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| **Logo AFWA Left 700x113** |
| **Chapter Strategic Plan** |
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| **Objectives** | **Key Action Steps** | **Evaluation Methods** | **Person Responsible** |

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| **1.** | *(Example)**Retain 90% of our membership for year 2013/2014.* | *Develop a response plan including phone and/or written surveys to query women who are dropping their membership to identify causes for not renewing.**Develop New Member Packets that will acclimate members to the organization and chapter.**Assign each new member to an existing member so that they can develop a solid contact to sit with during a meeting, answer questions about how the organization works and be made to feel welcome in ASWA in general.*  | *Review renewal reports sent from National headquarters following membership renewal statements.**Survey new members who renew their membership for a second year regarding the New Member Packet.**Follow-up surveys for renewing members.* | *President-elect**Membership Chair**Membership Chair* |
| **2.** |  |  |  |  |
| **3.** |  |  |  |  |