

# **MOWW Puget Sound Chapter**

## **Chapter Action Plan – 2024-2025**

Following the lead of the National Organization and Region XIV, the Puget Sound Chapter Commander and Executive Board present our Chapter Strategic Goals, Objectives, Metrics and Planned Actions for 2024 – 2025.

### **STRATEGIC GOAL #1 – Consistently develop and deliver attractive and high-impact community outreach programs and activities.**

#### **Objective 1 – Grow strong, sustainable outreach programs.**

Related metrics:

1. \* Did chapter increase number of Companions actively involved in chapter outreach programs?
2. \* Did chapter increase the number of community outreach programs not previously performed?
3. \* Does chapter have a viable Patriotic Education program?

Planned Actions:

- Host a YLC Program each year and work to increase quality year by year. NWYLC Foundation has lead.
- Hold at least one YLS this year. NWYLC Foundation has lead.
- Host a Massing of the Colors yearly and work to increase attendance and participation of other service organizations each year. WSPD Committee has lead.
- Support ROTC/JROTC Programs by attending their award ceremonies each year, increasing support where possible. Provide medals for top students. Engage them in our Patriotic Education Program and WSPD. ROTC Committee has lead with Awards Committee support.
- Present MOWW awards to young men and women in every facet of Scouting. Scouting Committee has lead with Awards Committee support.
- Schedule Law and Order award presentations to local First Responders at one or more Chapter meetings during the year. Schedule related speaker for at least one chapter meeting. L&O Committee has lead with Awards Committee support.
- Schedule Homeland Security and National Security Programs using knowledgeable speakers at chapter meetings. Homeland Security Committee and National Security Committee have lead.

- Schedule a Patriotic Education Meeting each year using the Historic Flag Program and Cadet participants. As a major part of this program, bring in multiple young people to receive the Bronze Patrick Henry. Patriotic Education Committee and ROTC Committee are responsible.

- Long Range: Investigate how our chapter might play a role in celebrating America250. Action: Information and Publicity Committee Lead

**Objective 2 – Integrate community leaders who are not eligible for MOWW membership into chapter community outreach programs and activities such as the MOWW Patriot Program.**

Related metrics:

4. Did the chapter increase the number of inducted MOWW Patriots and are they actively involved in chapter outreach programs? Membership Committee has lead, with Outreach Committees on point.

Planned Actions:

- Draft a description and guide for what a Patriot is, how we welcome them into the chapter and what they do. Action Officers: Ron Kirkland and John McConnel

- Identify at least 2-5 new Patriots to join the chapter this year. Action Officers: Dick Muri, Membership Committee have lead

**STRATEGIC GOAL #2 – Expand our impact through alliances and partnerships with local organizations that align with our mission.**

**Objective 1 – Codify existing and new formal relationships with appropriate organizations and emphasize those relationships publicly.**

Related metrics:

5. \* Has chapter increased the number of alliances and partnerships established with local veteran and non-veteran organizations that align with the MOWW mission.
6. Does chapter have a list of its alliances and strategic partnerships?

Planned actions:

- Draft list of current alliances and partnerships. Action: Adjutant with input from committee chairs.

- Determine whether chapter wishes to become a Wreaths Across America sponsor. Action Lead: Veterans Outreach Committee Chair

- Brainstorm ideas for additional local partners to pursue and strategies to pursue them. Action Lead: Chapter Commander

**Objective 2 – Develop and implement a process for identifying and vetting potential alliances and strategic partners.**

Related metrics:

7. Has chapter pursued and developed alliances and partnerships with local veteran and non-veteran organizations that align with the MOWW mission?

Planned actions:

- Take advantage of support from National and Region to establish and develop mutually supportive relationships. Action: Chapter Commander lead.
- Appoint a project officer to identify, contact, and establish working relationships with these organizations. Action: Chapter Commander.

**Objective 3 – Integrate established alliances and strategic partnerships with existing and new programs and activities.**

Related metrics:

8. Has the chapter conducted joint chapter meetings with partnered organizations?
9. Has the chapter conducted joint community outreach activities with partnered organizations?

Planned actions:

- Invite partner organizations to one or more Chapter meetings during the year. Action: Chapter Commander.
- Invite partner organizations to participate in/sponsor Washington State Patriotic Day. Action: WSPD Chair.
- Invite partner organizations to assist with NWYLC. Action: NWYLC Chair.

**STRATEGIC GOAL #3 – Increase Chapter visibility.**

**Objective 1 – Implement a Communications and Marketing Strategy that includes use of technologically based platforms and medium.**

**Objective 2 – Integrate the Information & Publicity Committee as the focal point for creating and executing the Communications and Marketing Strategy.**

**Objective 3 – Develop and Implement communications, marketing, and engagement strategies which include websites and social media.**

Related Metrics:

10. Does the chapter have a website?
11. \* Does the chapter have a dedicated social media presence?
12. Has the chapter grown its visibility in the community?

