

MOAA ALAMO CHAPTER - 2025 ACTION PLAN SCORECARD "TOP PRIORITIES"

PRIORITY 1: INCREASE AND RETAIN MEMBERSHIP

Goal: Emphasize Chapter "paid" memberships and maintain, at a minimum, a 75% level.

Action Items/Steps	Lead Person(s)	Status
<p>1.1 Sustain visibility of membership recruiting and retention activities as well as continuing to expand contact venues.</p> <p>a. Maintain a quarterly calendar for recruiting or retention opportunities. Evaluate attendance for both membership and marketing value.</p> <p>b. Establish a Membership Committee with a clear succession line.</p> <p>c. Exhibit and/or promote MOAA and the Chapter at military and community events. Ensure new members are greeted and welcomed and recognized.</p>	<p>Estrada/ Committee & Exec Staff</p>	<p>The calendar updated and shared; new members are greeted and asked to identify when programs begin. Sponsors are provided reserved seating and recognized.</p>
<p>1.2 Continue to instill an organizational culture which encourages</p>	<p>Estrada & Exec Staff (Membership VP/</p>	<p>Working on planning a fall field trip with the following ideas:</p> <ul style="list-style-type: none"> - Toyota Tour - Working Dog Demo

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<p>members to own the recruiting and retention processes. <i>"Chapter's Membership is everyone's mission."</i></p> <p>a. Sustain and increase member activities/events that promote group involvement to enhance members' experience, reinforce membership retention, and increase paid membership status. Work with Programming to include additional activities outside luncheons. Concentrate on exclusivity of activities.</p>	<p>Committee/Programs/Scholarship Coordinator)</p>	<p>- Behind-the-scenes at Food Bank</p>
<p>1.3 Explore, evaluate, and coordinate the execution of initiatives that may enhance Membership & Retention.</p> <p>a. Enhance brand awareness through <i>expanded recruiting demographics</i> placing special emphasis on organizing and/or participating in events</p>	<p>Estrada, Volunteer Coordinator, Chapter Leaders & Staff Membership VP & Committee, Admin, Programs, and Exec Staff</p>	<p>Work in progress.</p>

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<p>for younger members, prospects, and their families,</p> <p>b. Explore ROTC cadet integration opportunities.</p> <p>c. Sustain current and expand partnering relationships.</p>		
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PRIORITY 2: SUSTAIN A POSITIVE LONG-TERM FINANCIAL POSITION

Goal: Sustain the budget and financials so income exceeds expenses over a 3-year period.

Action Items/Ste_es	Lead Person 	Status
<p>2.1 Revise and update marketing materials, website to reflect sponsorship opportunities</p> <p>a. Formalize and improve compelling messages for e-mail and touch point solicitations throughout the year for donations from members to support Chapter operations.</p> <p>b. Amplify the robustness of Facebook page to attract potential members, donors, and sponsors.</p>	<p>Skopal& team/committee</p>	<p>Continue to look for ways to add additional Corporate Sponsors to our portfolio. We recognize our current sponsors at luncheons and through the Lariat.</p> <p>In coordination with Kathie, attend outreach events to reach as many potential new contacts.</p>
<p>2.2 Review and enhance current sponsorship levels, especially at the higher levels.</p>	<p>Skopal& team/committee</p>	<p>We approach current Corporate Sponsors to host upcoming luncheons or upgrade their sponsorship level when they renew membership as well as other</p>

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<p>a. Pursue sponsors to pay for luncheons and events. Include "sponsor face-time" at monthly luncheons/events with opportunity for sponsor table set-ups and introductory announcements for larger sponsors.</p>		<p>opportunities to speak to them.</p>
<p>2.3 Meet or exceed the non-dues revenue budget line items for: a. <i>Lariat</i> Advertising: \$6000 b. Corporate Partnerships: \$3000 c. Chapter Donations to Operations: \$12,000</p>	<p>Skopal & team/committee for 2.3 a & b.</p>	<p>The Advertising budget was increased from \$5000 to \$6000 for 2025. We expect to be able to meet the new goal this year. We are currently at \$2950 this year which is 49% of our annual goal. This is because one of our biggest advertisers paid their annual invoice early.</p> <p>Our Corporate Sponsor budget was also increased from \$2000 to \$3000 this year. We have lost one Corporate Sponsor this year, but have already obtained a new sponsor for 2025. Even though we are at \$250 so far this year, which is 1% of our annual goal of \$3000, we expect to be able to meet it this year.</p>

PRIORITY 3: STRONG & INFLUENTIAL LEGISLATIVE ADVOCACY EFFORTS

Goal: Maintain a robust Advocacy Program that focuses chapter members on legislative issues where advocacy impact will make a difference.

Action Items/Steps	Point Person(s)	Status
<p>3.1 Develop a robust representation with chapter members for all Federal and State Representatives. Communicate issues to</p>	<p>Cunningham & members of his legislative outreach team.</p>	<p>Continuing to recruit additional members to assist with contacting Reps and Senators at the state and</p>

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<p>chapter members for action with state and federal representatives.</p>		<p>Federal level. In process of bringing seven new individuals on board particularly with the State legislature and our TCC Storming of the Hill in late March.</p>
<p>3.2 Encourage Chapter members to make their voices heard on legislation using MOAA's Quorum. a. Provide monthly legislative updates via The Lariat, the website, and/or luncheons/events.</p>	<p>Cunningham & members of his legislative outreach team.</p>	<p>Encouraging all membership to use the Advocacy contained in the National MOAA website as well as Quorum through the newsletter. Updated MOAA-AC website to reflect current Legislative information.</p>

PRIORITY 4: LEADERSHIP SUCCESSION PLANNING

Goal: By Dec 31, 2025 have all elected officer positions occupied along with a successor identified.

Action Items/Steps	Point Person(s)	Status
<p>4.1. Take a "succession brainstorming team" approach to ensure that all positions below are occupied with a qualified replacement waiting in the wings:</p> <ul style="list-style-type: none"> a. President b. President Elect c. Secretary d. Treasurer e. VP Membership f. VP Programs g. VP Legislative h. VP Marketing & Development 	<p>Elected officers & priority point person(s).</p>	<p>The president, president-elect, treasurer, programs, membership, and marketing positions are filled. Needs projected for president-elect as of Jan 1, and scholarship/leadership development. Revised all job descriptions. Posting on website. Finalizing contracting with new admin asst to assist Trish Meserve.</p>

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i. VP Scholarships & Leadership Development		
4.2 Develop programs, to include checklists as needed, for each position, ensuring a smooth transition turnover.	Current incumbents and chapter leadership.	Transition programs in place for some positions.

PRIORITY 5: MAINTAIN STRONG INVOLVEMENT & PRESENCE IN THE COMMUNITY

Goal: Support other charitable efforts through Chapter programming and budgeting efforts.

Action Items/Steps	Point Person(s)	<i>Status</i>
5.1 Engage members in advocacy supporting other charitable veteran/military related efforts including, but not limited to: a. USO Warrior and Family Support Center b. Soldiers' Angels c. Scholarships d. Food and clothing drives	Chapter staff and members led by the Volunteer Coordinator/Pete Schaub	Created new position for VP of Community Outreach to include job description. Reviewing membership applications of new recruits for potential volunteers. Budgeted \$1500 for community outreach activities.