North Texas - Audie Murphy Chapter Operating Year (1 July 2019 through 30 June 2020) Plan

- **Be the Acknowledged Voice for the US Army** (Active, Reserve and National Guard), soldiers and army families across the North Texas - Audie Murphy Chapter area of responsibility (AOR).
- **Be the primary Source of Information and Opportunity** for chapter members to become aware of, and participate in, activities providing support to our constituencies.
- **Create Soldier for Life opportunities** that enable our members to "remain in the fight" as active, relevant members of our Army.

Chapter "Lines of Operation" for 2019-2020

1. Wounded Warrior Support

Raise awareness and funds for Wounded Warrior Programs: Plan and execute the Annual AUSA North Texas - Audie Murphy Chapter Wounded Warrior Golf Classic supporting North Texas - Audie Murphy Wounded Warrior Programs.

The chapter will execute the Annual Grand Prairie Air Hog Military Appreciation Day Baseball game around the May/June time in 2020. Drive community partner members to the event and build a recurring revenue stream to them for driving their employees and family members to the event. A portion of the revenue of the event will go to both our Wounded Warrior causes and to fund the chapter Leadership program.

2. Education Programs

Passing the Torch Leadership Program. Provide interactive, immersive, and memorable leader development opportunities that enable chapter members to coach teach and mentor emerging Army leaders. The program focuses primarily on assisting university ROTC programs train the next generation of Army leaders. The chapter will also seek to create opportunities to expand the program to provide OPD/NCOPD to National Guard and USAR units within the AOR. Key program elements include;

Conduct 1 **Battlefield Leadership Experience (BLE)** in the Fall and 1 BLE in the Spring semesters using the Vicksburg Military National Battlefield in MS. Events will include 1 hot meal provided by the chapter to participants (another hot

meal will be provided by the supported ROTC program). The chapter will coordinate for lodging support with available National Guard or USAR units in Vicksburg. The chapter will only fund these activities with monies raised from the Leadership events. The chapter will not fund these activities with funds raised at the annual golf tournament.

Conduct 1 annual **BLE trip to Normandy France or other locations TBD** during the Spring Break period for a small group of selected ROTC cadets (selection by supported university cadre). The chapter will not fund the program but will provide instructors as required. The for-profit arm of Pass The Torch will fund the travel expenses for Cadets and staff members. The supported university will be asked to support cadre participation with a $2500 per cadre member contribution.

Army Scholarship Foundation: Raise awareness and funds in support of the existing Army Scholarship Foundation (ASF) program. Support to include funding up to 10 scholarships and support ASF annual benefit luncheon by purchasing up to four tables.

Additional Focus Areas for 2018-2019 Operating Year

- **AUSA Legislative Agenda Support**: The chapter legislative program is the chapter's Voice for the Army advocating for a strong national defense and for support for all components of the Army family.

- **Initiate a "Young Professionals" Program** focused on encouraging memberships by younger generations.

- **Dallas Veterans Day Parade (DVDP)**. The chapter will contribute to the DVDP and provide the Chief Judging Committee at the event. The chapter will also provide on-going support to the DVDP Planning Committee.

- **Army Birthday Celebration**. The chapter will plan and conduct an Army Birthday Celebration seeking to include broad participation among civic, military, and private organizations across North Texas - Audie Murphy.

- **Grand Prairie Air Hog Fund Raiser**. The chapter will organize and host the 5th annual fund raiser focused on Vietnam Era veterans support ICW the Grand Prairie Air Hog professional baseball team on in or around the first Home game Saturday in May or June 2020. Event will entail selling Executive Sponsorship

Suites at the ball game and collaborating with North Texas - Audie Murphy community partners in the DFW area.

- **Dallas and Ft Worth ISD JROTC support**. The chapter will fund multiple events hosted by the Dallas ISD and/or Ft Worth ISD JROTC departments. The partnership with the organizations allows our chapter to receive the benefit of extending our Leadership Programs into the local High School ROTC departments.

