

#EVERYWARRIOR2023

RAISE THE BAR

The future is determined
by what we do now.



VISION + STRATEGIC PLAN

CHANCES ARE, you've heard the phrase "raise the bar" before...but have you really stopped to think about what it means? Raising standards. Raising expectations. The mission before us, and the Warriors around us, not only demand it, they deserve it! Throughout 2023, we're setting an even higher standard for ourselves and our work...while also raising up Warriors ready to tap into the influential power they hold in the palm of their hands!

You've probably also heard the term "tipping point" before. It's that critical point in any situation, process, or system where a significant and often unstoppable effect or change takes place. We've said from the beginning that we are in the culture changing business. Our Every Warrior Manifesto says it best..."you bring life experiences from every corner of this world that intersect with someone on your global stage that is desperate for your battle-tested wisdom." These intersections are where we work. These intersections are where we see stories forever changed. These intersections are where every Warrior we come in contact with can make a real and tangible difference. This is the culture we're fighting for. Culture has been called "the way of life for an entire society."

With this vision before us, and if we want to see the exponentially expanding ripple effects of Warriors owning their place in it, we have no choice but to raise the bar, again, as an organization and as a people, in four specific areas. As you scroll below, you'll see four areas of focus, each with a brief "why", our goal for that area, and some action steps we're going to take. At the end, you'll see how we plan to fund the work. So, without any further ado, let's get moving. The future is determined by what we do now!



I. Selfless Service

The word service is defined as an act of helpful activity or aid. Want to see a dangerous combination? Let that service come from the heart of a person who has little or no concern for oneself, especially with regard to fame, position, money, etc. The service we offer is paramount to our mission, because, many times, in this service is where we find the needs of our Warriors we are able to meet. It may be one of our best kept secrets, but every resource we offer was born out of the need of a Warrior. Their need opens doors for our mission to serve other Warriors just like them, therefore, we find ourselves walking alongside countless other Warriors...positioned where we can step in when the need arises. In this cycle, we're now seeing more and more Warriors step up, pressing in to their sphere of influence, ready and willing to use their resources, story, and experience to serve the needs around them, whenever they arise and whatever they may be.

GOAL: *Raise the bar in how we serve our Warriors, while simultaneously empowering them to serve those around them.*

Action Steps

- I. Continue current evaluation/refinement of our internal processes.
 - A. Project Management platform - Monday.com
 - B. Internal communications using Slack
- II. Continue development of our volunteer initiative, Do Something Now.
 - A. Build Volunteer Engagement team under the leadership of Brian George.
 - B. Streamline how partner organizations submit and publicize volunteer opportunities.
 1. Include form where submissions can be made seeking individual Warriors.
 2. Include form where submissions can be made seeking multiple Warriors/teams.
- III. Further expansion/development of current resources
 - A. Find Support/Talk to Someone
 1. Engage social media to raise awareness to the fact that these resources exist and are available to Warriors around the world
 2. Add Mental Health Coordinator to our team
 3. Recruit and develop male and female team members who can share in-house counseling work load
 - B. Warrior Warehouse
 1. Expand current inventory by 6 full sets
 2. Update and replace items as needed in current inventory
 3. Expand availability to one new base every two months (6 total for the year)
 - C. The Warrior's Family Center
 1. Redo flooring in current center
 2. Collect and analyze feedback from all event hosts
 3. Open second location in the Shreveport/Bossier area
- IV. Creation and Development of New Resources
 - A. Transition assistance for Warriors JOINING military service
 - B. Transition assistance for Warriors LEAVING military service
 - C. The EveryWarrior Studio
 1. Continue development of how we produce in-house content
 2. Make available for Warriors to use



II. AUTHENTIC LEADERSHIP

Leaders are those who have the capacity to be an example for others to follow. Leadership is something that is hard to define, in fact, it is most often defined by experience. You know good leadership when you experience good leadership, and the opposite is true as well. John Maxwell says it best, "Leadership is influence. Nothing more. Nothing less." We meet Warrior after Warrior after Warrior who doesn't yet comprehend the leader that they can be. They hold potential in their hands. Sometimes, that is clouded by trials and turmoil, while others by fear and failure. The more we press into our mission, we find that our Warriors are looking for that leadership that is not false or copied; genuine; real. If we want to see culture exponentially impacted, it's going to come on the shoulders of Warriors who take their very real and very unique experiences and use them to take care of those around them. This leadership, regardless of position, title, or rank, will be the leadership that others will not only want to follow, but will also strive to become as they grow as leaders.

