

**Kachina – East Valley**  
**Strategic Planning Goals 2009-2010**

**July 18, 2009**

- 1. Increase member's interest in attending meetings**
  - a. Impact meeting – explore feasibility
  - b. New member orientation
  - c. Send out meeting flyers in a timely manner
  - d. Keep business part to a minimum, as necessary
- 2. Increase the number of members that are certified**
  - a. Share information about certifying
  - b. Encourage members to become certified
- 3. Member Retention**
  - a. Board members to contact members
  - b. Personal email w/ script
  - c. Plan interesting, educational meetings
  - d. Continue birthday, congratulations, get well cards etc.
  - e. Missed you notes, phone calls, emails
  - f. Call members to encourage attendance
- 4. Membership Recruitment**
  - a. Increase membership by net gain of two
  - b. Membership contest, drawing for theatre tickets
  - c. Provide brochures, bookmarks for members to use as give-a-ways
  - d. Seek & utilize free publicity
- 5. Networking**
  - a. Ice cream social
  - b. December social
  - c. Impact meeting- Bosses Day
- 6. Mentoring Goals**
  - a. Ask established members to be mentors
  - b. Give contact information to newer members