**COMMITTEE RESPONSIBILITY**

**Goal #1 MEMBERSHIP**

**Maintain membership at not less than 130 members.**

1. Establish a Membership Committee in 2016 to work in conjunction with

the Public Relations and Community Outreach Committees.

1. Focus recruitment on pre-retirement or early retirees.
2. Seek a diverse membership.
3. Organize an event following the TAUPO model for membership by the Membership & Activity

end of 2017.

1. Research an event featuring a known personality. Membership & Activity
2. Plan an event specifically for member’s adult children and/or grandchildren. Membership & Activity

**Goal #2 PARTICIPATION**

**Increase active participation of members.** All Committees

1. Establish a mentoring system by the Membership Committee. Membership
2. Continually invite new and inactive members to be on a committee. All
3. Accept the challenge to regularly provide a variety of activities that appeal Activity & Outreach

to all interests.

1. Increase cultural informational-type activities. Activity & Outreach

**Goal #3 MARKETING**

**Increase FFGM visibility in the community.**

1. Develop a clear statement of the mission of Friendship Force of Greater Milwaukee

and what makes us special.

1. Establish a Public Relations/Marketing Committee and Community Outreach committee
2. Increase the use of technology and media. Communications Committee
3. Establish a Speaker’s Bureau. Public Relations Committee
4. Partner with like-minded organizations. Community Outreach & PR
5. Tell our story through articles, videos or photos. Communications and PR

**Goal #4 LEADERSHIP**

**Identify, mentor, and train members in leadership roles with increasing responsibility**.

1. Establish a Leadership Development Committee.
2. Mail a Member Skills Survey with FFGM Membership Renewal Forms Membership & Comm.

In 2016 and subsequent yearly renewals.

1. Implement a succession plan through personal contacts. Leadership Development
2. Seek out tech –savvy members. Communications

**Goal #5 EXCHANGES**

**Improve exchange planning** ED’s & Club-wide

1. Increase home hosting capacity.
2. Recruit and mentor Exchange Directors.
3. Develop off-season exchanges.
4. Encourage innovative exchanges, both inbound and outbound.