

**Goal 1:****Increase engagement and education of national programs**

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|---|--|----------------------------|
| 1 | Publish informative packages that educate on national programs | <b>B: 1 I: 2 G: 5</b>      |
| 2 | produce interactive webinars that promote program engagement   | <b>B: 1 I: 3 G: 6</b>      |
| 3 | increase new member participation for BAA's/Champion chapter   | <b>B: 5% I: 10% G: 20%</b> |

**Goal 2:****increase community service oriented leaders**

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|---|---|---------------------------------------|
| 1 | Create state wide community service events                                | <b>B: 500 I: 1000 G: 2500 (items)</b> |
| 2 | Create webinars to encourage community service efforts at the local level | <b>B:25 I: 100 G: 250 (views)</b>     |

**Goal 3:****Increase social media presence and communication**

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|---|---|--|
| 1 | Produce new series                        | <b>B: 7 I: 8 G: 9 (series)</b>             |
| 2 | Utilize YouTube to it's fullest potential | <b>B:1 I: 2 G: 3 (projects each month)</b> |
| 3 | Increase posts per week                   | <b>B: 3-4 I: 5-6 G: 7-8</b>                |

**Goal 4:****Increase sponsorship by retaining sponsors**

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|---|---|--|
| 1 | Increase sponsors by cold emailing old and new sponsors, in-person meetings | <b>B: \$3,800 I: \$5,000 G: \$10,000</b> |
| 2 | Create webinars, YouTube & Instagram revolving around sponsorship &         | <b>B: 1 I: 2 G: 4</b>                    |
| 3 | create a multi-year agreement for sponsors, promote sponsorship on socials  | Deadline is August 5                     |

**Goal 5:****Increase member retention through leadership**

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|---|--|--|
| 1 | Implement big and little programs through connections and membership | <b>B: 25 I: 50 G: 100</b> (participants) |
| 2 | Contact schools that lack chapter visits                             | <b>B: 4 I: 5 G: 6</b> (chapters)         |
| 3 | Increase prize incentives of competitions and workshops              | <b>B: 3 I: 4 G: 6</b> (events)           |