



NATURAL FAMILY PLANNING TEACHERS' ASSOCIATION

Business Plan

Mission Statement:

We are committed to promoting fertility awareness education, through the dissemination of knowledge and providing teacher training courses. The Association embraces diversity, by creating an accessible and supportive learning environment, showing respect without boundaries to all.

Strategy:

- To extend our sphere of influence: network, marketing, Churches (all faiths).
- To update teaching to incorporate new and expanding technologies: ie infertility, birth control impacts etc.
- To promote dissemination of knowledge
- To promote and increase membership of the Association.

Markets:

- Health professionals
- Ecology Groups
- Moral users - inc: Church
- Infertility Clients
- International Students
- Word of Mouth

Current Position:

Commencement – Voluntary Organisation teaching since 1984.

- Limited membership
- Expanding international interest
- Limited interest UK
- New committee members joining the management team
- Three new tutors trialling February 2022 course
- Increasing interest in online course

Target Position:

- Improvements on all current positions.

Development Plans:

- Development not limited to:
- Upgrade/update course – work in progress
- Commissioning research project – work in progress
- Investigation and review of RYB App – Association to endorse.
- Attracting assistance in support of the bi-annual News letter

In addition:

- Increase membership of the Association.
- Continue to attract new committee members
- Promotion
- Younger members
- Widen support base
- Increase collaboration with NFPTA Ireland
- Network

The Association are excited with the progress we have made over the last year and welcome new team members to further our aim of widespread dissemination and knowledge of fertility and its many benefits to health and society in general.

Date: 31st December 2021