

Implementing the Strategic Plan

Goals and Strategies	Incoming President (Yr. 1)	Next President (Yr. 2)	Next President (Yr. 3)	Notes and Accountability Committee Assignments Desired Outcomes Key Performance Indications
EXAMPLE OF GOALS AND STRATEGIES				
1) Government Affairs and Advocacy				Ongoing priority for the organization.
a) Build the PAC to reach \$150,000 annually in contributions.		<i>Note: interim goal of \$125K by July.</i>		Start mid-year (after legislative session) and build from current \$80,000 a year until \$150,000 is the average.
b) Hire an in-house lobbyist within 2 years.			<i>Budget in 3rd yr.</i> 	Work with retained outside lobbyist until budget allows supplementing outside lobbyist with in-house staff.
c) Create a customized Grassroots Political Action manual for chapters and local member.	<i>Start this spring, complete by next session.</i> 			Start writing this winter and have completed by mid-year and before the next legislative session; allow time for printing and distributing to members. Hire outside writer in necessary.
d) Monitor and protect the regulations and practice act for the industry.	<i>Ongoing priority every year.</i> 			Next legislative session and each year; appoint highly effective Government Affairs Committee and write clear charges for the committee.
e) Pass beneficial tax regulation after building coalition of supportive organizations.		<i>2nd and 3rd year priority.</i> 		Explore coalition building to enlist support in 1 st year. Seek legislative introduction in following year; pass by the third year as a new law.
f) Pass license tag legislation.				Pet project of 3 rd year pres.. appoint committee prior to taking office.