

MOAA ALAMO CHAPTER 2019 ACTION PLAN SCORECARD “TOP PRIORITIES”

PRIORITY 1: Increase and Retain Membership

Goal: By Dec 31, 2019 grow Chapter membership to 1500.

| Action Items/Steps | Lead Person(s) | Status |
|---|---------------------|--------|
| 1.1 Formalize all recruitment opportunities, i.e., newcomers’ orientations, transition assistant programs (TAP), executive transition assistant programs (ETAP), retiree days, etc. into a quarterly calendar so staff/chapter members can signup to help staff the display table. | Cunningham & Staff | |
| 1.2 “Find a cause” that we can support on base, i.e., army emergency relief, etc. so we can use as opportunities to help raise funds for the cause while giving exposure to MOAA-AC and signing up new members. | Cunningham | |
| 1.3 Review and improve the “new member on-boarding process” and associated emails, mail correspondence, etc, to insure it is efficient, user friendly and compels new members to join and renew. | Estrada & Meserve | |
| 1.4 Focus on the Army Residence Community (ARC) for more members <ul style="list-style-type: none"> • Form a Satellite Chapter at the ARC • Have an ARC staff member on our Chapter leadership team/staff | Meyers & Patrick | |
| 1.5 Target former Austin Chapter members <ul style="list-style-type: none"> • Send an introductory letter to all and include them in all our electronic communications, i.e., | Meyers & Cunningham | |

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PRIORITY 2: Sustain a Positive Long-term Financial Position

Goal: Sustain the budget and financials so expenses do not exceed income at the end of any year.

| Action Items/Steps | Lead Person(s) | Status |
|---|------------------|--------|
| <p>2.1 Increase donations for Chapter scholarships and operations</p> <ul style="list-style-type: none"> • Participate in the “Big Give” scheduled March 28, 2019 and the “Giving Tuesday” scheduled Dec 3, 2019 for donations to the 501(c)3 MOAA-AC Educational Foundation • Develop more compelling touchpoint solicitations throughout the year for donations from members to Chapter 501(c)4 operations | Skopal & Estrada | |
| <p>2.2 Meet or exceed the Non- Dues Revenue budget for <i>Lariat</i> advertising and Corporate Sponsors.</p> <ul style="list-style-type: none"> • <i>Lariat</i> > \$10,000 • Corporate Sponsors > \$1,500 | Skopal & Staff | |
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