Planned Actions:

- Continue to refine our Chapter website and expand its application to Chapter activities. Action: Keith Snyder
- Continue to use and expand the use of our Facebook page for the publicizing of Chapter activities. Action Lead: Keith Snyder, Bill McCleary (photos)
- Use our Chapter newsletter, the Dispatch, in both electronic and hard copy, to 'get the word out' and keep Chapter companions up to date. Action: Dave Gibson
- Explore other social media (X, YouTube, etc.) for possible Chapter use as publicity tools. Action: Keith Snyder
- Use the MOWW News Release Guide to get Chapter information into the local newspaper. Action: Dave Gibson
- Compose an 'elevator speech' for Chapter companions to use when talking to people in the community. Action: Information and Publicity Committee
- Create and publicize a Chapter speakers bureau to heighten awareness of our presence and activities in the community. Prepare a 15-minute presentation for use by designated bureau speakers. Action: Information and Publicity Committee
- Prepare a Chapter history presentation and distribute to companions. Action: Information and Publicity Committee, Assist: Chapter Historian

**STRATEGIC GOAL #4 – Grow Engaged and Sustainable Chapter Membership.**

**Objective 1 - Motivate and influence Companions to proactively attract new Companions.**

**Objective 2 - Retain existing members.**

**Objective 3 - Sustain veteran membership above 75%.**

Related Metrics:

13. \* Has the chapter met EXCOM recruiting goals (at least 12 new Companions)?

14. \* Has the chapter increased the number of new Companions recruited (excluding renewals and reinstatements)?
15. \* Has the total number of individual Companion-sponsors of new members increased from the previous operating year?
16. \* Have 85% of Regular and Hereditary Members renewed their membership?
17. \* Has the chapter sustained veteran membership above 75% requirement?
18. \* Has the chapter held at least one general chapter meeting per quarter?
19. \* Has the chapter increased the average number of Companions attending regular Chapter meetings?

#### Planned Actions:

- Use the Chapter Membership Committee to initiate and focus the Chapter recruitment effort.
- Target potential new members identified by companions using formal and email invitations, and one-on-one conversations. Action: Membership Committee lead
- Maintain a database of potential members to include contact information (remembering that we can recruit senior NCO's now). Action: Membership Committee lead
- Advertise Chapter events in print and electronic social media including the Chapter Facebook page and our website. Action: Keith Snyder
- Talk up recruiting successes at meetings. Action: Membership Committee lead
- Give every new member a point of service. Action: Membership Committee lead
- Keep an eye on veteran % available on national website to stay above 75% requirement. Action: Chapter Commander and Membership Committee
- Hold chapter meetings in Sep, Oct, Nov, Jan, Feb, Mar, Apr, May, and Jun, picnics in July and August and a strictly social gathering in Dec. Action: Chapter Commander, Staff
- Conduct interesting programs to encourage increasing meeting attendance. Action: Chapter Commander, Staff
- Encourage every Companion to be a recruiter – incentives? Action: Membership Committee lead, Awards Committee assist

### **STRATEGIC GOAL #5 – Increase revenues to ensure adequate financial resources are available to fulfill the Chapter's mission.**

**Objective 1 - Identify and engage in new funding streams (or revive old ones) in support of chapter mission and activities.**

**Objective 2 - Implement increased external and internal sources of revenue.**

**Objective 3 - Develop local fundraising initiatives that seek donations and grants from outside MOWW membership and annual P&M Fund distribution and personal contributions from Companions.**

Related Metrics:

- 20. \* Did chapter conduct annual fundraising drive?
- 21. Does chapter have a list of local donors?
- 22. Does chapter use technology in administration of their fundraising program?

Planned actions:

- Reinstate Chapter dues collection. Action: Finance Officer lead
- Assure that invested Chapter funds are earning the maximum return. Action: Finance Officer lead
- Add fundraising to Chapter events, soliciting contributions and/or selling patriotic mementos such as flags, plaques, etc. Take full advantage of NWYLC Foundation 501c3 status to conduct regular fundraising. Action: Finance Committee and NWYLC Foundation co-lead
- Appoint a Chapter fundraising officer to create and exploit fundraising opportunities. Action: Chapter Commander
- Publicize Perpetual Memberships and encourage Companions to seek and acquire them. Action: Membership Committee

**STRATEGIC GOAL #6 – Increase the number of chapters and strengthen existing chapters.**

**Objective 1 - Attract, develop and retain dedicated chapter members.**

**Objective 2 - Seek, identify and develop strong chapter leaders.**

**Objective 3 - Strategically identify opportunity-rich locations and prospective Companions in those locations for possible new chapter development in coordination with Region.**

**Objective 4 - Assist Region in search for Region officers.**

Related Metrics:

- 23. \* Does chapter recognize Companions and Patriots with recognition awards and certificates?
- 24. \* Does chapter have a viable succession plan?
- 25. \* Have chapter commanders prepared Companions to assume Chapter leadership roles?

#### Planned Actions:

- Focus first on making sure our chapter maintains a strong recruiting program (see Strategic Goal #4). Action: Membership Committee Lead
- Make sure to recognize chapter members with awards at every opportunity. Action: Awards Committee Lead
- Review Succession Plan. Action: Chapter Commander and Staff
- As resources permit, assist the Regional and National organizations in establishing new chapters. Action: Senior Vice Commander
  - Identify likely locations with our chapter's geographic AOR that might support a new chapter (large total population, military resources, veteran population, other VSO's).
  - Identify current or potential members in those likely locations.
  - Reach out to other smaller and newer chapters in our geographic area to share our experience and help mentor new leaders.
  - Acquire from public sources the names and contact information of veterans and active-duty officers. Invite those people in our area to join our Chapter. Refer those outside our area to other chapters or to the National Office.
- Assist in Region succession planning. Action: Region Succession Planning Committee, Ed Murphy Chairman