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.