



NAPO-New England Strategic Plan Fiscal Year 2010-2011

NAPO-New England Chapter Mission:

NAPO-NE is dedicated to increasing public awareness of, and respect for the professional organizing industry; educating NAPO-NE members; and promoting their businesses.

Objective #1: Support Members' Lead Generation Efforts

To support the growth of our chapter and increase business for our members, we will:

- (1) Drive consumers to the website to “locate an organizer”**
- (2) Develop database solutions that will allow us to capture consumer leads and market to them effectively**
- (3) Leverage media opportunities to promote the industry, the chapter, and our membership**

One-Year Goals:

- Expand our social networking presence and increase communications with the public
- Launch online advertising to help drive traffic to the NAPO-NE website
- Leverage NAPO-National PR efforts locally by customizing press releases and posting on online news distribution websites
- Improve use of the GO Month program as a vehicle for promoting the chapter and the organizing industry
- Educate members on how to use the chapter blog and the benefits of contributing to their individual businesses
- Increase and improve the branding of all communications from the chapter through use of Constant Contact and other polished and professional resources
- Establish a task force to identify a database solution for the chapter that will allow us to collect consumer and prospective members' demographic information – and keep it current and usable for marketing efforts

Two-Three Year Goals:

- Research developing a consumer e-newsletter with organizing tips sponsored by NAPO-NE members
- Consider events with an Associate Member or local store offering organizing products to engage the public, increase awareness of the role of the professional organizer, and generate media interest in NAPO-NE
- Investigate marketing possibilities through new media outlets such as blog radio and online
- Explore opportunities to provide better PR coaching and PR preparedness to our membership
- Consider developing workshops and teleclasses offered by chapter members to the public on behalf of the chapter

Five Year Goal:

- Consider the benefit of hiring a PR Consultant to support the continued growth of NAPO-New England's media presence and promote its varied internally and externally focused projects

Objective #2: Become NAPO's largest chapter

Continue to solidify our strength as a chapter so we can:

- (1) Have an improved revenue stream and a strengthened financial stability**
- (2) Develop an increased volunteer base to support chapter initiatives**
- (3) Maintain existing membership by continuing to offer top-notch membership benefits**
- (4) Attract new members through increased membership outreach efforts**
- (5) Maintain and strengthen our position as the leader in Associate Membership**

One Year Goals:

- Grow Regular Membership by at least 10%
- Grow Associate Membership by at least 10%
- Update the Policies & Procedures document and job description for a Membership Chair
- Strengthen various membership offerings through more structured networking opportunities, including the discussion group, buddy program and success groups
- Create an Associate Member recruitment incentive program
- Create an incentive program for the recruitment of regular members
- Create additional membership recordings to increase awareness of chapter membership benefits (e.g. what to expect at a meeting, how to get the most out of your membership, how to give a great committee report, etc.)
- Develop a process for follow-ups with leads (i.e. NOW attendees, meeting visitors)

Two-Three Year Goals:

- Consider creation of a Regular Member Ambassador to reach out to regular members and ensure they are getting the most benefit possible out of their NAPO-NE membership
- Engage remote members more in chapter activities through different formats

Five Year Goals:

- Consider development of a tiered Associate Membership program (category exclusivity/enhanced benefits)

Objective #3: Improve Professional Development

Make NAPO-NE the premier resource for professional development opportunities for professional organizers in the Northeast

One Year Goals:

- Develop and present regular Professional Development events
- Ensure that our programming offers adequate CEU opportunities for our CPO members
- Improve opportunities for our members to contribute to each other's development through Success Groups, Discussion Group, our quarterly Newsletter, and other programs
- Increase attendance and profitability of the Professional Development Seminar Series by at least 10% by developing relevant, CEU-eligible content, looking at variations on the structure of delivering seminars, and expanding marketing efforts appropriately
- Appoint a New Organizer Workshop task force to look at revising the chapter's NOW offering
- Expand the availability of professional development resources by looking at other possible educational events

Two-Three Year Goals:

- Appoint an education task force to provide a proposal for expanded professional development opportunities for the chapter
- Increase PDS schedule to quarterly
- Improve and expand other NAPO-NE educational offerings such as teleclasses
- Research developing a 1-2 day NAPO-NE Professional Development Conference to be marketed to professional organizers across the Northeast

Objective #4: Improve Chapter Meeting Experience

Review chapter regular meetings to ensure formats that will:

- (1) Allow for more exchange and interaction among members**
- (2) Encourage involvement and participation in chapter activities**
- (3) Continue to offer compelling and educational programming for our members**

One Year Goals:

- Create shorter, more relevant, and more interesting business meeting segments of monthly chapter meetings
- Evaluate and develop a new structure for our annual business, Annual Awards Event, and holiday social meetings (June, September, and December)
- Evaluate possibility of a “virtual meeting” held via teleconference, in order to involve more remote members
- Create opportunities for more structured networking as part of regular monthly meetings (e.g. table topics, success groups)

Two-Three Year Goals:

- Consider web conferencing for all regular monthly meetings

Five Year Goals:

- Consider development of a multi-chapter tele-summit to leverage shared resources for a higher impact program

Objective #5: Improve Leadership and Volunteer Development

To improve our members’ ability to access chapter information and build leadership skills among our chapter volunteers, we will:

- (1) Improve the process for transitioning chapter operations information between volunteers**
- (2) Encourage and support the development of leadership within all chapter volunteers**

One Year Goals:

- Create new job descriptions for every volunteer position based upon new position P&Ps
- Create an introductory “NAPO-NE Volunteer Handbook” and companion educational recording for all chapter volunteers
- Create a “NAPO-NE Leadership Handbook” and companion educational recording to provide further leadership and management education to committee chairs

- Launch the new Volunteer Committee structure, including the following positions: 1) Volunteer Recruiter, 2) Transition Coordinator, 3) Recognition Coordinator

Two-Three Year Goals:

- Develop and implement additional volunteer recognition activities to reward and increase involvement and satisfaction within chapter
- Develop a process for additional volunteer and leadership development for members

Objective #6: Improve Networking and Community Relationships

To enhance relationships among our chapter members, pride in NAPO-NE membership, and our contribution and involvement within our greater New England community, we will:

- (1) Increase the opportunities for members to meet and create strong relationships with each other**
- (2) Arrange occasions at NAPO conference and other major events to show our chapter pride and bond with our chapter members.**
- (3) Make ourselves more present and available within the greater New England community through GO Month, Quantum Leap, volunteer work, and other events and programs.**

One Year Goals:

- Re-evaluate format, structure, and design for our chapter’s quarterly newsletter in order to improve its effectiveness as a resource for the membership
- Implement the new NAPO-NE Advertising Policy/Program to provide marketing opportunities for members and non-members
- Establish a Resource Table at Member Meetings to allow members to place information about their upcoming events/services as well as a place to swap organizing resources
- Create strategic alliances/partnerships with organizations and corporations (including but not limited to Associate Members) who might be interested in sponsoring further NAPO-NE programs and events
- Explore developing and launching additional volunteer activities/events for members to contribute their skills to those in need while promoting the organizing industry (e.g. Quantum Leap, NAPO in the Schools, Cradles to Crayons)

Two-Three Year Goals:

- Develop backend support for the website to allow for improved member area features such as web-based resource list, listserv, forums/message boards, committee pages, and file sharing
- Explore developing simple products that might help generate business for members and strengthen chapter identity, such as “Hire-an-Organizer” and “NAPO-NE” items