

STRATEGIC PLANNING

***MEMBERSHIP – RENEW, RETAIN, RECRUIT, REVITALIZE = GROWTH & SUCCESS**

- * Unite your team efforts & have FUN challenges – (include TAL, ALA, SAL)
- * Thank Members & Show Appreciation – (Renewals, Talents, Contributions, Ideas, Awards)
- * Buddy Up/Nurture – (Engage members by giving voice & opportunities to volunteer)
- * **FIT**: **F**ind out if a member is eligible to join by asking. **F**ollow-up on leads.
Introduce opportunities/learn their **I**nterests (Volunteer, Programs, Benefits, Fundraising)
Tailor efforts to the needs of a potential members **T**ime available to help & **T**alents.

* **ACTION** – Go for **GOAL** – Reach out to younger family members, past scholarship recipients, Girls Staters, poppy helpers, & event helpers by welcoming them to help with planning & needs for future events.

***IMPROVE VISIBILITY – DREAM & DO**

- * Educate & Shine with Positivity – Who We Are and What We Do
- * Update Branding to mirror & create Excitement & Inclusiveness
- * Volunteer/Support/Partner with other organizations – Share Successes & Make a Difference
- * Be Aware/Share/Celebrate Patriotic Holidays & Events
- * Show Membership Value with loyalty & pride as part of a powerful network of voices on behalf of veterans, the military, and their families.

***ENHANCE & HIGHLIGHT VISION & MISSION**

- * Forward Thinking – Long Range Goals & Action Plans – Report!
- * Share training, workshops, traditions, rituals, resources – Visit other Units
- * Check Unit's health with surveys & initiating change from feedback for member satisfaction.
- * Engage ALL members with positivity & respect
- * Utilize the ideas, opinions, advice, strengths, experiences, & perspectives of everyone.

***LEADERSHIP RESPONSIBILITIES DEFINED**

- * Duties & deadlines outlined in C&B, Handbook, Policies & Procedures, On-line Resources
- * Inform members of contact info for local, state & national resources & benefits to succeed.
- * Support Unit Development & Revitalization and Healthy Unit checks
- * Maximize & match member talents to leadership opportunities they enjoy. Monitor & mentor to change them from just dues paying to making a difference in the community.

***CIP – COMMUNICATION IMPROVEMENT PLAN**

- * Utilize Technology – Social Media, Phone Tree, Text, Email, Letter (How does member want contact?)
- * Grassroots ZOOM calls, committees disseminate information & resources. Think outside the Box!
- * Update members contact information & emails on ALAMIS & Department's contact lists.
- * No technology – Buddy Up with TAL, SAL, another ALA member &/or assist another Unit.