Specific Chapter Goals for 2018-2019 Operating Year

- **Increase Individual Membership** to 1800+
- **Increase Corporate Memberships**: to 70+ (Individual companies/corporations)
- **Attain Chapter of Excellence designation**.
- **Raise $60,000 for designated Wounded Warrior** programs.
- **Raise $15,000 for chapter operations.**
- **Raise $44,000 for our Educational Programs using Corn Hole tournament (Leadership and ASF fund raiser)**

Chapter Executive Committee (EXCOM)

The EXCOM provides overall **strategic and tactical leadership** for the North Texas - Audie Murphy – Audie Murphy Chapter. The EXCOM is charged with the responsibility to create and administer programs providing chapter membership opportunities to serve soldiers and families in the North Texas - Audie Murphy AOR. No chapter member, who serves in any role at the state or regional level, may serve as a voting member of the EXCOM.

The following positions comprise the EXCO:

- President: Serves a 2 year term
- 1st VP (President Elect): Elected by general membership NLT 1-year prior to assuming role of Chapter President. Coordinates major chapter fund raising efforts
- Secretary: Serves a 2 year term
- Treasurer: Serves a 2 year term
- Past President: Serves for period immediately after presidency. That person can officially represent the chapter president at National AUSA events.
- VP - Corporate Membership
- VP Membership
- VP – Public Relations/Communications/Marketing

The Chapter President will appoint the following positions. Those selected will be non-voting members of the EXCO:

- Director Leadership Development
- Director Reserve and National Guard Outreach
- Director of Legislative Support/AUSA Resolutions
- Director of Veteran Employment Initiative
- Director of Young Professionals Initiative.

EXCOM responsibilities include but are not limited to:

- Establish Chapter Vision
- Set Chapter goals and objectives
- Manage Chapter Financials
- Establish ADHOC Committee positions to oversee key chapter programs.
- Maximize attendance at meetings.
- Publish quarterly newsletters.
- Maintain Chapter website.
- Represent AUSA at key community events enabling advocacy for the Army, our soldiers, and their families

General Officer Advisory Committee
The chapter president will appoint a general officer advisory committee to advise the chapter o activities, plans and expectations. The committee will consist of three to five general officers. The committee will meet quarterly prior to a general membership committee. The chapter president will attend the meeting to garner knowledge to pass along to the chapter.

Chapter Succession Plan.
The chapter will elect a 1st VP during the first year of current President's tenure and send that 1st VP to next available New President's training course to assure he/she is fully repaired to take over duties and responsibilities of President.

ADHOC Committee Meetings
There are **no regularly scheduled ADHOC Committee meetings**. Members serve on ADHOC project and advise the membership of opportunities to participate in activities that serve to "provide a voice for the Army and a support for the Soldier."

Current ADHOC Committees include

- AUSA North Texas - Audie Murphy – Audie Murphy Wounded Warrior Golf Classic Planning Committee
- AUSA North Texas - Audie Murphy – Audie Murphy Leadership Awards Planning Committee
- AUSA North Texas - Audie Murphy – Audie Murphy Air Hogs Military Day Planning Committee
- Veterans Day Parade participation
- Employer Support to Guard and Reserve (ESGR)
- Liaison with other veteran organizations in North Texas - Audie Murphy area.
- AUSA Resolution Liaison
- AUSA Legislation Liaison

Recurring Chapter Activities Include

- **General membership meetings** are planned a minimum of four times during the year. They will provide opportunities for team building and increased communication, as well as furthering the objectives of the Chapter and the Association. Spouses and guests are invited (and encouraged) to attend.

- **Monthly EXCO meetings** are planned for the EXCO members to discuss Chapter business, to include financial reports, at these meetings. Presentations of timely matters impacting chapter programs and plans are presented by the responsible Executive Committee member(s). EXCO members are in attendance plus invited guests of the chapter.
- **Membership Drives.** There will be **fall and spring membership drives**, as well as a continuous recruitment effort to meet Chapter and AUSA goals. This year will focus membership recruiting on the following organizations:
  - Corporations - goal is to increase to 70+ corporate members
  - Civilians
  - Young Professionals
  - Army PaYS program

Appendix 1 – Program by Quarters

First Quarter – (July – September 2018)

- EXCO Monthly Luncheon (4)
- AUSA Resolution Development
- Annual Financial Report to AUSA National
- Annual Audit of chapter financial accounts
- Battlefield Leadership Experience ISO TCU, UTA, Baylor and UNT ROTC
- 1 Membership Drive (Community Partner focus)
- General Membership Meeting (1)

