



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

Chapter Annual Plan 1 July 2021 to 30 June 2022

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.

A. Chapter Objectives and Goals

1. Objectives

- **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.

2. Goals

- a. Increase Individual Memberships by **50 individuals**
- b. Increase Community Partners by **3 companies**
- c. Raise **\$50,000** for designated Wounded Warrior programs.
- d. Attain Chapter of Excellence status.

B. Proposed Activities

1. General Membership Meetings (Responsibility of the President); 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. The following General Membership Meetings will be held on a quarterly basis during the operational year:



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a. First Quarter Meeting – **August 25, 2021**

Time: 6:30 p.m. to 8:00 p.m.

Action Officer: Mr. Josh Miller, PMP (VP, Community Partners) **Alternate:** Ms. Patti McCoy (Chapter President)

Purpose: The purpose of this meeting is two-fold: (1) to inform the community of the U.S. Army's role and commitment to the communities in which the Army service members, families, and veterans serve and (2) increase membership. First, the Chapter's officers will be introduced. Second, the commander of the Southwest Division of the U.S. Army Corps of Engineers will provide an overview of the Corps of Engineers role and programs in the North Texas Regions. Also, members and guests will be provided an overview of the planned activities for FY21-22. New members will be recognized. The meeting will be promoted throughout the metroplex and region utilizing media contacts (print and television) in the metroplex. In addition, the meeting will be livestreamed and promoted throughout the region for other chapters to join and participate. This meeting will be designated as the Fall Membership Drive. Guest will be provided membership applications with a follow-up call and email from the President. (Potential Points: Membership Drive, Community Partner Membership Growth)

Guest Speaker: Brigadier General Christopher G. Beck - Commander and Division Engineer of the Southwestern Division

Topic: *2021 U.S. Army Corps of Engineer Update*

b. Second Quarter Meeting – **December 1, 2021**

Time: 6:30 p.m. to 8:00 p.m.

Action Officer: Patti McCoy (Chapter President) **Alternate:** Mr. Josh Miller, PMP (VP, Community Partners)

Purpose: To build and strengthen Community Partner relationships. The meeting will focus on the chapter's community partnerships by recognizing the chapter's community partners for their support, untiring commitment, and dedication to sponsoring the chapter's programs. Recruitment and support for employers that hire Guard and Reservists will be discussed. Community Partners will be awarded a certificate of appreciation and a AUSA Coin. Community partner prospects and member prospects will be invited. New members will be recognized. Guests will be provided membership applications with a follow-up call and email from the Vice President of Community Partners or the Chapter President. (Potential Points: Community Partner Membership Growth; Membership Meeting).

Suggested Guest Speaker: Mr. Joe DePinto, President & CEO of 7-Eleven

Topic: *The Value of Community Partnership*



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c. The Third Quarter Meeting – **February 16, 2021**

Time: 6:30 p.m. to 8:00 p.m.

Action Officer: Ron McLeroy (VP, Legislative Affairs) **Alternate:** Colonel Jeff Gault, USA, Retired (VP, Education)

Purpose: To inform the members of state Veteran issues. A detailed update of issues impacting Veterans will be discussed. (Potential Points: Membership Meeting)

Suggested Guest Speaker: TBD

Topic: *Texas State Veteran Issues*

d. Fourth Quarter Meeting – **May 4, 2021**

Time: 6:30 p.m. – 9:30 p.m.

Action Officer: Colonel Lewis Knapp (VP, Ft Worth Programs) **Alternate:** Mrs. Shelly Knapp (VP, Family Programs)

Purpose: To build awareness of the Chapter's support to the U.S. Army's soldiers and families (active duty and veterans). The chapter's initiatives that support family programs will be highlighted. Community partner prospects and member prospects will be invited. New members will be recognized. This meeting will be designated as the Spring Membership Drive. Guests will be provided membership applications with a follow-up call and email from Chapter President. (Potential Points: Membership Drive, Membership Meeting, Volunteer Drive, Family Programs)

Suggested Guest Speaker: Holly Dailey (AUSA Director, Family Readiness)

Topic: *Providing Military Families Support*

2. EXECUTIVE COMMITTEE MEETINGS (EXCOM)

The executive committee meets from 11:30 a.m. to 1:00 p.m. on the 2nd Friday of each month (12 meetings each year).

a. The EXCOM provides overall strategic and tactical leadership for the North Texas - 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.

b. The following positions comprise the Executive Committee Officers (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



