VISION + PLAN SUCCESS™

Dawn Sharpe-Brackett, CCE, IOM
CEO East St. Tammany Chamber of Commerce

STRATEGIC PLAN—KEY ELEMENTS
- Communication Strategy
- Planning Group or Task Force
- Vision
- Mission
- Values
- Goals
- Objectives**
- Tasks**
- Implementation Strategy
- Monitoring

U.S. CHAMBER ACCREDITATION
VALUE ADDED SERVICES
- Chamber on Demand
- Events
- Seminars
- Workshops
- My Chamber App

IDENTITY
ADVOCACY

REVENUE RESOURCE PLAN
- Know your budget!
- Set goals – dues vs. non dues
- Fundraisers
- Evaluate ROI
- Measure your goals

KEYS TO A PLAN SHORT & LONG TERM
- Vision
- Mission
- Goals
- Strategic objectives
SUCCESS

How is your success measured?

QUESTIONS?

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