

Northwest Florida Military Officers Association

NWFMOA

The following are goals and objectives for 2020.

<u>GOALS</u>	<u>OBJECTIVES</u>
<p>#1 Goal: Increase NWFMOA membership at Chapter level.</p>	<ul style="list-style-type: none"> A. Increase distribution of resource information with regard to the benefits of NWFMOA membership. B. Use the annual Military Ball as a signature event to increase membership. C. Maintain awareness of NWFMOA's website. D. Encourage Chapter participation with specialty events i.e., Quarterly Officers Call at various locations in Okaloosa County. E. Provide 1 recruiting tip at each meeting and/or in Defender. F. Encourage members to make personal contact with friends who are eligible.
<p>#2 Goal: Promote the retention of current membership.</p>	<ul style="list-style-type: none"> A. Add value to membership by ensuring the quality of the annual Military Ball. B. Send follow-up letters to members who do not attend the annual Military Ball to determine reasons for their non-participation. C. Update the membership Resource Directory and publish annually. D. Conduct a members' needs assessment using an electronic survey questionnaire, i.e., Survey Monkey. E. Personally call members who haven't renewed. F. Continue to provide top-notch speakers at monthly meeting.
<p>#3 Goal: To be a recognized leader in Florida and with national MOAA organization.</p>	<ul style="list-style-type: none"> A. Assure continued representation in Florida's Council of Presidents and national MOAA's to support our mission and interests. B. Promote NWFMOA to MOAA. C. Submit annual Chapter Achievement Application to MOAA.
<p>#4 Goal: Improve communication opportunities for membership.</p>	<ul style="list-style-type: none"> A. Provide orientation to new NWFMOA members. B. Publicize events in the DEFENDER and web site. C. Publish Resource Directory of Membership. D. Provide a periodic communication survey to the membership.
<p>#5 Goal: Ensure Financial Soundness</p>	<ul style="list-style-type: none"> A. Monthly Financial Statement

#6 Goal: Recognition	A. Award the Distinguished Members designation as appropriate. B. Recognize participation in special events.
#7 Goal: Update NWFMOA's By-Laws	A. Renew by-laws for relevance as needed. B. Establish and implement succession plan.