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- Past President (Executive Vice President): Serves for period immediately after presidency. That person can officially represent the chapter president at National AUSA events.
 - Vice President of Community Partners
 - Vice President of Membership
 - Vice President of Public Relations/Communications/Marketing
 - Director of Leadership Development
 - Director of Reserve and National Guard Outreach
 - Director of Legislative Support/AUSA Resolutions
 - Director of Veteran Employment Initiative
 - Director of Young Professionals Initiative
- c. 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
- ### 3. 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 prepared to take over duties and responsibilities of President.
- ### 4. ADHOC COMMITTEE MEETINGS
- a. 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.”
- b. Current ADHOC Committees include:
- Fort Worth Membership and Activities
 - AUSA North Texas - Audie Murphy – Audie Murphy Wounded Warrior Golf Classic Planning Committee
 - Veterans Day Parade Liaison
 - Employer Support to Guard and Reserve (ESGR)
 - Liaison with other veteran organizations in North Texas - Audie Murphy area
 - AUSA Resolution Liaison
 - AUSA Legislation Liaison - voting member



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5. MEMBERSHIP ACTIVITIES

Membership activities are the responsibility of the Vice President of Membership. In the absence of a Vice President of Membership, the Chapter President can assume the role until the position is filled.

There will be **Fall 2021** and **Spring 2022** membership drives (Appendix 4), as well as a continuous recruitment effort to meet the chapter's and AUSA's goals.

6. 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 Chapter's activities will be applied to the Wounded Warrior Support Programs.

b. U.S. Army Recruiting Command (**Inform and Educate**)

- The Chapter will continue to **build and strengthen the relationship** with the **Dallas Recruiting Battalion**, Ridgmar Recruiting Station in **Fort Worth** and its subordinate companies.
- In addition, that effort will be expanded to include USAR and Army National Guard Recruiting offices in **Dallas and Fort Worth**.
- The Chapter will build a close relationship with the Army Reserve Ambassador program to include assisting in communicating opportunities that secure Minuteman Scholarships.
- The Chapter will include the Our Community Salutes DFW (OCS) effort with a monetary contribution during FY21-22. OCS provides a two-fold opportunity: (1) Membership Drive (2) Volunteer Participation

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 train the next generation of Army leaders.
- During the FY21-22 Operating Year, the Chapter will focus on expanding that effort to support JROTC Programs within the Chapter footprint.



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- In cooperation with AUSA 4th Region Leadership Team, the Chapter will focus on developing a relationship with the US Army Cadet Command to identify opportunities that expand the Passing the Torch Program across the 4th Region.
 - The Coaching, Teaching, and Mentoring efforts will leverage the curriculum (and associated training and support materials) that have been developed by Chapter members over the last 10 years.
 - Key Program Elements include:
 - Classroom and Virtual Leadership Development Sessions with SROTC and JROTC cadets ICW University PMS's and ISD JROTC Directors. These sessions will draw from the content developed in the Passing the Torch program and meet the curriculum needs of the supported ROTC program. Classroom visit expenses are estimated at \$500.
 - The Chapter will continue to advance the relationship between ROTC leaders in the Chapter Area of Responsibility by attending (and speaking at) awards ceremonies and commissioning ceremonies as requested. The Chapter will continue to provide the AUSA North Texas - Audie Murphy Chapter Leadership Award to the top SROTC cadet each semester (as nominated by the PMS) at supported universities (Baylor University, University of North Texas, Texas Tech, and Texas Christian University). Estimated expense is \$500.
 - Battlefield Leadership Experiences (BLE). The BLE will occur during Fall 2021 semester and Spring 2022, using the Vicksburg Military National Battlefield in Mississippi or the San Jacinto Battlefield in Houston, Texas. (Contingent on securing funding/Sponsorships from 3rd parties).
- b. Army Scholarship Foundation (**Inform and Connect**)
- To build awareness of the educational opportunities available for future leaders, the Chapter will continue to support a scholarship award, Army Scholarship Foundation AUSA North Texas - Audie Murphy Chapter. The grading of scholarship applications provides an opportunity for Volunteers to participate.
 - At the annual Army Scholarship Foundation Award Luncheon, the Chapter will sponsor 5 tables.



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- d. Support the Veterans Administration (VA) Facilities in the Chapter footprint
(Inform and Connect)
- The Chapter EXCOs will establish a relationship with the key VA leaders in Dallas.
 - The EXCOs will Identify and facilitate opportunities for Chapter members to volunteer at the VA facilities in the Chapter footprint.
- e. Build and grow the Chapter's footprint in Fort Worth by:
- Becoming a member and actively participating in the Fort Worth Chamber of Commerce activities **(Inform/Connect)**
 - Supporting USAREC, USAR units (refer to item b. above), the Airpower Council/Foundation, Naval Air Station Fort Worth Joint Reserve Base Leadership **(Connect)**
 - Assisting military families at the NAS JRB **(Inform/Connect)**
- f. 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 provide a donation to the Parade Foundation. **(Connect)**
 - The Chapter will conduct at least one Community Partner Appreciation event during the operating year. **(Connect)**
 - Educate the Texas State Senators and Representatives. Connect with the local National Congressmen and Congresswomen on AUSA objectives (Educate/Connect)
 - Strengthen relationships with Veteran organizations in Dallas/Fort Worth to present a unified effort on key issues. **(Inform/Connect)**
- g. Key Relationships
- Relationships as a critical line of effort.
 - These relationships provide depth and flexibility for the Chapter.
 - They provide sources of guest speakers for Chapter activities
 - Specific focus areas to build and strengthen 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
 - Director of the Dallas Veterans Administration