Second Quarter (Oct-Dec 2018)

- EXCO Monthly Luncheon (4)
- Veterans Day Ceremony (Parade Support)
- AUSA Annual Meeting
- Attendance at AUSA Annual Meeting
- AUSA North Texas– Audie Murphy Golf Classic
- Christmas Party – (General Membership Meeting (1)) – ILW Presentation
- SROTC Awards presentations as needed

Third Quarter (Jan-Mar 2019)

- EXCO Monthly Luncheon (4)
- Presentation of Awards to JROTC Recipients
- Membership Drive (PaYS Memberships)
- Normandy BLE or substitute location (Spring Break)
- Battlefield Leadership Experience (Vicksburg) ISO TCU, Baylor, UT - Arlington and UNT ROTC - TDB
- General Membership Meeting (1)

Fourth Quarter (Apr-Jun 2019)

- EXCO Monthly Luncheon (4)
- Air Hog Military Appreciation Day – May/June (TBD)
- General Membership Meeting (1) - Army Birthday
- Presentation of Awards to SROTC and JROTC Recipients
- Corn Hole event to support Leadership Program

Appendix 2 – Operating Year Financial Plan

Income:	
Corporate Dues	4000
Individual Dues	2500
Lifetime Members	600
Sustaining Members	200
Presidents Club	850
Total Dues	**8150**
Wounded Warrior Events	95000
Education Programs Events	44000
TOTAL INCOME	**147150**
Primary Expenses:	
AUSA:	
Chapter EXCO Meetings (8)	600
General Member Meetings	500
Operating Expenses	1000
Regional Meeting Support	1000
National Meeting	1500
Awards	1000
Veteran Day Parade	500
Army Birthday	100
Institute for Land Warfare	1000
NTX Veterans Events	1000
Graphic and Media support	5000
Web Support	6000
TOTAL	**19200**
Other Program Expenses:	
Leadership Programs	10000
Golf Expenses	40000
Legislation	750
Air Hog Event	2000
Army Scholarship Foundation	10000
Non-Profit Support	35000
Corn Hole Support	4000

TOTAL OTHER EXP	**101750**
TOTAL EXPENSES	**120950**
NET Operating Income	**26200**

Appendix 3 – Major Fund-Raising Events Plan

AUSA North Texas - Audie Murphy is committed to raising awareness and funds in support of **Wounded Warriors**, **Education, and Veteran Support Programs** in North Texas - Audie Murphy.

Chapter Goal: $139,000 in 2019-2020

Major Chapter fundraising events include:

- AUSA North Texas - Audie Murphy – Audie Murphy Air Hog Military Appreciation Day

- Objective: $1,000 net profit
- Scheduled May/June 2020 at Grand Prairie Air Hog stadium
- All expenses associated with the event will be covered by donations and Sponsorship fees. No chapter operating expenses will be directed toward the event. All proceeds will be directed toward designated Wounded Warrior programs supported by the chapter and the chapter Leadership Program. The AUSA North Texas - Audie Murphy Executive VP oversees the program.

- AUSA North Texas - Audie Murphy Wounded Warrior Golf Classic:

- Objective: $90,000. $40,000 Net
- Firewheel Golf Course in Garland TX
- All expenses associated with the event will be covered by donations, sponsorships and players entry fees. No chapter operating expenses will be directed toward the event. All proceeds will be directed toward designated Wounded Warrior and Education programs. AUSA North Texas - Audie Murphy Executive VP oversees the program.

- AUSA Education/Leadership Program

- Objective: $44,000 Net 20,000
- Schedule – various dates and time throughout the year – BLE for Fall is TBD at Vicksburg, MS. Springtime is TBD
- All expenses associated with the event will be covered by donations, sale of sponsorships, and participant fees (University support of cadre Normandy BLE, MRE's and transportation costs associated with

Vicksburg BLE) No chapter operating expenses will be directed toward the event. All proceeds will be directed toward designated Education Programs (Passing the Torch and Army Scholarship Foundation donations) programs supported by the chapter. Vice President of Leadership Development oversees the program.