

Freedom Through Vigilance Association (FTVA)

Implementation Plan for Goals (Years 1–3)

Purpose: The Implementation Plan serves as a “roadmap” for turning goals and strategies into concrete, actionable results. It is essential for ensuring clarity, accountability and measurable progress. It is directly linked to the FTVA Business Plan, translating vision into action (how do we get there), clarifying roles and responsibilities (who does what), establishes timelines and milestones (when do we want this done), identifies resources needed (allows us to plan ahead and budget), applies metrics to measure success (identify what’s working, what’s not) and lays out accountability and transparency (progress is tracked, reported to BoD monthly).

The following Implementation Plan is by no means the “end all, be all.” It acts as a starting point to get things moving in a positive direction. For example, the items listed under “Description” can be expanded to include additional steps needed to help achieve the goal.

The goals are based on Committees created in the Business Plan. Those Committees are:

- Membership & Outreach Committee
- Historical & Heritage Preservation
- Humanitarian Support Committee
- Educational Programs Committee
- Vigilant Partners Committee

Membership & Outreach Committee

Goal 1: Scrub and Update Membership Rolls

Objective: Verify and clean all current and historical membership data

<u>Element</u>	<u>Description</u>
Actions Required	<ol style="list-style-type: none">1. Create a working group (Member Support lead; use Chapters)2. Export and back up existing member data3. Contact all listed members for confirmation (confirm via phone, email, text, social media, etc)4. Remove duplicates and deceased entries (capture separately)
Lead Committee	Membership and Outreach (membership from all Chapters)
Timeline	3 x Months

<u>Element</u>	<u>Description</u>
Resources Needed	*Customer Relationship Management (CRM) System or spreadsheet tools; email system; <u>volunteer calling/writing team(s)</u>
Success Metrics	- 100% of existing member records verified or marked - Updated master list maintained in central database

*CRM systems are software tools used to organize, track and manage interactions with members, donors, volunteers and partners. A couple of CRM systems to consider include WildApricot, NeonCRM or Bloomerang, used by other Alumni and Membership associations.

Goal 2: Develop Membership Tracking System

Objective: Create a centralized platform to manage national membership records

<u>Element</u>	<u>Description</u>
Action Steps	1. Form a working group (Same working group from Goal 1) 2. Research & select membership tracking software 3. Design database fields 4. Train Chapter leaders & volunteers
Lead Committee	Membership and Outreach
Timeline	Months: 3-5
Resources Needed	CRM system (e.g., WildApricot, NeonCRM), web host, admin support - Full migration of 100% verified members
Success Metrics	- 90% system uptime - Real-time dashboards enabled for leadership & members

Goal 3: Grow Membership Nationally/Globally

Objective: Increase paying membership by 20%(?) over two years

<u>Element</u>	<u>Description</u>
Action Steps	1. Create a digital (and print?) marketing campaign using social media 2. Launch referral program (reward members who recruit others?) 3. Offer joining incentives 4. Consider providing free memberships for 1 st year
Lead Committees	Membership and Outreach + Vigilant Partners
Timeline	Months: 4-6
Resources Needed	Budget for printing and ads, branding materials, email campaign tools - 30% increase in active members
Success Metrics	- 15% member referral rate - Quarterly growth trend tracks positive

Goal 4: Meet w/ Regional Commanders & Command Chiefs

Objective: Establish relationships with senior active-duty leadership to promote FTVA collaboration

<u>Element</u>	<u>Description</u>
Action Steps	1. Identify regional leadership 2. Develop talking points/slide deck(?); all speak with one voice 3. Schedule and regularly hold meetings
Lead Committee	Membership and Outreach + Vigilant Partners
Timeline	Months: 1-3
Resources Needed	Military liaison support, scheduling tools (calendars), professional slide design (template for all Chapters to use during meetings)
Success Metrics	- 4+ regional leadership meetings - At least 2 direct FTVA partnership requests received from commands

Goal 5: Recruit Active-Duty Member(s) For Chapter Leadership Roles

Objective: Elect at least one (1) active-duty member to Chapter Executive Council position or establish military liaison support position for each Chapter

