



North Texas – Audie Murphy Chapter Association of the United States Army

Chapter Annual Plan 1 July 2024 to 30 June 2025

Chapter Vision

Be a leading voice for the Army, our Soldiers, and their Families across North Texas. Be recognized as a “Go-To” organization for issues involving soldiers and their families in the area.

Chapter Values

Innovation | Responsiveness | Inclusiveness | Excellence | Integrity

Chapter Mission

Educate. Inform. Connect: We serve those who have served our Nation.

1. Chapter Objectives and Goals:

a. Objectives

- **Be the Acknowledged Voice for the US Army** (Active, Reserve, and National Guard), including soldiers, Civilian employees, and Army families across the North Texas - Audie Murphy Chapter area of responsibility (AOR).
- **and an opportunity for chapter members to become aware of and participate in activities that support our constituencies.**
- **Create Soldier for Life opportunities** that enable our members to “remain in the fight” as active, relevant members and supporters of our Army.

b. Goals

- **Be the primary source of information** Increase Individual Premier Memberships by 5%
- Increase Individual Free Memberships by 10%
- Increase Community Partners by 10%
- Raise \$50,000 for designated Wounded Warrior programs.
- Attain and Maintain EAGLE Chapter Status
- Fill all Chapter Executive Committee Positions

2. Proposed Activities

- a. General Membership Meetings: General membership meetings are planned at least four times yearly. They will provide opportunities for team building and increased communication, as well as furthering the objectives of the chapter and the AUSA. Families, spouses, and guests (with or without military or Army background) are invited and encouraged to attend. The subject matter for each of these meetings will focus on Army History, Land Warfare, Leader Development, National Defense, and emergent topics of interest. The following General Membership Meetings will be held quarterly during the operational year:

- First Quarter Meeting: September 2024
- Second Quarter Meeting – December 2024 (Holiday Party): Build Community Partner relationships



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- Third Quarter Meeting – Late February-Early March 2025
- Fourth Quarter Meeting – May 2025

3. Executive Committee Meetings (EXCOM)

- a. The EXCOM meets monthly either via Zoom or in person. (12 Meetings per year)
- b. The EXCOM provides overall strategic and tactical leadership for the North Texas—Audie Murphy Chapter. It is charged with creating and administering programs that provide chapter membership opportunities to serve soldiers and families in North Texas—Audie Murphy AOR.
- c. The following positions comprise the Executive Committee Officers (EXCO):
 - President: Serves a 2-year term. Can serve consecutive terms. **ELECTED**
 - 1st VP (President-Elect): Elected by general membership NLT 1 year before assuming the role of Chapter President. **ELECTED**
 - Secretary: Serves a 2-year term. **ELECTED**
 - Treasurer: Serves a 2-year term. **ELECTED**
 - Past President (Executive Director): Serves for the period immediately after term as President
 - **The following positions are appointed by the President.**
 - ⇒ Director of Community Partner Memberships and Community Partner Engagement
 - ⇒ Director of Membership and Member Engagement
 - ⇒ Director of Communications/Marketing
 - ⇒ Director of Leadership Development:
 - ⇒ Director of Reserve Component Outreach:
 - ⇒ Director of Texas National Guard Outreach
 - ⇒ Director of Legislative Outreach and Coordination of AUSA Resolutions
 - ⇒ Director of USAREC Support (AUSA rep to CASA Grassroots Program)Lead for VA Relationship:
- d. EXCOM responsibilities include but are not limited to;
 - Establish the Chapter’s Vision. A written document defining the Chapter's "WHY"
 - Set the Chapter’s goals and objectives
 - Manage the Chapter’s Financials
 - Establish ADHOC Committee positions to oversee key chapter programs
 - Increase attendance at meetings
 - Write and publish the newsletters quarterly
 - Maintain the Chapter’s website and Social Media Platforms
 - Represent AUSA at key community events, driving advocacy for the Army, Soldiers, and their families

4. Chapter Succession Plan:

- a. Chapter First VP (President-Elect)
- b. Chapter Immediate Past President
- c. Chapter Secretary
- d. Chapter Treasurer.
- e. Interim President as determined by EXCOM vote. The interim President will remain



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in office until a Chapter election can be conducted

