



STRATEGIC PLAN

FOR THE

MANASOTA VETERANS, INC.

AUGUST 2019

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MANASOTA VETERANS INC.

HEADQUARTERS ONLINE AT MANASOTAVETERANS.ORG
Manatee and Sarasota County, Florida

FOREWORD

This Strategic Plan is an integral portion of MV planning and will be updated annually. The President will assign the task of collecting inputs from all parties and updating the Strategic Plan during the MV mid-year meeting. The proposed plan will be submitted in July, in final version to the President for subsequent submission to MV Board of Directors (BOD).

Close coordination between the MV President and the BOD will be required to ensure that the Annual and/or Business Plan, supports the strategies established by this plan.

Suggestions for improvement, other than during the annual review, of this plan are encouraged and should be directed to the President for evaluation and referral to the governing body for further action.

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DISTRIBUTION: MV Board of Directors
 MV Members
 MV Advisors

INTRODUCTION

The MV strategic plan for fiscal years 2019 through 2024 is the initial planning document used in preparing the MV Annual Plan, Annual Budget, Business Plan and other short-term planning activities to support the MV mission.

An elected BOD member assigned by the MV President maintains and updates this plan in accordance with guidance provided by the President. Inputs will be solicited from all the Board of Directors and MV Members. Additionally, the President invites all levels of the MV to provide inputs and comments for use in the planning process.

MISSION STATEMENT

Advocate for Manatee and Sarasota County Veterans while Synergizing Efforts of Organizations and Agencies Committed to Helping Veterans and Their Families

VISION STATEMENT

Recognized by All Those We Serve as the Most Responsive, Compassionate and Customer Friendly Veteran Advocate Organization in the Sunshine State

CORE VALUES

Integrity, Commitment, Patriotism, and Respect

HISTORY

The Manasota Veterans Inc. (MV) was established through the dedicated and far-sighted vision of CMSgt Carl Hunsinger, USAF (Retired) and CMSgt Steve Nichols, USAF (Retired), assisted by CAPT Michael Hartford, USN (Retired). On May 17, 2019, an application for a charter as a non-profit association was submitted to the state of Florida. With that charters' approval on May 17, 2019, the Manasota Veterans Inc. was founded. The IRS and the U.S. Postal Service approved an IRS tax exemption application resulting in MV being awarded an IRS 501(c) (3) exemption.

Today, MV is an organization with eight distinct groups across both Manatee and Sarasota Counties. MV's governing body is the BOD and is comprised of a President, Vice President, and three BOD members. In addition, when the MV has a Past President they will serve as the Senior Advisor and as a voting member. The Headquarters is currently located in Palmetto Florida.

ASSUMPTIONS

Assumptions are the forecasts that form the basis for this strategic plan. Collectively, they serve as the platform from which the strategic goals and objectives are based.

Internal

- MV will continue to perform ongoing reviews of its organizational structure to promote membership, member service, and increased efficiencies.
- It will take time to get all needed partners to the table to make MV successful and for MV to accomplish its Mission.
- MV will progress in development based on the needs of our Veterans, legislative changes, updated benefits and overall community service availability.

External

- IRS rules regulating non-profit organizations will continue as a result of Sarbanes-Oxley legislation. Field reporting of activities and resources will be more closely scrutinized and will be more burdensome on field activities.

PILLARS AND OBJECTIVES

MV's mission focus is to continue promoting veteran concerns to enhance quality of life, to assure the preservation of entitlements earned through service and sacrifice, and to maintain a vigilant and respected presence on in Manatee and Sarasota counties, at the State level and on Capitol Hill.

Critical to meeting the ongoing needs of veterans will be MV's ability to establish itself as the recognized spokesperson for the veteran community. It will be critical for MV to obtain, maintain and retain influential members to encourage lobbyists and advocates to support legislation and policy changes benefiting veterans. Membership will continue to be the single most critical issue facing the association and its elected leaders.

This section is the "most prominent" part of this plan. It addresses the Pillars (Our Strategic Goals) and "Critical Issues" necessary to meet the challenges facing MV, as well as the objectives necessary to the make MV successful in support of veterans. The plan also provides the elected leadership with a "road map" of where MV wants to go and how they plan to get there. As the leadership changes, they have the opportunity and continuity to successfully plan the future vision for the organization.

