

Drafted 1-09-19

Goals/Objectives/Strategies	Initiatives	Status	Next Steps	Target Date (Completion)	Comments
Financial Goal: Ensure organizational sustainability					
Objective 1.0: Reserves will be equal to one year of total operating expenses					
1.1 Through the budgeting process each year, the staff will budget to fund the reserve accounts. Percentage to be determined each year based on current conditions.					
	Budget preparation	In current budget cycle	Start budget prep in July	8/31/2019	
1.2 Budget will always be built projecting a net surplus, which will be the amount projected for reserve.					
	Budget preparation	In current budget cycle	Start budget prep in July	8/31/2019	
Objective 2.0: Non-dues revenue will equal 60% or more of total revenue					
2.1 Each budget will be prepared with a balanced approach to revenue with events, sponsorships and advertising equal to stated non-dues revenue goal.					
	Build and maintain a balanced internal sales process	In process	Continual process as each new signature event approaches	Continual	
2.2 Each year staff will assess the current needs of the membership to identify new opportunities for value-add, additional program depth and revenue.					
	Micro surveying through the year to assess new needs	In process	Continual	Continual	
	Keep abreast of emerging trends in the industry and bring ideas to the Board	In process	Continual	Continual	
Membership Goal: Increase member loyalty and investment					
Objective 3.0: The member retention rate will be at least 92% per year as a blended average. Association Members = 94%. Affiliate Members = 90%.					
3.1 Will assess retention for Association and Affiliate Members separately.					
	Build model to assess each individually.	In development	In development	July 31-2019	
3.2. Build robust follow up program to ensure we connect with all members					
	Build rigorous follow up process during renewals to make sure all members are reached multiple times	In process	In process	August through November	

3.3 Evaluate programs to ensure opportunities exist for all members, including AENC Women in Leadership, FUEL, CEO's, Meeting Planners, CAE Study Groups, Past Presidents & Lifetime Member.					
	Build, revise and implement strategies to ensure each group mentioned fits the needs of members and builds sustainable value in their membership with AENC.	In process	In process	active now	
Objective 4.0: Total active membership will increase by 5% over a three year period, relative to established baseline of member counts on August 31.					
4.1 Implement strategy to proactively sell to associations in NC that are not members and that fit the target demographics.					
	Develop a sales plan for proactive prospecting for associations based on predetermined demographics.	active now	active now	active now	
Objective 5.0: Total active membership will maintain a balance of at minimum 50% Association Members.					
5.1 All proactive sales efforts geared towards 501 C 6 organizations					
	Reasearch all 501 c 6 organizations in NC and develop a tiered approach to new association sales and only reactive for Affiliates to fill a need or an inquiry	active now	active now	active now	