Tee It Up for the Troops desires to grow our mission through expansion and improvement in our current core areas – golf events and the Reunion program. In order to grow these programs, the following strategic initiatives are recommended going forward:

1. **GOLF EVENTS** - Maximize the effectiveness of TIUFTT golf events to support the mission.
   a. Improve the acquisition of events.
      i. Develop a tournament portfolio for prospective event organizers outlining at a minimum:
         1. Benefits to the facility/club and community of an event.
         2. Expectations of the facility/club and organizing committee to hold an event.
         3. Minimum revenue, committee members, and community engagement expectations for an event.
         4. Using a tiered system, allocate resources, options and assistance/services TIUFTT will provide.
         5. Value of the TIUFTT brand and association.
         6. Marketing and branding support (signage, banners, etc).
      ii. Develop a “Memo of Understanding” for all events outlining duties, responsibilities of the organizing committee, facility/club and TIUFTT. Also clarify the net event proceeds distribution (up to 50/50%)
      iii. Facilitate and coordinate a kickoff call or meeting with entire event planning committee that highlights TIUFTT value and partnership.
      iv. Consider the creation of an ambassador group of club managers and/or key volunteers to promote future events, as well as leverage idea sharing and connections/contacts for current events.
   b. Expand the suite of services/pricing TIUFTT can provide clubs/facilities for an event including consideration of:
      i. Web-based auction site
      ii. Online registration site
      iii. Event marketing website
      iv. Branding/signage for event
      v. Donated products to supplement auctions and raffles
      vi. Access to lowest cost tee gifts/prizes through national partners
vii. The ability for access to a peer network of event chairs to support a new event chair
viii. Coordination of supplying Veteran’s for event
c. Evaluate the profit split presently at 50/50 for events as TIUFTT support for events and services provided continue to evolve or new events are added.
d. Improve the retention of existing events.
i. Create and implement a plan for what happens after the event including:
   1. Event debrief with event team
      a. Services TIUFTT provided
      b. Fundraising efforts
      c. Performance review of Organizing Committee
      d. Day of event logistics review
      e. Auction review
      f. Thank you/recognition for Committee or club
   2. Establish a schedule for next year’s event.
e. Consider creation or expansion of other TIUFTT fundraising opportunities.
   i. Analyze other charity events for opportunities (like Run for the Cure).
   ii. Consider other ancillary fund-raising opportunities to supplement golf events.
      1. Donate $11 on 9/11
      2. Each club member donates at least $1 in November (Veterans Day)
      3. Develop a relationship with ForeTees
   iii. Seek out relationships to develop in-kind auction items for events
   iv. Year-end direct mail donation campaign
   v. Consider expansion of Longest Day of Golf concept
   vi. Consider corporate partnerships or with other organizations in the golf/club space.

2. **REUNION** - Maximize the effectiveness and evolution of *Reunion* to support the mission.
   a. Expand warrior and caregiver programming and support during the event
      i. Add more formal programming through non-profit partners
      ii. Consider more clinical support through other professional healthcare partners/sponsors
      iii. Leverage additional programming as a sponsorship opportunity
   b. Consider more connectivity with attendees after the event.
      i. Continue the military family newsletter
      ii. Develop a continuum of care program as a way to obtain grants from national foundations
      iii. Evaluate grant opportunities to support attendees throughout the year
   c. Leverage TIUFTT events for marketing and fundraising for Reunion.
      i. Use golf events to raise awareness and understanding of Reunion
      ii. Consider 50/50 raffle, mulligan tickets, fund a need pitch, etc., at each golf event to go toward Reunion support
d. Explore and expand other fundraising opportunities for Reunion.
   i. Consider corporate sponsors and improve value proposition
      1. Strengthen Reunion story with testimonials of attendees & potential VA tie-in
      2. Create a pitch for sponsors on value and impact of Reunion.
         a. Expand use of video for capturing Reunion messages
         b. Improve collateral materials on Reunion impact and sponsor benefits
   ii. Explore expanding Reunion to twice per year (with a longer-term goal of 1 per quarter) in different parts of USA.
      1. Explore a relationship with a hotel chain
      2. Explore interest from current event partners
   iii. Explore VA opportunities
      1. Evaluate and understand current VA programs that have a similar Reunion theme
      2. Explore opportunities of collaboration with VA (Operation Resiliency/Independence Fund).

e. Grow staff to support the Reunion expansion.
   i. As part of Reunion growth gradually add an FTE to coordinate, support and manage 4 Reunion programs/events per year. While the needs of this position must to be determined, a program manager may be necessary based on funding sources and desired program outcomes.
   ii. Add a sponsorship development FTE (Development Director) to support all TIUFTT areas, but to focus on growing the support for TIUFFT signature program, Reunion.
      1. Consider campaign style funding to help support the growth of Reunion
      2. Consider and evaluate proto-type TIUFTT golfing events that are anchored by a corporate sponsor to support Reunion growth.
         a. SMGA – Booz Allen events
      3. Consider other development pathways that could help to fund TIUFTT programs and events, including adding sponsorship for golf events.

3. HEARTFIRST/ANYTIME FITNESS - Conduct a Heartfirst/Anytime Fitness risk analysis.
   a. Guarantee that financial and reputational risk is minimized.
      i. Consider ways to ensure grant recipient problems are minimized.
      ii. Consider what would happen to funds if the program was abandoned.
      iii. Evaluate the potential for a future loan default to ensure TIUFTT is not impacted.
   b. Evaluate staff and volunteer time versus mission success and in light of evaluation of program’s financial and other risks.