



Gamma Chapter's Mission Statement: Women in Leisure Services – Gamma Chapter is an empowering, dynamic, and progressive organization which strives to provide resources for personal, academic, and professional growth through affordable and innovative trainings with enriching networking opportunities to our members and students pursuing community recreation and human service careers.

1. Maintain a fiscally sound budget

- Ensure fiscal accountability through bi-annual financial reviews by a Finance Committee and monthly fiscal reports review by the Board of Directors
- Hold the Director of Committees and event chair(s) accountable for submitting and presenting complete event financial documentation
- Successfully implement fundraising opportunities at selected Gamma events to raise funds for Gamma Scholarships
- Increase Corporate Sponsor participation

2. Serve membership

- Maintain innovative and affordable educational based events, and offer events in various areas within Gamma's boundaries
- Continue to partner with other professional organizations to offer events
- Increase participation for the Professional Development Grant Program as a tool to assist members with event cost and new member membership cost

3. Modify marketing and outreach efforts

- Increase social media presence and membership engagement through posts to social media channels
 - Posts highlights of members, events, programs, etc.
 - Posts pictures from Gamma events and programs
 - Posts job opportunities as they become available
 - Posts relevant book recommendations, short articles, podcast episodes
 - Posts training opportunities from other local and statewide professional organizations
- Create an Instagram account
- Challenge event chair(s) to send event information to neighboring cities, based on the event location
- Explore and implement a reader-friendly email platform (e.g. Constant Contact, MailChimp)
- Increase benefits based marketing for events (WIFM)
- Increase exposure for Scholarship Program (Grants & Students Scholarships)
- Create fillable forms for all documents
- Partake in vendor booth opportunities within Gamma's boundaries
 - Purchase and distribute Gamma branded promotional items
- Research and explore viable options for a new website platform

4. Develop membership to allow for more effective succession planning

- Co-chair all events and ensure all committees are at capacity
- Challenge members to take an active role in a committee, chair, or board position
- Begin recruiting efforts for Executive Board and Committee Chairs early in the year
- Analyze data pertaining to membership retention and membership participation

5. National Advocacy

- Educate members of National's role and its importance
- Hold National to the standards and rules set forth in the bylaws