



ASSOCIATION OF MILITARY LEGAL ADMINISTRATORS

CAMPAIGN PLAN FY2019

AS OF JANUARY 15, 2019



Vision

Through continued fellowship, the Association seeks to preserve old friendships, uphold the values of military service, and to continue to share knowledge in an ongoing mission of teaching, coaching, mentoring and leading.

Mission

The Association is a values-based veteran's organization seeking to preserve old friendships, to support and uphold the values of military service, and to continue to share knowledge in an ongoing mission of teaching, coaching, mentoring and leading.

ENGAGEMENT LEADER: TBD

Area of Emphasis 1

Public Awareness

Deliver a measurable, impactful, and broad-based Campaign that elicits public confidence as well as legitimizes and connects members and donors to the core principles of our existence.

Objective 1a: Brent Reeves

Ambassador Program.
Build awareness by reaching out to, and connecting with, past and present Legal Administrators and Legal Administrative Officers.

Action 1a1: Define the Program

Action 1a2: Develop the Program

Action 1a3: Execute the Program

Objective 1b: Rebekah Stuyvesant

Candidate Outreach Program.
Build awareness by reaching out to, and connecting with, newly accessed Legal Administrators and Legal Administrative Officers

Action 1b1: Define the Program

Action 1b2: Develop the Program

Action 1b3: Execute the Program

Objective 1c: Matt Casey

Social Purpose Marketing.
Build awareness through ongoing internal and external communications with the Public through varying media strategies.

Action 1c1: Define the Campaign (Scan, Plan, Implement, Evaluate)

Action 1c2: Develop the Campaign (Newsletters, Branding, etc.)

Action 1c3: Execute the Campaign

Objective 1d: TBD

Strategic Partners.
Build awareness through dedicated goodwill partnerships that embrace our cause and align themselves with our vision and values.

Action 1d1: Support Action that develops this Objective (abbreviated)

Action 1d2: Support Action that develops this Objective (abbreviated)

Action 1d3: Support Action that develops this Objective (abbreviated)

Objective 1e: Membership-at-Large

Community Connections.
Build awareness through individual goodwill endeavors that elicit public confidence and share the core principles of our existence.

Action 1e1: Support Action that develops this Objective (abbreviated)

Action 1e2: Support Action that develops this Objective (abbreviated)

Action 1e3: Support Action that develops this Objective (abbreviated)

ENGAGEMENT LEADER: TBD

Area of Emphasis 2

Education & Engagement

Promote continued development of our core principles – support through teaching, coaching, mentoring, leading – and bolster opportunities, manage expectations, develop relationships, and ignite the passion to see the future of our organization.

Objective 2a: Jonnee' Carter

Reading Program.
Promote a culture of awareness through learning opportunities and essential strategies for teaching, coaching, mentoring and leading.

Action 2a1: Define the Program

Action 2a2: Develop the Program

Action 2a3: Execute the Program

Objective 2b: TBD

Webinars.
Promote a culture of education through targeted, timely, and relevant learning.

Action 2b1: Define the Program

Action 2b2: Develop the Program

Action 2b3: Execute the Program

Objective 2c: Katrina Steddum

Scholarships.
Promote a culture of growth and continuing support by providing financial opportunities to eligible beneficiaries.

Action 2c1: Define the Program

Action 2c2: Develop the Program

Action 2c3: Execute the Program

Objective 2d: Eddie Hernandez-Gomez

Associate Membership.
Promote growth through a campaign offering greater levels of interaction within our membership Community and the Public.

Action 2d1: Support Action that develops this Objective (abbreviated)

Action 2d2: Support Action that develops this Objective (abbreviated)

Action 2d3: Support Action that develops this Objective (abbreviated)

Objective 2e: Membership-at-Large

Member Connect (Bridging the Gap).
Promote a culture of Community and continuing support through individual exchange and engagement with our Network.

