

**MAHU 2020
Strategic Planning Session
July 15, 2020**

GOALS

1. Increase funds to replace lost funds for remainder of 2020 budget
2. Prove Membership Value to members and non-members

ACTION

1. Budget – various ideas were brought up by the board on how to potentially right our budget for the remainder of the year. After much discussion it was decided that we will create an Ad Hoc Committee (Scott, Troy, Cathy, John, Marcy) to create an event or campaign to find and secure sponsorship monies prior to the end of the year. The current goal set is \$15,000
2. Membership Value – Val and Charley have been working on a plan to work with local membership experience and retention chairs across the state. They will be providing them many tools with which to use on the local and state level. Val will be providing an article for each MAHU newsletter providing detail information on member only items and events for MAHU members (proving value). Troy stated that he will work closely with Val and Charley to assist in keeping our members happy and to also assist with finding potential members.

Each person on the call will be asked to play an important part in assisting the board to reach their 2 stated goals. After a roundtable, there is 100% commitment on the board's part to do this.