



Delaware Valley Veterans Consortium Strategic Plan 2021-2024

Goals:	INCREASE AWARENESS	INCREASE KNOWLEDGE SHARING & LEARNING	CELEBRATE & ADVERTISE SUCCESSES	IMPROVE MEMBER RELATIONS & RETENTION
Objectives:	<ul style="list-style-type: none"> • Nurture key strategic partnerships at the local, state, and national level • Utilize website as marketing tool • Increase presence at community events • Serve as a “one-stop shop” for veteran community 	<ul style="list-style-type: none"> • Work with key partners • Act as catalyst for culture shift and growth in areas that affect the military and veteran communities 	<ul style="list-style-type: none"> • Highlight individual veteran accomplishments and success stories • Highlight member/supporter organization accomplishments and success stories 	<ul style="list-style-type: none"> • Utilize website as connection tool • Proactively and systemically manage membership
Tasks:	<ul style="list-style-type: none"> • Engage with other CVEBs and state legislators • Ensure DVVC is listed on resource websites such as 211, Aunt Bertha, etc. • Ensure DVVC representation at community/member organization events • Launch website 	<ul style="list-style-type: none"> • Collaborate with similar organizations on programming, resources and best practices • Work closely with state legislators to understand and track legislative initiatives • Position DVVC and its members as “conversation starters” on topics affecting military and Veteran communities 	<ul style="list-style-type: none"> • Utilize newsletter, social media, website, and membership management to gather and announce accomplishments and success stories 	<ul style="list-style-type: none"> • Educate member organizations on how to communicate through the new website • Match DVVC rep with member/supporter organizations to enhance connection to DVVC