



Step Two: Unit Goals – Get Everyone Involved

You have put a team together to discuss what direction you want your Unit to take for this next year. You identified what type of recruiting you want to do, what activities your Unit can speak to and what activities/training your Unit needs to start looking into now in order to be more attractive to new members and keep them active after they join.

Now, it's time to inform your whole Unit of these new plans and new direction so they all understand what the next year is going to entail and how they will fit into the plan.

In October: Have a Unit discussion

Pick a meeting and schedule 30 minutes with all your members (include the Cadets if you have them) and have a camp-fire type of discussion. Let all your Unit's members know about the meeting – especially those that haven't been attending consistently. Let them know the purpose of the meeting is to talk about the status of the Unit and what activities/direction everyone would like to see for the next year.

Remember: The Unit is only as strong as the members that are involved – so we want them to take ownership in its future success.

In November: You put your plan together:

- a. Work with the Command Staff to put together a preliminary schedule for the next calendar year. This isn't a meeting-by-meeting calendar – but more of an overview of what Unit training schedule could be set up, when will the window for o-rides be open, when will there be Wing/Region/National activities that they could participate in...things that will help your members start to look forward to and start planning their next year with the Unit.
- b. Work with your PAO to gather photos and news releases from activities that your Unit has already participated in this past year. These highlights will be used to show (and remind) your members what benefits they have had for being part of your Unit.
- c. Take both sets of information and create a PowerPoint presentation to present to the whole Unit.

In December: Announce the plan to the Unit

Before everyone starts to take time off for the holidays, and host a "Year in Review" party with the theme = "Where we are now and where we are headed next year."

Invite all your members, and their family and friends, and share with them that PowerPoint that shows what the Unit has already done this year. Then, have the Commander take over the second half of the PowerPoint to talk about what ideas/activities the Unit has discussed and will focus on in the new year.



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This is all about Unit Pride!

The reason why you include family and friends is to not only show them what their member has been doing but to help understand that while CAP training and activities may take them away for periods of time, the end result of their participation is worthwhile.

What does your Unit get out of this?

- 1) Opens communication between leadership and the members.
- 2) The Unit puts together a game plan for the next year that they can now build upon.
- 3) The Unit will have more training and activities to help attract, and keep, new members when recruiting.
- 4) A renewed sense of accomplishment and pride will be instilled in your current members – reminding them why they want to stay in CAP.