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- Civilian Aides to Secretary of the Army (CASA) and Army Reserve Ambassadors
- Army Futures Command
- USAREC Dallas Battalion Commander (along with the Battalion's subordinate companies)
- Army National Guard and US Army Reserve (USAR) Recruiting leadership
- Regional and Local Elks Lodges

h. Fundraising:

- North Texas Giving Day (September 2021). Communities Foundation of Texas' North Texas Giving Day is an 18-hour online giving event designed to
- empower every person to give back to their community by supporting local nonprofits and causes they care about in one easy-to-use platform.
- Annual AUSA North Texas - Audie Murphy Chapter Wounded Warrior Golf Classic (October 2021). Plan and execute the Annual Golf Classic that supports North Texas - Audie Murphy Wounded Warrior Programs.

i. Membership Drives

- Once a quarter, a membership drive combined with a members meeting will be held.
- A guest speaker at each meeting will be a key representative or leader from the list outlined in Item 6. For example, at the August Membership Drive and Members Meeting, General from the North Texas US Corps of Engineers. The guest speaker will discuss the US Corps of Engineer projects ending in 2023 that will impact the Dallas/Ft Worth community. The goal is that the discussion topic will drive prospective members to the meeting and subsequently join the AUSA.
- Funds for hosting the membership drive and members meeting will be come from the Annual Golf Classic and North Texas Giving Day.

7. SPECIAL PROJECTS (ADDITIONAL FOCUS AREAS)

a. **AUSA Legislative Support** - Committee Chairperson: Mr. Ron McLeroy (VP, Legislative Affairs). 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.

b. **Young Professionals Program** - Committee Chairperson: Ms. Patti McCoy (Chapter President). Develop a "Young Professionals" Program focused on encouraging memberships by younger generations.



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c. **Dallas Veterans Day Parade (DVDP)** - Committee Chairperson: Colonel Richard Kaniss, USA, Retired (Executive Director/Past President). The chapter will contribute the DVDP and provide an individual to serve on Chief Judging Committee at the event. The chapter will also provide on-going support to the DVDP Planning Committee.

d. **Army Birthday Celebration** - Committee Chairperson: Ms. Patti McCoy (Chapter President). The chapter will plan and conduct an Army Birthday Celebration seeking to include broad participation among civic, military, and private organizations across North Texas.

e. **Dallas and Ft. Worth ISD JROTC support** - Committee Chairperson: Colonel Rich Kaniss, USA, Retired (Executive Vice President/Past President). The chapter will participate in 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 JROTC departments.

f. **Golf Classic** - Committee Chairperson: Colonel Rich Kaniss, USA, Retired (Executive Vice President/Past President). The chapter will plan and execute the Annual AUSA North Texas – Audie Murphy Chapter Wounded Warrior Golf Classic to Support North Texas - Audie Murphy Wounded Warrior programs.

j. **AUSA Day** – Committee Chairperson: Mr. Michael Henson (Chapter Secretary). The chapter will plan and execute an activity celebrating AUSA Day utilizing resources from the Ask 2.0 Toolkit.

5. BUDGET (Appendix 2)

Patti McCoy

Patti McCoy
Chapter President



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Appendix 1 - Programs Listed by Quarter

**Chapter Annual Plan
1 July 2021 to 30 June 2022**

First Quarter (Jul 2021-Sept 2021)

- EXCO Monthly Meeting (3)
- AUSA Resolution Development
- Annual Financial Report to AUSA National
- Annual Audit of chapter financial accounts
- Annual Chapter Plan
- North Texas Giving Day
- Membership Drive
- General Membership Meeting (US Army Corps of Engineers)

Second Quarter (Oct 2021-Dec 2021)

- EXCO Monthly Luncheon (3)
- Veterans Day Ceremony (Parade Support)
- AUSA Annual Meeting - Attendance at AUSA Annual Meeting
- AUSA North Texas– Audie Murphy Golf Classic
- General Membership Meeting (Community Partner Recognition & Holiday Party)
- SROTC Awards presentations as needed

