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.

 **I**ntroduce opportunities/learn their **I**nterests (Volunteer, Programs, Benefits, Fundraising)

 **T**ailor 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.