



NATIONAL
STRATEGIC PLAN
5-YEAR AGENDA: 2015-2019



MOTHERS AGAINST DRUNK DRIVING

MADD's five-year agenda to advance and achieve our mission is dedicated to saving more lives and supporting more victims. This strategic direction moves us further down the road to fulfilling our ultimate goal: No More Victims.

NEW VISION

A nation without drunk and drugged driving.

NEW MISSION

The mission of Mothers Against Drunk Driving is to end drunk driving, help fight drugged driving, support the victims of these violent crimes, and prevent underage drinking.

STATEMENT OF STRATEGIC DIRECTION

Between 2015 and the end of 2019, we will focus our highest level of attention and resources on these four priorities:

- Build effective strategies and increase fundraising capabilities and capacity, resulting in significant revenue growth.
- Strengthen organizational effectiveness by building volunteer and staff capacity and expertise.
- Implement an integrated infrastructure to improve organizational effectiveness and performance.
- Build a nationwide communication strategy that effectively reaches and impacts key target audiences.

STRATEGIC GOALS ►

1

REACH AND
SERVE MORE
VICTIMS.

- Serve 265,000 total victims/survivors of substance impaired driving and underage drinking
- Provide 5 million services to victims and survivors
- Impact the lives of 100,000 people seeking prevention support

2

**ACCELERATE
PROGRESS**
ON THE CAMPAIGN TO
ELIMINATE DRUNK DRIVING.

- Increase passage of all-offender ignition interlock laws to 30 states
- Increase the number of all-offender ignition interlocks installed to 500,000
- Support efforts to develop advanced alcohol detection technology

3

REDUCE
DRUNK AND DRUG-IMPAIRED DRIVING
AND PREVENT
UNDERAGE DRINKING BY USING
EVIDENCE-BASED STRATEGIES.

- Decrease drunk driving fatalities and injuries by 25%
- Decrease 12 to 20 year olds drinking alcohol to 22%
- Define MADD's role in addressing drug impaired driving

4

ACHIEVE OPTIMAL ORGANIZATION EFFECTIVENESS BY
BUILDING VOLUNTEER AND STAFF **CAPACITY**
AND EXPERTISE.

5

STRENGTHEN THE **RELEVANCE** AND **URGENCY**
OF MADD'S BRAND AND MISSION TO INCREASE SUPPORT
OF OUR MISSION.

6

BUILD A SUSTAINABLE FUNDRAISING PORTFOLIO
RESULTING IN SIGNIFICANT **REVENUE GROWTH.**

7

IMPLEMENT AN **INTEGRATED INFRASTRUCTURE**
TO IMPROVE ORGANIZATION RESULTS.



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**IF YOU OR A LOVED ONE HAS BEEN AFFECTED BY DRUNK DRIVING, MADD IS HERE TO HELP.
VICTIM/SURVIVOR 24-HOUR HELP LINE 877.MADD.HELP**