

NEW HAMPSHIRE CHAPTER OF THE MILITARY OFFICERS ASSOCIATION OF AMERICA

12 October 2017

GOALS AND OBJECTIVES 2017 - 2018

2017 - 2018 GOALS IN ORDER OF PRIORITY (Goals one through three):

GOAL 1: Maintain and increase Chapter membership.

GOAL OWNERS: President & Vice President

Objectives:

- o Grow membership by 4% annually.
- o Develop an organizational recruiting and retention campaign.
- o Broaden our recruiting market and focus on reserve components and city/town veteran lists.
- o Reduce attrition by 10% per year.
- o Determine causes for attrition and plan accordingly.

GOAL 2: Raise the level of public awareness of the Chapter.

OWNER: Public Affairs Director

Objectives:

- o Create a Public Affairs Director position on the Chapter board of directors.
- o Continue emphasizing key events and accomplishments in the Chapter newsletter.
- o Maintain a chapter website that is more adaptable and flexible in meeting the Chapter's needs
- o Increase Chapter visibility and successes through local and state-wide newspapers, television and radio.
- o Develop and implement a MOAA-NH State Service Award program to recognize state caregivers to wounded military and veteran population.

GOAL 3: Maintain financial stability

OWNERS: Treasurer & Trustee of the Trust Fund

Objectives:

o Establish a program/campaign to raise funds for the Chapter.

Measure: Number of campaigns or activities to raise funds. (ie: luncheons, clambake, raffles, etc).
Amount of funds raised. (Treasurer)

o Identify a member(s) to execute the trice annual veterans contributions 50/50 raffle

Measure: Amount of funds raised. (Treasurer)

o Identify a member to assume the function of a second authorized check writer with td bank
(Treasurer in coordination with the President)

o Increase annual retained earnings/investment gains of the chapter

Measure: Operating budget current year-end and retained earnings less that of the previous year.
(Treasurer)

Trust fund current year-end gains less that of the previous year (Trustee of the Trust Fund).

REMAINING GOALS:

GOAL 4: Provide useful services for Chapter members and their families.

Objectives:

o Conduct quarterly membership meetings/luncheons which are informative and provide opportunities for intellectual and social interaction of members.

o Offer services to assist Chapter members, their family and/or survivors in the event of the death of a chapter member as required.

o Offer travel opportunities for Chapter members, their families and sponsored friends.

o Offer a Chapter scholarship loan/grant program to members and their families.

o Provide members seeking employment with the procedure to access and register for employment on the MOAA Job Board.

o Assist members and/or surviving spouses with VA Claims assistance.

(Note: Goal owner's point of contact: NH State Office of Veteran Services, 275 Chestnut Street, Manchester, NH 03101-2411; Phone: 603-624-9230 or 1-800-622-9230; website:

<http://www.nh.gov/nhveterans/>)

GOAL 5: Earn national recognition for Chapter excellence.

Objectives:

o Maintain five star rating in the best Chapter competition.

GOAL 6: Promote the aims, objectives of the state and national legislative agendas of the Military Association of America.

Objectives:

o Ensure Chapter recruitment and other presentations that reflect support of MOAA's national aims and objectives.

GOAL 7: Promote state and national legislation beneficial to active, reserve components, retired, surviving spouses' members and their families of the Uniformed Services.

Objectives:

o Attend, and be a active participant of, the NH State Veterans Advisory Committee meetings in order to express Chapter views of specific areas of concern.

GOAL 8: Recognize and support deserving young men and women.

Objectives:

o Provide awards that recognize military achievement for deserving ROTC, JROTC and SROTC cadets in New Hampshire.

o Support state veterans organizations through monetary and non-monetary awards and certificates of appreciation.

o Provide support to active, reserve components, retired military members, their families and veterans.

o Reach out to local non-profit foundations.

GOAL 9: Strengthen the Chapter's travel program.

Objectives:

o Adding a insert to The Granite Slate advertising upcoming travel opportunities.

o Sending a blast email once each quarter announcing our program events.

o Advertise current travel program at all luncheons, our annual meeting and special events.

o Invite our travel agency regional manager to present our travel program to spouses and guests at our annual meeting.