



International Franchise Association

# STRATEGIC PLAN 2015

## IFA MISSION

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Protect, enhance and promote franchising

## IFA VISION

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The preeminent voice and acknowledged leader for franchising worldwide

## IFA STRATEGIC PRIORITIES

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- Government relations and public policy
- Media and public relations
- Education and professional development

## IFA VALUES

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Integrity

- Infusing high ethical standards into all efforts

Respect

- Showing thoughtful consideration for all members, staff and others with whom we work

Trust

- Faithfully fulfilling our responsibilities to members

Excellence

- Delivering high-quality content and programs that propel franchising forward

Diversity

- Embracing the diversity of individuals, ideas and perspectives

# IFA STRATEGIC GOALS AND OBJECTIVES

## GOAL STATEMENT A

IFA will inform and influence the legislative, regulatory and public policy decisions that impact franchising.

### Objective 1:

Deliver and execute programs that advocate for pro-growth, pro-franchising policies at the state, federal and municipal levels which protect, promote and enhance franchising.

### Objective 2:

Manage legal responses and develop proactive legal engagements to defeat illegal or unconstitutional government action against the franchise industry.

### Objective 3:

Execute a comprehensive grassroots advocacy plan to defeat harmful legislation and promote pro-growth policies to enhance franchising.

### Objective 4:

Raise awareness of and increase participation in FranPAC to support the public policy objectives of the franchise business community, and increase awareness of franchising issues and the economic impact of franchising through targeted state and municipality political support.

## GOAL STATEMENT C

IFA will promote the positive attributes of the franchise model among key stakeholders and diverse audiences.

### Objective 1:

Conduct integrated public affairs and education campaigns using both earned and paid media about the franchise model and the impact of public policy initiatives.

### Objective 2:

Educate the public and diverse audiences about franchising, the entrepreneurial opportunities it provides, and its impact on the national, state, and local economies.



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## GOAL STATEMENT B

IFA will increase franchisee membership and engagement to protect the franchise model and foster enhanced franchise relations and positive advocacy outcomes.

### Objective 1:

Expand the Franchise Action Network (FAN), an integrated, nationally-run grassroots advocacy program at the federal, state and municipal levels, (formerly Franchise Congress) to proactively educate key stakeholders.

### Objective 2:

Create content to help franchisees grow and protect their businesses through targeted communications vehicles and educational events.

### Objective 3:

Promote and increase current and future franchise buyer/investor education about franchising.

## GOAL STATEMENT D

IFA will deliver programs and services that provide increased value to members—franchisees, franchisors, and suppliers.

### Objective 1:

Enhance franchising by providing education and training opportunities for franchise executives.

### Objective 2:

Conduct research about franchising and the issues impacting the franchise model to support IFA advocacy efforts and IFA Member Company's marketing and development efforts.

### Objective 3:

Drive revenue growth opportunities through quality member services, including, conferences, sponsorships and advertising.

### Objective 4:

Create original content to help members stay abreast of news, trends, tools, and issues impacting franchising.

### Objective 5:

Provide information and educational resources to assist IFA members to expand internationally.

## CONCLUSION

The intent of this Strategic Plan is to bring focus to what IFA will achieve during the life of the plan. It is driven by an envisioned future that realizes the full potential of the industry and the organization. It includes assumptions based on factors known today, but is flexible to adjust to emerging issues and threats. This Strategic Plan will guide annual operational plans to achieve performance measures and ensure the organization is on the right path to remaining the preeminent voice and acknowledged leader for franchising worldwide.