



2024 Strategic Plan

Membership Goals: To Recruit at least ten new members in 2024. To retain 90% of membership as of 1/1/2024.

Lyle-Hall Scholarship: Our goal is to raise \$500 annually for this scholarship. We will have a fundraiser at our Products Fair and continue to promote this scholarship on our website and in member communications / announcements. We award one or two Scholarships annually depending upon fundraising. The scholarship covers registration, travel, ½ of a hotel room and a per diem meal allotment.

Value Proposition: We need to continue to provide more value to get members engaged.

Ideas include:

- Lyle-Hall Scholarship
- Day at the Statehouse/Cap Con
- Social Media Presence
- Member social events