# WINGA STRATEGIC PLAN

## Mission

**The Wisconsin National Guard Association exists to promote the readiness, modernization and relevance of the Wisconsin National Guard family and its members.**

## Vision

**Our vision is to ensure the Wisconsin National Guard is retained as a relevant force and that all guard members and stakeholders recognize the significance and value of the Association.**

## Values

**Principled leadership in the performance of our duties to serve our guard members and stakeholders by advancing relevant policies in our state and nation.**

# *Core Strategies*

### 1. ADVANCE LEGISLATIVE INITIATIVES AT THE NATIONAL AND STATE LEVEL

**Goal #1: Increase participation in state and federal legislation impacting the Wisconsin National Guard.**

**Objective:** Starting in TY 2020 WINGA members will visit NGAUS and state/federal congressional delegations in their offices to present and advocate for legislation identified as legislative initiatives.

**Objective:** Increase the amount of WINGA members giving testimony and appearing at public hearings so that WINGA has a voice on all legislation that impacts its members beginning in the 2020 legislative session.

**Objective:** Create state legislative alerts for the TY 2021 legislative session so that members are better aware of state legislation WINGA is involved in and provide the opportunity to get involved.

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### Goal #2: Increase WINGA engagement with federal and state legislators

**Objective:** Take a group of board members and CGO's to Washington D.C. to visit NGAUS HQ and Wisconsin Congressman and Senators. Members will advocate for state and federal legislation while visiting.

**Objective:** Host a legislative reception at a location close to the Capitol in Madison once a year starting in TY 2021. Invite the Governor and key legislators.

## 2. PROVIDE EFFECTIVE COMMUNICATION TO MEMBERS AND PARTNERS

### Goal #1: Establish and implement an effective strategic communication plan

**Objective:** Produce brochures for 2020 marketing the accomplishments of WINGA and NGAUS for distribution. Distribute at the officer summit.

**Objective:** Review and adjust communication methods used to reach our service members and stakeholders to include social media, email distribution lists, and verbal communication with Commanders by August of 2020.

### Goal #2: Increase Member Engagement and Awareness

**Objective:** In TY 2020, start an annual online questionnaire of what our members want in terms of legislative initiatives as well as events, OPDs, and other opportunities.

**Objective:** Encourage our MSC/WING representatives of the WINGA board are given time at Commander calls to talk about WINGA/NGAUS.

**Objective:** Create more event opportunities throughout the year besides just the WINGA dissemination of WINGA events.

**Objective:** Maintain 100% membership in NGAUS.

## 3. ENSURE MULTIPLE FUNDING SOURCES ARE IN PLACE

### Goal #1: Create a WINGA 501(c)3 organization which is tax-exempt. (This body becomes our fund raising mechanism for the future to compliment our insurance program.)

**Objective:** Individual needs to be selected by October 2019 and that individual will gather information about how the (c)3 would work and what WINGA needs to do in order to create it in TY 2020.

**Objective:** WINGA President will identify how the (c)3 will be structured and how it will be run. The framework will be in place by the end of the second quarter of TY 2020.

### Goal #2: Increase the amount of corporate sponsors

**Objective:** Produce a document within the next 12 months to present to potential corporate sponsors that highlights where monetary donations may be directed

**Objective:** Increase involvement of corporate sponsor committee to at least one meeting per quarter by the end of 2020.

**Objective:** Increase the number of events during the year that allows for participation from current and potential corporate sponsors starting in TY 2020.

### Goal #3: Secure future NGAUS conference

**Objective:** WINGA Board of Directors in conjunction with the Adjutant General will consider submitting a bid to host a future NGAUS Conference.

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