

## **Unit166: Strategy for Returning to Profitability – Board Approved**

### **Strategic Plan**

#### **1. Create a Volunteer Culture: Tapping into Expertise Within the Bridge Community**

- *The Unit establish an “Increase Volunteering” committee focused on recruiting members motivated by a sense of personal accomplishment and contribution to bridge. The goal is to match areas of expertise and skills, such as marketing for instance, with Committee and tournament needs.*

#### **2. Create and Execute a Plan for Revenue Growth**

- *The Unit establish a “Grow Revenue” committee, with sub-committees of qualified volunteers, to create and execute a plan for increasing membership and attendance at tournaments and face-to-face clubs. Sub-committees are to include Marketing, Growing Adult Membership, and Growing Junior and Youth Membership.*

#### **3. Pro-Active Recruiting and Nurturing of Locally Available Tournament Directors**

- *The Unit establish an “Increase Locally-Based Tournament Directors” committee to focus on pro-actively generating and nurturing a minimum of six (6) qualified Tournament Directors within the Unit. The goal is to minimize travel, accommodation, per diem, and exchange rate expenses.*

#### **4. Fiscal Responsibility: Cost/Benefit Analysis for New Initiatives**

- *Discretionary expenditures for new initiatives will be evaluated on the basis of their positive contribution to Unit profitability. In some instances the benefit will be over a number of years in which case the payback period will be used as the basis for assessment. Exceptions will be assessed on a case-by-case basis.*