

MN DAV STRATEGY

2015/2016 thru 2018

2015-2016 Executive Team

Commander Remus/Adjutant Whitehead

ADVISORS AND LEADERS



Strategy and Planning-MN DAV

- **MAJOR FOCUS IS ON**
 - **ORGANIZATIONAL LEADERSHIP**
 - **DAV ORGANIZATION PURPOSE**



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□ Our MN DAV Vision

- TO BE RECOGNIZED AS THE UNDISPUTED LEADER IN PROVIDING DISABLED VETERANS AND THEIR FAMILIES A BETTER QUALITY OF LIFE. THROUGH
 - VOLUNTEERISM
 - VETERANS SERVICE PROGRAMS **
 - POSITIVE VETERANS LEGISLATION**
 - GROWING MEMBERSHIP
 - ACTIVE and THRIVING CHAPTERS, STRONG LEADERS
 - DIVERSITY IN OUR BUSINESS ENTERPRISES TO ENSURE REVENUE, PROFIT, GROWTH AND SUCCESS
 - DRIVING CHANGE INTO THE DAV TO ACCOMMODATE THE NEW DISABLED VETERAN AND THEIR FAMILIES
 - MOVING FORWARD TOGETHER WITH OUR AUXILIARY
 - WINNING THE HEARTS AND MINDS OF OUR COMMUNITIES



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- Our Critical Success Factors
 - Continue our clothing program to the Chapters and/or other partner organizations with maximum flexibility and accommodation.
 - Leverage our clothing buyers relationship and improve our auto donation program while complying with MN State law as well as National DAV bylaws
 - Address the inactive Chapter situations/inactive life members by promote service to veterans
 - Focus on Board Development and mentorship of potential executives/leaders
 - Diversification of business ventures to limit risk

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- Our Critical Success Factors (continued)
 - Focus on our core business (Clothing).....expand it, drive profit and to be ready to react to change
 - Use our interim advisory committees effectively
 - Strengthen/support of Auxiliary and play a proactive role in their success
 - Encourage more chapter/volunteer engagement in community and veterans service programs (Involve the DAVA)
 - Aggressively improve Statewide DAV communications
 - **News releases**
 - **Outreach**
 - **Web presence**
 - **Social media**

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□ **Branding our DAV organization... improving the organization image**

- Active membership
- Community news releases
- Website
- CD about MN DAV in action
- Leadership at Chapter level
- Partnering with other VSOs/Service Orgs
- Community volunteerism
- Excelling in DAV organization purpose
- Insert our organization into the lives of the young veterans
- Involve and utilize our Auxiliary



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□ **Veterans Service Programs at Community level/Volunteerism. ie:**

- Blood drives
- Sr. Companion program
- Nursing Home / veterans homes programs
- Benefits seminars
- Scholarships/etc. (ie: baseball games, etc.) for young disabled veterans dependents
- Handicapped equipment (Donor connection program)
- Transportation Network volunteer drivers
- Deployed veteran family support/welcome home events/post separation connection
- DAVA / DAV partnership
- Involvement in legislative action
- Focus on wants / needs of the veteran community



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▣ **ADVOCATE FOR POSITIVE VETERANS LEGISLATION**

- Strong and engaged MN DAV Legislative Chairman
- Legislative action network at Chapter level (jumpstart)
- Computer networked (legislative alerts/info)
- Legislative seminars at convention/conference
- Active and visible.. Letters to editor, known to legislators
- Spark interest in the community
- Active on the hill (Federal/State)
- Engage the CVSO/NSOs in this process
- Active participant in CTF /MN DVA issues



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□ GROWING MEMBERSHIP TO BUILD BRIDGE TO FUTURE

- Strong Chapter leadership / recruitment leader
- Focus on newly disabled veteran community and adapt (facebook, twitter, blogs)
- Get family involved... adapt at Chapter/Dept !!
- Improve recognition at Chapter and State level
- Connect with disabled veterans in your community with benefit seminars and leverage those events to recruit
- Focus on Iraq/Afghanistan veterans, women, partial paid , eligible veterans, at-large, National Guard
- Adapt to fit the needs of their lives
- But... NOT to lose sight of the aged veterans

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□ **ACTIVATE MEMBERSHIP AND CHAPTERS**

- Separate DAV business meeting from DAV veterans service programs.. Focus member activity on latter
- Should we reduce number of Chapters / merge?
- Productive meeting seminar at convention and conferences
- Continue aggressive Chapter leadership training annually
- Guidelines for business meetings (Chapter guide)
- Reorganization meetings with inactive chapters
- Consider merging inactive Chapters with area active one
- Community veterans service programs (involve members)
- Encourage best practices.. ie: Holiday / summer picnic gathering annually, insert a few social mtgs in annual program
- Use of website/email
- Actively engage DSOs with Chapters



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- ENSURE WE HAVE DIVERSITY IN BUSINESS TO ENSURE REVENUE AND PROFIT
 - Oversee/improve/expand Chapter clothing program with innovative programs..ie: other partner organizations
 - Our Clothing business - improve volume (drop boxes, partner organizations, etc.) is key.
 - Keep the momentum of Auto donation program
 - Look at grants and apply for appropriate opportunities - Columbia trust/V4V/MDVA
 - All lines of business need to have profit
 - Use our accounting structure to measure business strength and health consistently

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- DAV of MN Foundation is our giving arm
 - Continue to strengthen with assets
 - Fundraising
 - Strong / active leadership
 - Asset management and growth
 - Planned Giving program focus
 - Ensure its role and impact in the Statewide veteran community is known
 - DAV / VA Transportation program
 - Donor connection program
 - Disabled veterans outdoors program
 - Focus the Foundation on providing support for high priority wants and needs
 - Use advisory committees
 - Input from chapters
 - Strong ties with MN CVSOs

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□ **NOW... At the end of the day we need to ensure we are focused on our purpose “Fulfilling the promises we made to our disabled veterans and their families” AND:**

- **Maximize leadership - Chapter and Department**
- **Dept HQ focused on strategy/annual strategic initiatives with Chapter support and effectiveness**
- **Strengthen and expand our membership base with the newly disabled veterans, including women veterans**
- **Values: integrity/character/business ethics**
- **Apply resources as needed to ensure continued success**