Third Quarter (Jan 2022-Mar 2022)

- EXCO Monthly Luncheon (3)
- Presentation of Awards to JROTC Recipients
- Membership Drive
- Battlefield Leadership Experience (Vicksburg) ISO TCU, Baylor, UT Arlington and UNT ROTC – TBD
- General Membership Meeting (State Legislature Update)

Fourth Quarter (Apr 2022-Jun 2022)

- EXCO Monthly Luncheon (3)
- General Membership Meeting (Military Family Support)
- OCS DFW
- Army Birthday
- AUSA Day
- Presentation of Awards to SROTC and JROTC Recipients



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Appendix 2 – Annual Budget Plan

**Chapter Annual Plan
1 July 2021 to 30 June 2022**

Income:

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

Wounded Warrior Events	50,000
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TOTAL INCOME	<u>58,150</u>
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Primary Expenses:

AUSA:

Chapter EXCO Meetings (12)	600
General Member Meetings (4)	500
Operating Expenses	1000
Regional Meeting Support	1000
National Meeting	1500
Awards/Honorarium	1000
Veteran Day Parade	500
Army Birthday	250
Graphic and Media support	500
Web Support	<u>3000</u>

TOTAL	9,850
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Other Program Expenses:

Leadership Programs	500 (Gladius)
Golf Expense	25000
Legislation	750
Non-Profit Support	<u>17000</u>

TOTAL OTHER EXP	43,250
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TOTAL EXPENSES	53,100
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NET Operating Income	5,050
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Appendix 3 – Major Fundraising Events Plan**

**Chapter Annual Plan
1 July 2021 to 30 June 2022**

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.

Chapter Goal: \$60,000 in 2020-2021

Major Chapter fundraising events include:

1. North Texas Giving Day

Objective: \$2,000

Date: September 23, 2021, online

All expenses associated with the event will be covered by donations. Administrative tools and promotions will be provided by the developers of North Texas Giving Day. Members and individuals in the community will be asked to participate.

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

Objective: \$50,000. \$40,000 Net

Scheduled October 4, 2021, at 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. The AUSA North Texas - Audie Murphy Executive Director/Past President (Colonel Rich Kaniss, USA, Ret) oversees the program.



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Appendix 4 - Awards Plan

Chapter Annual Plan 1 July 2021 to 30 June 2022

Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
EXCO Meeting	EXCO Meeting	EXCO Meeting	EXCO Meeting	EXCO Meeting	EXCO Meeting	EXCO Meeting	EXCO Meeting	EXCO Meeting	EXCO Meeting	EXCO Meeting	EXCO Meeting
Annual Audit of Chapter Financial Accounts	General Membership Meeting (US Corps of Engineers)	North Texas Giving Day	Annual AUSA North-Texas Audie Murphy Wounded Warrior Golf Classic	Participate as a Judge at Veterans Day Parade Ceremony	General Membership Meeting (Community Partner Recognition and Holiday Party)	Membership & Volunteer Drive at DFW VA Hospital or CBOCs	General Membership Meeting (State Veteran Issues Update)	Battlefield Leadership Experience (Education Program)	Presentation of Awards to SROTC and JROTC Recipients	General Membership Meeting (Family Support)	AUSA Day
Annual Financial Report to National	Support Recruiting Battalion (Change of Command Ceremony or Future Soldier Ceremony)	Battlefield Leadership Experience (Education Program)	AUSA Annual Meeting	Army Black Knights vs Air Force Falcons Game	SROTC Award Presentations as needed	Support Army Reserve and National Guard Unit (Fort Worth)	Support Recruiting Battalion (Dallas)	Presentation of Awards to JROTC Recipients	Chapter Elections	Exhibit and Membership Drive at Our Community Salutes DFW (OCS)	Army Birthday Celebration: Army Scholarship Foundation's Scholarship Grading and Recruiting Ceremony
	Build relationship with Texas' Employer Support of the Guard and Reserve (ESGR) Committee	Support Army Reserve and National Guard Unit (Fort Worth)	Support Army Reserve and National Guard Unit (Dallas)	Army Scholarship Foundation Luncheon	Support Recruiting Battalion (Dallas)					Presentation of Awards to SROTC and JROTC Recipients	Chapter Leader's Training
											Annual Chapter Plan to National

Potential Program Awards to Receive

Army Birthday Celebration
 Support of ROTC
 Community Partner Support
 RC/ESGR Support
 Professional Development
 Retire Soldier/Veterans Support
 Professional Development
 Support to Recruiting Command
 Army History
 AUSA Day
 Family Programs
 Member Communication

Membership Increase

Increase in Community Partner Membership
 Increase in Civilian Membership