1. PILLAR OF TEAM

A. Build Robust and Enduring Relationships with Florida's Veteran Organizations in Support of Veterans and Families.

Objective:

1. Bring our critical partners to the table as members of MV
 - Meet with all critical partners separately to articulate MV's Mission, Vision, Pillars and Core Values to articulate how these entities fit into improving the veteran experience in our counties.

In order to help us be successful in pursuit of this Pillar, MV will utilize the following strategic initiatives:

- Examine the need for dues and develop rate structure as needed
- Establish an effective marketing program to assist in obtaining membership
 - Develop Marketing Campaigns realistic targets and campaign material
- Develop membership recognition programs
- Design a fair and effective recruiting and retention program
- Develop a fair membership incentive program that recognizes efforts of volunteers
- Develop membership roster
- Develop a sponsorship program

2. PILLAR OF ADVOCACY

A. Forge a Shared Spirit of Ownership with Legislators and Key Decision Makers to Champion Necessary Change for Veterans and Families

Objective:

1. Provide information and updates on state and federal challenges and successes annually affecting membership and the overall Veteran community

B. Promote involvement in legislative activities at the MV membership level

Objective:

1. Develop a legislative training program to educate members on how to advocate at the county and state level

In order to help us be successful in pursuit of this Pillar, MV will utilize the following strategic initiatives:

- Poll MV members annually to determine platform items
- Develop an annual legislative platform for membership
- Expand ways to keep members informed on legislative efforts and accomplishments
- Promote voter registration and awareness campaigns but we will not get involved with any campaigning

3. PILLAR OF COMPASSION

A. Synergize the Efforts of Organizations Passionate About Helping the Veteran Community.

Objectives:

1. Be the conduit of communication between organizations to ensure their success in helping veterans

In order to help us be successful in pursuit of this Pillar, MV will utilize the following strategic initiatives:

- Establish a communication and technology committee
- Make use of new and existing technologies to support MV
- Increase the use of social networking to assist in communicating
- Increase use of electronic means to eliminate written materials
- Ensure Veterans and their families are aware of resources, entitlements, benefits and supporting agencies

4. PILLAR OF FELLOWSHIP

A. Ensure All Veterans in Our Counties Have a Sense of Belonging and Comradery.

Objectives:

1. Develop activities that promote fellowship at all gatherings
2. Promote use of social gathering activities that enhance esprit-de-corps
3. Organizations who are members of MV should develop and promote activities devoted to fellowship
4. Leaders must create an environment that promotes fellowship activities within the organization
5. Develop activities that encourage family involvement in family friendly environment

The following **Critical Issues** are vital to MV's mission and vision execution:

1. Membership Engagement and Health

A. Develop effective training programs for MV elected leadership and membership at all levels

- Establish an education and training committee
- Develop a new-member orientation program
- Design effective training modules to train members on what we do
- Design & review recruiting presentations/briefings annually ensuring currency
- Establish a "Best Practice" sharing program for members to submit programs/ideas that have worked for them

2. Headquarters Sustainment

A. Maintain a professional leadership team within MV

- BOD members will be required to have served honorably as a veteran, or a member of the Guard or Reserve from any branch of service

B. Exercise prudent financial stewardship of MV

- Develop an annual MV budget for review and approval by the BOD
- Operate with a balanced budget
 1. Have realistic expectations
 2. Forecast Future “Big Budget” Items
- Solicit new and innovative ways to increase revenue for MV
- Promote MV charities to enhance MV’s mission, vision and core values
- Develop a MV Business Plan which includes an Annual Budget, Annual Plan, and this Strategic Plan

3. Modernization and Innovation

- Robust website and social media presence to make it easier for members, partners, and veterans to interact with MV

4. Corporate Sponsorship

- Increase contacts and develop partnerships with veteran small business owners
- Revamp and Promote a donation tier system for businesses
- Appoint a BOD member or team devoted to this effort

5. Strategic Partnerships

- Develop partnerships with Universities across Florida to garner internships with MV working projects to increase output
 1. Research/develop requirements for interns in fields such as systems, software, business, human resources, marketing and finance
 2. Collaborate with existing Educational Partners to market
- Establish partnerships with the Chamber of Commerce and encourage members to establish those same partnerships with local Chambers of Commerce

6. Organizational Pride and Retention

- Hold annual fundraisers (i.e. MV Golf Tournament)
- Establish an “MV Day” to be recognized on the same day across both counties annually. Further develop guidance on what this day will represent for our membership