.
- Host four **networking events** for professionals each year.
- **Survey members** periodically to gain their feedback and ideas for the professional membership.
- Cultivate a community of higher-level premenstrual disorder professionals (**webinar presenters**), engage regularly to build relationships and collaboration opportunities.
- **Promote** professional membership within IAPMD community on an ongoing basis and increase outreach beyond our network through universities, referral programs, etc.

Funding Objective #8: Monthly Giving

Grow **The Light: Monthly Giving** community to 100 members (~\$12,000) by the end of 2022 and increase by 25% each year.

- Send an engaging quarterly impact report to monthly donors (SHINE Impact Report) for a behind-the-scenes, in-depth look at programs and plans.
- Personally engage with monthly donors (email, phone, video calls, etc.) to gain their feedback and ideas, and build relationships.
- Promote monthly giving within IAPMD community on an ongoing basis as the simplest way to make an impact.
- Explore a yearly exclusive merchandise incentive (shirt, sticker, magnet, etc.) for members to encourage more to join and reward loyalty.

Funding Objective #9: Merchandise

Create and promote meaningful **merchandise and digital products** with special attention to material costs and environmental impact.

- Source merchandise designs from community members.
- Create and sell at least one new physical merchandise item each PMD Awareness Month.
- Identify digital products (e-books/digital downloads) to create and sell, primarily through repurposing and packaging existing content.

Funding Objective #10: Program Revenue

Increase **program revenue** from conferences, webinars, and events through registration/tickets and sponsorships.

- Host annual **virtual PMD conference(s)** for patients/families and/or professionals. (Goal of 200 patient/family member registrations at least \$37/ticket [\$7400]. Goal of 100 professional registrations at least \$57/ticket [\$5700]).
- Secure event sponsors and bring in \$2500 per event.
- Create paid **online courses** for patients, partners/family members, and professionals (2023).
- Bring in \$2500 per year through paid webinars for patients and professionals (non-members).
- Host annual Ignite Your Fight Virtual Race - Goal: \$1500 in 2022, and increase by 25% each year.

Funding Objective #11: Campaigns

Raise \$48,000 from fundraising campaigns and P2P fundraisers in 2022 and increase by 15% each year.

- Valentine's Day Giving (February) - Goal: \$1,000
- PMD Awareness Month (April) - Goal: \$15,000
- Suicide Prevention Awareness Month (September) - Goal: \$7,500
- GivingTuesday (November) - Goal: \$2,000
- Year-End Giving (December) - Goal: \$10,000
- Peer-to-Peer Fundraisers - Goal: \$10,000
- Birthday Pledges - Goal: 100 pledges
- Direct Mail - Goal: \$2500 Net (Gross minus materials)
- Create a P2P Fundraising Toolkit

Funding Objective #12: AmazonSmile Foundation

Increase revenue from AmazonSmile by 50% each year through ongoing promotion to community.

Deadlines

- Q1 = March 31
- Q2 = June 30
- Q3 = September 30
- Q4 = December 31

FUNDING

Core Priority: Communications GOAL

GOAL: Convey the right message through the right channels of communication to the right audiences to support each core priority and fulfill the organization's mission and vision.

Communications Focus Areas

Brand

Website

Social Media

Media

eMail Marketing

Newsletters



Communications Objectives

Brand:

- Create authentic and lasting brand awareness by focusing on content that emphasizes the core competencies and unique roles of IAPMD, as well as the organization's values.
- Grow IAPMD's audience by discovering conversations around our community that matter the most.

Website:

- Increase unique website visitors 20% annually (baseline 347k - 2021)
- Ensure the website is optimal for mobile users - COMMS
- Track and increase downloads by 20% per year (no current baseline)
- Improve website language-translation tool (Google Translate plugin)

Social Media:

- Expand social media reach and engagement (Facebook, Twitter, Instagram, YouTube, TikTok) by exploring new ways to grab the attention of current followers.
- Develop and implement a social media strategy that aligns with and supports IAPMD's strategic plan guides actions and sets goals specific to each platform
- Measure and track the impact of social media and other communications by focusing on key media metrics:
 - Reach - unique users who saw a post
 - Clicks - clicks on content to help understand what drives curiosity or encourages engagement
 - Engagement - number of social interactions divided by the number of impressions to measure how well our audience perceives IAPMD and their willingness to interact
 - Hashtag performance
 - Likes
 - Sentiment - measurement of how users react to our content, brand or hashtag

COMMUNICATIONS

Communications Objectives

Media:

- Establish and maintain solid and ethical relationships with media for accurate, balanced, timely information release.
- Build awareness and a favorable image for IAPMD through stories and articles found in relevant media outlets.

eMail Marketing:

- Build brand awareness and trust by communicating with target audiences, sharing, and providing useful content through email campaigns.

Newsletters:

- Keep IAPMD top of mind and establish credibility and build trust by connecting with our community via a monthly eNewsletter.

Leadership - 2022

IAPMD Team

- Sandi MacDonald, Co-Founder/Executive Director - CA
- Allison Huber - US
- Brett Buchert - US
- Chris Allard - US
- Heather Williams - US
- Jillian (Jay) Watts - US
- Krista Crane - CA
- Laura Murphy - UK
- Laura Teare-Jones - UK
- Sophie Caunter - UK

Board of Directors - 2022

- Sheila H. Buchert, President - US
- Ivonne Santiago, Vice President - US
- Diana Pegoraro, Secretary - CA
- Aaron Kinghorn, DDS - UK
- Jennifer Gordon, PhD - CA
- Liz Bautista - MX



Leadership, continued

Clinical Advisory Board

- Tory Eisenlohr-Moul, PhD, Chair - US
- Andrea Chisholm, MD - UX
- Hannah Short, MD - UK
- Howard Li, MD - US
- Jenny Kay Long, RYT, LCSW, ADS - US
- Jessica Peters, PhD - US
- Jordan C. Barone - US
- Katja Maria Schmalenberger, PhD - DE
- Liisa Hantsoo, PhD - US
- Nick Panay, MD - UK

Youth Advisory Board

- Syd Scanlon, Chair - US
- Alice Kirby - UK
- Anuhya Korrapati - IN
- Emily Duffy - US
- Nia Crockford - UK
- Nichole Brown - UK

