



# Leading Your NAMI Organization: How the Standards of Excellence Maps Your Way

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# Session Overview



**Our  
Alliance:  
Who We  
Are**

**SoE History,  
Chartering  
&  
Reaffiliation**

**Panel: SoE  
Yesterday,  
Today &  
Tomorrow**

**Questions  
&  
Discussion**

**Exercise:  
Bringing It  
All Back  
Home**



## Who We Are

- The nation's largest grassroots **alliance** building better lives for millions of people affected by mental illness.
- We have a shared mission, vision and values
- Today, post Re-Affiliation, we are an alliance of the national **NAMI** organization in Arlington, Virginia, **48 NAMI State Organizations** and over **600 NAMI Affiliates**.



Our Movement Our Moment

#NAMICON19

2019 NAMI  
National  
Convention

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# NAMI Standards of Excellence



# Why Standards of Excellence?

- Standards are our roadmap to best practices, governance models and operations.
- They give us credibility and accountability.
- Our roles and responsibilities are defined.





## A Brief History . . .

**2007** – NAMI leaders form Standards Work Group

**2010** - the national NAMI board approved our current Standards of Excellence with a formal **re-chartering (State Organizations and re-affiliation (Affiliates))** process with NAMI.

**2013** – Deadline for chartering NSOs

**2018** – 12/31: deadline for Re-affiliation of NAs



## Alliance Roles & Responsibilities

- Organizational responsibilities
- Mutual expectations written clearly & simply

### NAMI

### NAMI State Organization

### NAMI Affiliate

#### NAMI Programs

- Develop and update evidence-based (or best practice) education and support programs; set policies that regulate the provisions of programs
- Develop and maintain processes for data collection and reporting; trains on data collection
- Analyze and report data delivery and program outcomes

- Adhere to NAMI program policies; train NAMI signature program facilitators; maintain program fidelity; report issues to NAMI
- Develop and implement programs based on state-specific needs
- Provide trainings and technical assistance to NAMI affiliates

- Adhere to NAMI program policies; organizes and implements support groups and education classes; maintain program fidelity; report data on education programs and support
- Develop and implement programs that align with state priorities and are based on community needs





**Panel Discussion:  
Standards of Excellence:  
Yesterday, Today & Tomorrow**



- What have you learned from NAMI's Standards, Chartering and Re-Affiliation?
- Are your relationships clearer and stronger?
- What do you find yourself doing differently?
  - Governance
  - Fundraising
  - Programs
  - Communications
  - Advocacy



- How did the Standards of Excellence provide a roadmap for you during the reaffiliation process?
- What was the biggest challenge for NSO/NAs in your state and how did you solve it? (Model B! A new model to undertake.)



- What are you doing now to build stronger affiliates and start up new ones?
- Do you have an action plan?
- Do you have affiliate development staff?  
How is your staff working to build affiliate capacity?
- How can NAMI support your work?





# Bringing It All Back Home





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