5. ADHOC COMMITTEE MEETINGS

- a. There are NO regularly scheduled ADHOC Committee meetings. Members serve on an ADHOC project and advise the membership of opportunities to participate in activities that serve to “Educate, Inform, and Connect our stakeholders to the Total United States Army.
- b. Current ADHOC Committees include:
 - North Texas - Audie Murphy Wounded Warrior Golf Classic Planning Committee.
 - Veteran's Day Parade Judging Committee
 - Employer Support to Guard and Reserve (ESGR)
 - Liaison with other veteran organizations in the AUSA North Texas - Audie Murphy Chapter’s area
 - AUSA Resolution Liaison
 - National Defense Briefing Series, Inc.
 - AUSA Legislation Liaison - voting member

6. MEMBERSHIP ACTIVITIES

- a. Membership activities are the joint responsibility of the Directors of Individual and Community Partners Membership Engagement.
- b. Scheduled membership drives are in **Fall 2024** and **Spring 2025**.

7. CHAPTER “LINES OF OPERATION”

- a. Wounded Warrior Support (**Educate and Inform**)
 - Raise awareness and funds for Wounded Warrior Programs: The chapter will identify local programs that provide verifiable support to Wounded Warriors and their caregivers as recipients of funds raised by the Chapter during the operating years.
 - No more than 25% of the funds generated by the Chapter’s activities will be applied to the Wounded Warrior Support Programs.
- b. U.S. Army Recruiting Command (**Inform and Educate**)
 - The Chapter will include the Our Community Salutes DFW (OCS) effort with a monetary contribution during FY24-25. OCS provides a two-fold opportunity: (1) Membership Drive (2) Volunteer Participation
 - The Chapter will develop relationships with DFW Recruiting Battalion Company Commanders and assist them in meeting Recruiting Goals
 - Chapter members will work to "Tell the Army Story" (their story) to as wide a population as possible. The intent is to put a positive face on the Army Experience. The objective is to counter the false negative story about Army Life currently "on the street"
- c. Education Programs (**Educate**)
 - *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 to train the next generation of Army leaders.



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- During the FY24-25 Operating Year, the Chapter will focus on expanding its effort to support JROTC Programs within its footprint, assisting the JROTC Leadership Mission to build American Citizens.
 - In cooperation with the AUSA IV Region Leadership Team, the Chapter will focus on developing a relationship with the US Army Cadet Command to identify opportunities to expand the Passing the Torch Program across the AUSA IV Region.
 - The Coaching, Teaching, and Mentoring efforts will leverage the curriculum (and associated training and support materials) developed by Chapter members over the last 12 years.
- d. The chapter will work to create active relationships with at least one (1) USAR one (1) TX ARNG brigade-size unit during the calendar year. We cannot be a true Voice for the Army without a concrete relationship with the current force. (Educate, Inform, and Connect)
- e. Other Activities
- The Chapter will support the Army Scholarship Foundation by committing no more than 25% of all funds raised by Chapter activities towards the effort. **(Educate)**
 - The Chapter will continue to support the Dallas Veterans Day Parade in two (2) ways. First, a chapter member will participate as a judge chairman on the parade judging committee, and second, the chapter will donate to the parade foundation. **(Connect)**
 - The Chapter will conduct at least one Community Partner Appreciation event each Quarter. **(Connect)**
 - Educate the Texas State Senators and Representatives. Connect with the local Congressmen and Congresswomen on AUSA objectives during AUSA National Meeting and AUSA IV Region events. **(Educate/Connect)**
 - Strengthen relationships with Veteran Service Organizations (VSO) in the metroplex to present a unified effort on key issues. **(Educate, Inform, & Connect)**
- f. Key Strategic relationships critical to the chapter’s mission and goals include:
- Office of Chief of Army Reserve
 - TAG Texas National Guard
 - US Army Corps of Engineers - Dallas Corps of Engineers
 - Texas' Employer Support of the Guard and Reserve (ESGR) Committee
 - Major Commands USAR and Texas Army National Guard
 - Civilian Aide to Secretary of the Army (CASA) and Army Reserve Ambassadors
 - USAREC Dallas Battalion Commander and Company Commanders (along with the Station Commanders)
 - National and state legislative leaders
 - Regional and Local Elks Lodges
- i. Fundraising:
- Annual AUSA North Texas - Audie Murphy Chapter Wounded Warrior Golf Classic j. Membership Drives
 - A membership drive and a member's meeting will be held at least once each quarter.
 - At each meeting, a key representative or leader from the Community or the AUSA Leadership Fellows Program will be a guest speaker. The goal is to educate the community



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on the military and influence prospective members to subsequently join AUSA by educating them on the value of an AUSA membership.

