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Ways & Means SPM 2009-2010 Plan of Action

I. GOALS

- A. Reach total sales of \$5,500 from the state store
- B. Reach total sales of \$2,300 in clothing sales
- C. Reach \$3,500 in donations to Ways and Means
- D. Reach \$5,000 in the trimester promotional sales for the year
- E. Create survey for entire membership to add to state store inventory

II. IMPLEMENTATION

- A. Reach total sales of \$5,500 from the state store
 - 1. Promote new items available at the state store
 - 2. Promote online ordering for state store
 - 3. Encourage use of state store for incentives, awards, gifts, and personal use
 - 4. Promote purchasing from state store in all communications
 - 5. Promote discount punch card
 - a. Punch on card for every \$5.00 spent
 - b. \$5.00 off purchase at state store with every \$50.00 spent
 - c. Year-end drawing for completed punch cards
 - 6. Emphasize Success system points
 - 7. Attend all state meetings and travel to chapter and district meetings with state store as requested and as available
 - 8. Offer different discounts on older merchandise to make room for new items
- B. Reach total sales of \$2,300 in clothing sales
 - 1. Promote clothing sales in all communications
 - 2. Provide trimester incentives for first timers or new members who purchase clothing
 - 3. Research other clothing options to bring to Finance Committee

- C. Reach \$3,500 in donations to Ways and Means
 - 1. Promote donations in all communications
 - 2. Emphasize Success system points
 - 3. Offer drawing each trimester for those individuals, chapters and districts that make a donation

- D. Reach \$5,000 in the trimester promotional sales for the year
 - 1. Hold promotion each trimester
 - a. Research potential trimester promotions and obtain approval from Finance Committee
 - 2. Provide materials to chapters through CIPs promoting each fundraiser
 - 3. Offer incentive for chapter that sells the most during each promotion

- E. Create survey for entire membership to add to state store inventory
 - 1. Create survey for members to complete
 - a. Online survey for each chapter
 - b. Paper survey at Fall State convention
 - 2. Work with DPMs and District Directors to get members to complete survey