

MOAA ALAMO CHAPTER 2018 ACTION PLAN SCORECARD

PRIORITY 1: Sustain Strong & Influential Legislative Efforts/Programs

Goal: Visit with every constituent legislator at least annually.

Action Items/Steps	Point Person(s)	Status
1.1 Legislative outreach teams continue to make visits to legislators; and invite legislators to our chapter functions. Visit reports to be included in The Lariat.	Robert Blake & Ed Marvin	.
1.2 Educate membership on how to advocate using Endeavor/CapWhiz.		

PRIORITY 2: Increase and Retain Membership

Goal: By Dec 31, 2018 grow Chapter membership to 1700.

Action Items/Steps	Point Person(s)	Status
2.1 Focus on “catchment area” targeted recruiting: <ul style="list-style-type: none"> • Use the MOAA ZIP code alignment list to target high military populated areas (Corpus, Del Rio & the Valley.) • Where feasible, visit these areas with goal of getting them to start new MOAA Chapter. 	Cunningham & Staff	
2.2 Include as a discussion topic at each staff meeting to study and recommend action steps on “how to get more chapter members involved”.	Meyers & Marvin	
2.3 Pursue automatic free membership for new residents at Blue Skies and ARC.	Cunningham & Patrick	
2.4 Fill staff vacancies, i.e., Secretary, President Elect, and a “Buddy” for each position.	Meyers & staff	
2.5 Create social media presence with Twitter and/or Facebook.	Poole	

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PRIORITY 3: Conduct Top Quality Monthly Programs/Events

Goal: Events, overall, will be in the “black” with a focus on generating revenue; increase attendance to at least 100+ attendees/event.

Action Items/Steps	Point Person(s)	Status
3.1 Lock in all events with presenters at least 6-months in advance (ideally have an annual program calendar ready by Jan 1 of each year).	Patrick	
3.3 Administer a survey to all members asking for input and feedback on types, caliber, etc. of programs & events – sent to all attendees immediately following an event.	Patrick	

PRIORITY 4: Sustain Positive Financial Position

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

Action Items/Steps	Point Person(s)	Status
4.1 Establish Chapter Scholarships Outreach Foundation as a 501(c)(3); get “MOAA-Alamo Chapter” on approved Combined Federal Campaign agency list for donations and The Big Give and Giving Tuesday.	Jim Cunningham	Submitted to IRS Dec 2017.
4.2 Meet or exceed the Non- Dues Revenue budget of \$46,000. <ul style="list-style-type: none"> • Push <i>Lariat</i> advertising • Give PC Creative Services (<i>Lariat</i> printer & mailer agency) free ad space if they give a printing discount. 	Paredes	.
4.3 Solicit more corporate partners. <ul style="list-style-type: none"> • Use C of C mail lists. • Make “honorary” members. • Create, develop and implement 	Cunningham & Paredes	.

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<p>advertising strategy to assist bottom line and membership.</p> <ul style="list-style-type: none"> • Solicit partners to sponsor an event, lunch table, etc. • Encourage partners to exhibit at lunches, etc. 	<p>Meyers & Poole</p>	
<p>4.4 Evaluate the need for a dues increase in 2019.</p>	<p>Meyers & Staff</p>	