Action 2e1: Support Action that develops this Objective (abbreviated)

Action 2e2: Support Action that develops this Objective (abbreviated)

Action 2e3: Support Action that develops this Objective (abbreviated)

ENGAGEMENT LEADER: TBD

Area of Emphasis 3

Advocacy

Exercise potent strategies that illuminate the commonality of underlying issues that face our membership-at-large and establish lasting solutions to overcome them.

Objective 3a: William Teeple

Veteran Success Program.
Inspire and empower veteran success beyond military service through a dedicated network of support and administration.

Action 3a1: Define the Program

Action 3a2: Develop the Program

Action 3a3: Execute the Program

Objective 3b: Jim Steddum

Charitable Transparency.
Communicate and promote the organization's message and purpose and instill public trust in a meaningful and impactful way.

Action 3b1: Support Action that develops this Objective (abbreviated)

Action 3b2: Support Action that develops this Objective (abbreviated)

Action 3b3: Support Action that develops this Objective (abbreviated)

Objective 3c: Jim Steddum

Veteran Service Organization Accreditation.
Establish and communicate an honest and developing culture that promotes competency and credibility recognized Nationwide.

Action 3c1: Support Action that develops this Objective (abbreviated)

Action 3c2: Support Action that develops this Objective (abbreviated)

Action 3c3: Support Action that develops this Objective (abbreviated)

Objective 3d: TBD

Systematic Support.
Align the efforts of our organization with other charities involved in similar purpose that may gift or seek funds for charitable purposes.

Action 3d1: Support Action that develops this Objective (abbreviated)

Action 3d2: Support Action that develops this Objective (abbreviated)

Action 3d3: Support Action that develops this Objective (abbreviated)

Objective 3e: Membership-at-Large

Service through Support.
Pledge to be informed, build relationships, increase visibility of, and seek responsibility in, our enduring mission of Community.

Action 3e1: Support Action that develops this Objective (abbreviated)

Action 3e2: Support Action that develops this Objective (abbreviated)

Action 3e3: Support Action that develops this Objective (abbreviated)

ENGAGEMENT LEADER: TBD

Area of Emphasis 4

Sustainability

Establish an environment sufficient to ensure the future of our charitable purposes that formalizes and fosters a culture promoting success through organizational functioning.

Objective 4a: William Teeple

Capital Fundraising.
Build and prioritize a diverse revenue stream to fund core and innovative programs costs.

Action 4a1: Develop a sustainable financial structure

Action 4a2: Develop a sustainable and dynamic business model

Action 4a3: Develop sustainable financial function and infrastructure

Objective 4b: William Teeple | Jim Steddum

Authentic Purpose.
Instill a constant, consistent sense of focus for the leaders, members, and followers of the organization's charitable purpose.

Action 4b1: Support Action that develops this Objective (abbreviated)

Action 4b2: Support Action that develops this Objective (abbreviated)

Action 4b3: Support Action that develops this Objective (abbreviated)

Objective 4c: TBD

Mentorship.
Develop and nurture an environment of caring, sharing, and positive influence amongst members.

Action 4c1: Support Action that develops this Objective (abbreviated)

Action 4c2: Support Action that develops this Objective (abbreviated)

Action 4c3: Support Action that develops this Objective (abbreviated)

Objective 4d: Jim Steddum

Board Recruitment.
Seek out, nominate, and/or encourage talented individuals for board membership consideration through effective governance practices.

Action 4d1: Support Action that develops this Objective (abbreviated)

Action 4d2: Support Action that develops this Objective (abbreviated)

Action 4d3: Support Action that develops this Objective (abbreviated)

Objective 4e: Membership-at-Large

Mutual Missions.
Establish an individual culture of personal enrichment through volunteer service and meaningful engagement.

Action 4e1: Support Action that develops this Objective (abbreviated)

Action 4e2: Support Action that develops this Objective (abbreviated)

Action 4e3: Support Action that develops this Objective (abbreviated)