

2014 Partnership - Six Step Plan of Work



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Committee Members:

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FOSTERING TRUST

We will foster trust by...

In a team atmosphere, we leverage the strengths of each committee member to accomplish the goals we have established. The monthly meetings give us a chance to report on the progress and to maintain direction.

CREATING VISION

Our vision is to...

Our vision is to create a mutually beneficial relationship for the members and the partners. Encourage the members of FPA to use the partners as their first resource for business, it helps attract new partners and maintain the current partners for future revenue.

DEVELOPING STRATEGY

Strategy	Target Date	Committee Member(s) Spearheading	Critical Success Factors
Membership awareness of partners - through print and networking	Monthly	Bonnie Stanley	Met budget goal
Solidify relationships with current partners - through assigning each partner a committee member liaison. That committee is the partner "concierge."	January with Committee Member outreach quarterly	Entire Committee	Connections made and partners happy Waiting List
Attract new partners and/or develop other benefit packages for businesses to partner with FPA.	September of previous year	Entire Committee and Board	ROI
Encourage partners to attend chapter meetings in order to network and gain better exposure.	Continuously	Entire Committee	___% attending chapter events
Quarterly partner conference calls to establish best practices and improve partner relationships	February 20, June 19, September 11	Partnership Director	Update occurred; answered all questions
End of year survey to track satisfaction/retention	December	Partnership Director	Sent, tabulated, reviewed by committee

ENERGIZING ALLIANCES

Alliance	What do we want?	What do they want?
President (at Chapter Meeting) Entire Board	Emphasize to members how important the partners are to the success of the association.	Happy and increased members
Member Services (Newsletter) President (at Chapter Meeting)	Encourage the members to look to the partners as a first call for their business needs.	Happy and increased members
Membership at Large	Utilize current membership to identify other potential partners for current existing partnership packages and also try and build alliances with other companies to increase revenue.	Increased connections and decreased member fees
Partnership Committee Platinum Partners	Encourage Platinum partners to introduce themselves at their assigned monthly board meeting	More exposure
Member Services Committee	Encourage partners to participate in annual golf event through opportunities for additional exposure.	More exposure More connections
Symposium Committee	Encourage members and partners to participate in monthly meetings and annual symposium for maximum exposure.	More exposure More connections More Business
Partners and potential members	Encourage partners to invite guests to meetings	More exposure More Connections
Partners Entire Board	Encourage partners to volunteer for FPA MN committees and become more involved in the FPA community	Better understanding of FPA Deeper involvement

ACTIVATING TRANSFORMATIONS

- Make mention of the Platinum Partners at each meeting stressing how important the partners are for our survival
- Encourage partners to provide speakers for monthly meetings to promote active involvement
- Solidify current and new relationships by:
 - Quarterly conference calls with partners to provide an update on benefits and activities, as well as garner their feedback
 - Marketing calendar for each partnership level to help show them how to take advantage of all the benefits
- Grow committee
- Research and develop new partner benefits

MEASURING PROGRESS, ACHIEVING RESULTS AND RESETTING THE VISION

Strategy	Monthly Report of Achieved Progress	Current Action Item(s)	Person Responsible (Alliances?)	Deadline for Action
Attain \$155,000* in revenues with the fulfillment of the following partnership levels: 10 Platinum, 9 Gold, 22 Silver, 5 Bronze, and 3 Non-Profits				
Promote additional sponsorship opportunities for FPA events such as golf and Symposium				

**This does not include a reduction in revenue for paid-in-full discounts.*