



***The Arc***<sup>TM</sup>

*Massachusetts*

**2017 - 2020  
Strategic Plan**

# Mission

“The mission of The Arc of Massachusetts is to enhance the lives of people with intellectual and developmental disabilities, including autism, and their families. We fulfill this through advocacy for community supports and services that foster social inclusion, self-determination, and equity across all aspects of society. ”

# Goals

Maintain and build strong relationships in government to ensure positive outcomes for our constituents by influencing

- a) Laws
- b) Policies
- c) Funding

Recognition of The Arc as the leading voice of people with I/DD including autism

- a) General public is aware of us and supports our constituents
- b) Our constituents know who to call for assistance

Promote acceptance of people with disabilities across all areas of society

- a) Address discrimination and unintended bias
- b) Empower our constituents to determine their future
- c) Advance community inclusion

# Strategies

1. Increase public awareness and name recognition of The Arc of Massachusetts
  - a) Utilize traditional and social media effectively (goals 1 and 3)
  - b) Build capacity (goal 2)
  - c) Increase our influence on Beacon Hill (goal 2)
  - d) Positively promote people with disabilities and their achievements (goal 3)

# Strategies

2. Meet state funding objectives for services and supports
  - a) Develop strategic partnerships to strengthen position and impact (goals 1-3)
  - b) Align top tier policy resources to critical issues (goal 2)
  - c) Create capacity to engage more frequently and directly with key legislators, agencies, chapters, and partners (goals 1-3)
  - d) Ensure adequate funding for maintenance, development, and growth of supports and services (goals 1-3)

# Strategies

## 3. Build financial capacity

- a. Ensure that The Arc of Massachusetts has a sustainable financial foundation and funding to support meaningful program expansion, advocacy, and outreach (goals 1-3)
- b. Secure funding to meet current needs, to grow existing programs, to take advantage of unanticipated opportunities, and to respond to unforeseen needs. (goals 1-3)