

NATIONAL RUNAWAY SWITCHBOARD STRATEGIC PLAN 2008-2011



MISSION STATEMENT

The National Runaway Switchboard's mission is: to keep America's runaway and at-risk youth safe and off the streets.

VISION STATEMENT

The National Runaway Switchboard (NRS) will become a household name. NRS will be the leading voice for at-risk youth and their families, providing cutting-edge resources and access to support 24 hours a day to help keep youth safe and off the streets. We will increase our contacts with youth in crisis to ensure that we are available to all youth, and their families, who seek our assistance. NRS' crisis intervention and referral services will be supported by innovative prevention and education programs designed to build youth resiliency and enhance life skills to prevent runaway episodes.

VALUE STATEMENTS

We value:

- Providing solution-focused interventions
- Offering non-sectarian, non-judgmental support
- Respecting confidentiality
- Collaborating with volunteers
- Responding 24 hours a day

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Critical Outcome: Provide 24-hour access to runaway and at-risk youth seeking support from NRS

A. Build the Infrastructure and Capacity to Deliver Results for Youth		B. Strengthening, Deepening, Broadening NRS Programs			
1. Diversify and Expand Revenue Sources: "Show Me the Money"	2. Build a Prominent, Influential National Leadership Council	3. Make Prevention a Priority	4. Make NRS a Household Name	5. Build Knowledge about Runaway and At-risk Youth as the Experts	6. Maximize Service Impact
a. Expand individual giving with emphasis on major gifts b. Expand corporate and foundation giving c. Expand board role in fundraising d. Increase fundraising from special events	a. Create a national leadership council	a. Promote the utilization of the RPC to programs that impact youth and families b. Provide training & technical assistance to programs utilizing the curriculum c. Collect qualitative and quantitative data from curriculum measurement tools	a. NRS is visible to youth and key stakeholders b. Cultivate media sources to turn to NRS as THE expert in RHY c. Utilize relationships with service providers, including educators, to inform youth and parents of services	a. Utilize and analyze NRS data to inform public b. NRS presents as national experts at conferences across the country	a. Integrate changing technologies b. Build volunteer capacity c. Core services preserved with integrity