- The Chapter’s Annual Golf Classic and North Texas Giving Day fundraisers will raise funds for hosting the membership drives and member meetings.

8. SPECIAL PROJECTS (Additional Information)

- a. **Dallas Veterans Day Parade (DVDP):** The chapter will contribute to the DVDP and provide individuals to serve on the Chief Judging Committee. The chapter will also provide ongoing support to the DVDP Planning Committee. **(Connect)**
- b. **Army Birthday Celebration:** The chapter will plan and conduct an Army Birthday Celebration to include members and young professionals. **(Educate, Inform, & Connect)**
- c. **Dallas and Ft. Worth ISD JROTC support:** The chapter will participate in events hosted by the Dallas ISD and/or Ft Worth ISD JROTC departments. The partnership with the organizations allows the chapter to benefit from extending our Leadership Programs into the local High School JROTC departments. **(Educate, Inform, & Connect)**
- d. **Golf Classic** - The chapter will plan and execute the Annual AUSA North Texas – Audie Murphy Chapter Wounded Warrior Golf Classic in support North Texas - Audie Murphy Wounded Warrior programs. **(Educate, Inform, & Connect)**



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9. BUDGET (Appendix 2)

Richard Kaniss

Richard Kaniss
Interim Chapter President
(Past President)



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Appendix 1 - Programs Listed by Quarter

Chapter Annual Plan

1 July 2024 to 30 June 2025

First Quarter (Jul 2024-Sept 2024)

- EXCO Monthly Meetings (3)
- AUSA Resolution Development
- Annual Financial Report to AUSA National
- Annual Audit of Chapter Financial Accounts
- Annual Chapter Plan
- Membership Drive
- General Membership Meeting (Sept 21, 2024)

Second Quarter (Oct 2024-Dec 2024)

- EXCO Monthly Meetings (3)
- Veterans Day Ceremony (Parade Support)
- AUSA Annual Meeting - Attendance at AUSA Annual Meeting
- AUSA North Texas– Audie Murphy Golf Classic
- SROTC Awards presentations as needed
- Membership Drive
- General Membership Meeting (Community Partner Recognition) – Dec, 2024)

Third Quarter (Jan 2025 - Mar 2025)

- EXCO Monthly Meetings (3)
- Presentation of Awards to JROTC Recipients
- Battlefield Leadership Experience (Vicksburg, Pea Ridge, Wilson Creek, San Jacinto as needed) ISO SROTC across 4th Region – TBD
- Membership Drive
- General Membership Meeting (Feb - Mar, 2025)

Fourth Quarter (Apr 2025 - Jun 2025)

- EXCO Monthly Meetings (3)
- Our Community Salutes DFW (Dallas and Fort Worth Recognition Events)
- Army Birthday Celebration
- Army Scholarship Foundation Grading
- Presentation of Awards to SROTC and JROTC Recipients
- Membership Drive



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- Chapter Election Cycle
- General Membership Meeting (Apr - May, 2025)
- New Officer Installation

Appendix 2 – Annual Budget Plan

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Income:

Corporate Dues	4000
Individual Dues	2500
Lifetime Members	600
Sustaining Members	200
Presidents Club	<u>850</u>
Total Dues	<u>8150</u>

Wounded Warrior Events **50,000**

TOTAL INCOME **58,150**

Primary Expenses:

AUSA:

Chapter EXCO Meetings (12)	600
General Member Meetings (4)	1000
Operating Expenses	1000
Regional Meeting Support	2000
Awards/Honorarium	500
Veteran Day Parade	250
Army Birthday	250
Graphic and Media support	<u>500</u>
Web Support	<u>4000</u>

TOTAL **9,600**

Other Program Expenses:

Leadership Programs	500 (Gladius)
Golf Expense	25000



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Legislation	750	
Non-Profit Support	<u>17000</u>	
TOTAL OTHER EXP	43,250	
TOTAL EXPENSES	52,850	Total Income: 58,150
NET Operating Income	5,300	