<u>Element</u>	<u>Description</u>
Action Steps	1. Solicit active-duty members through regional leadership meetings 2. Develop position “roles & responsibilities” 3. Provide free membership for one (1) year
Lead Committee	Membership and Outreach + Vigilant Partners
Timeline	Months: 1-3
Resources Needed	“Job Description” outlining roles & responsibilities
Success Metrics	- Chapters have representation / executive council active-duty member

Educational Programs Committee

Goal 6: Launch Scholarship Program

Objective: Award educational scholarships to eligible active-duty members through PME opportunities, as well as dependents(?) of FTVA veterans

<u>Element</u>	<u>Description</u>
Action Steps	<ol style="list-style-type: none">1. Create a working group to define and determine eligibility criteria2. Secure funding3. Launch an application portal via FTVA (or Chapter) websites4. Create selection committee; select and award
Lead Committee	Educational Programs
Timeline	Months 12
Resources Needed	Scholarship platform (Google Forms or Submittable), fund administration, selection panel
Success Metrics	<ul style="list-style-type: none">- Minimum 3 scholarships awarded- High satisfaction from recipients & Commanders/CCMs- At least \$3,000(?) distributed (across FTVA & Chapters)

Goal 7: Expand Mentorship for Transitioning Veterans

Objective: Support post-service success through career mentorship

<u>Element</u>	<u>Description</u>
Action Steps	<ol style="list-style-type: none">1. Recruit mentors and mentees2. Create onboarding guide (post to website)3. Launch quarterly matching cycles4. Intro / Brief at TAP sessions
Lead Committee	Educational Programs
Timeline	6-18 Months
Resources Needed	Mentor platform, admin coordinator, follow-up survey system
Success Metrics	<ul style="list-style-type: none">- 8 mentor-mentee pairs- 80% positive satisfaction rate- 4 mentees employed within 6 months

Historical and Heritage Preservation Committee

Goal 8: Create Heritage Archive

Objective: Digitally preserve declassified USAFSS materials and stories.

Element	Description
Action Steps	1. Inventory and digitize archives 2. Collect oral histories 3. Build online portal
Lead Committee	Historical and Heritage Preservation
Timeline	9-12 months
Resources Needed	Archive scanner, cloud hosting, transcription tools, legal review (for sensitive content)
Success Metrics	- 100+ documents uploaded - 20+ oral histories recorded - 1,000+ views on archive portal annually

Humanitarian Support Committee

Goal 9: Organize Community Volunteer Day – “FTVA Gives Back”

Objective: Promote social responsibility through coordinated service.

Element	Description
Action Steps	1. Pick a national date 2. Coordinate local activities 3. Promote through FTVA network
Lead Committee	Humanitarian Support
Timeline	6-9 Months
Resources Needed	Promotional flyers, logistics team, partner nonprofits
Success Metrics	- 100+ participants - At least 10 communities served - Media coverage secured

Vigilant Partners Committee

Goal 10: Formalize Strategic Sponsorships

Objective: Develop additional financial sustainability through partnerships.

Element	Description
Action Steps	<ol style="list-style-type: none">1. Identify potential corporate and institutional partners2. Develop Sponsor Packet2. Encourage / Teach Chapters to pursue partners3. Hold sponsor meetings

Lead Committee Vigilant Partners

Timeline 1-3 Months

Resources Needed Custom brochures, lead tracking CRM, donor recognition materials

Success Metrics
- 2-3 strategic partners signed
- At least \$15,000 in sponsor funds secured annually

Non-Committee Led Goals

Goal 11: Create an annual budget

Objective: Establish a transparent and sustainable financial framework to support operations, programs and long-term growth

Element	Description
Action Steps	<ol style="list-style-type: none">1. Identify revenue sources (dues, donations, VP, sponsorships, grants)2. Define expense categories (programs, events, stipends, administration)3. Draft annual operating budget4. Review and approve budget with BoD5. Publish financial summary to members for transparency
Lead Committee	Treasurer & Vigilant Partners
Timeline	3-6 Months, then updated annually
Resources Needed	Treasurer expertise, accounting software or spreadsheet, input from all committees, Chapters
Success Metrics	- Approved budget adopted by BoD - 95% of expenses aligned to planned categories - Annual financial report shared with members