GOAL: *Raise the bar in the way we lead as a team while helping our Warriors understand their leadership potential while simultaneously helping equip the leader within them.*

Action Steps

- I. Create and maintain EW365 - Short truths every day of the year.
 - A. Available on the App/Website
 - B. Build team of contributors from various leaders in the military community.
 - C. Under the direction of Josh LeBlanc
- II. Create consistent content for The Warrior Network - The official YouTube channel and Podcast of EveryWarrior.
 - A. Conformed Series:
 1. "TruthBeTold" episodes - Long-format teachings revolving around a certain topic.
 2. "Conversations" episodes - Interviews with Warriors capturing their stories.
 3. "Truth Bombs" - Short-format talks about various truths.
 - B. Other Content as Necessary
 - C. Content will be available on Youtube and Podcast, and distributed to the App, Website, and Social Media.
- III. Write and Post monthly TruthBeTold Blogs.
 - A. Available on the App/Website
 - B. Written by Lead Staff team members.
 - C. Under the direction of Josh LeBlanc
- IV. Develop avenues for Lead Team to engage in Coaching
 - A. Coaching others who want to explore starting a non-profit organization
 - B. Coaching of Warriors exploring their own purpose
- V. Relaunch of our Warrior Advisory Team
 - A. Virtual team of Warriors from various branches and locations.
 - B. Responsible for advising Lead team on current trends
 - C. Will help us learn even more about what our Warrior's are facing in the context of where they are



III BRAVE VULNERABILITY

How do you raise the bar when it comes to vulnerability? I know. Good question. First, we have to really understand that it is. Vulnerability is our capacity to be emotionally exposed. It involves a person's willingness to accept the emotional risk that comes from being open and willing to love and be loved. The fear of vulnerability is a very common fear and it often comes with a great deal of uncertainty. If you look back on your life, you can probably affirm the fact that the most influential leaders in your life, those who left ripple effects in your life, probably possessed or exhibited courageous vulnerability. They let themselves be seen. They risked what you might think or feel, knowing that the benefits of their story far outweighed the risk. As an organization, we're made up of normal, everyday people who either chose to give themselves in service to our country or those whose love for our Warriors drives them to sacrifice for their good. We're convinced that the lasting, exponential difference we want to see in this world can be achieved, and it hinges on those one-on-one conversations between normal, everyday people. That conversation that comes out of that 3am text message that is sent from that Warrior that is wanting to end his life or that response to a simple "how are you doing" that is actually honest, leading to a Warrior getting the help she needs and deserves. We are convinced that vulnerability, when protected by trust, learned through experience, modeled in relationships, and coupled with resource, is the missing piece to the puzzle that is the vital war being waged for the mental well-being of Warriors around the world.

GOAL: Raise the bar in how we collectively and practically practice vulnerability both organizationally and in our everyday lives.

Action Steps

- I. Film, produce, and release one Warrior's story per month.
 - A. Branded as "Conversations"
 - B. Available on The Warrior Network.
- II. Capture written stories of Warriors through our web/app.
 - A. Post these stories to App/Web.
 - B. Use for possible future video content
- III. Film, produce, and release Lead Team members personal stories.
- IV. Social media campaign centered around sharing the tangible impacts of people who have been impacted by other people's stories
- V. Develop written and video/audio content helping Warriors learn how to practically engage in conversation with those around them



IV. RADICAL INFLUENCE

Everybody influences somebody. You probably don't have to look far to see how you were influenced and who did the influencing. You may, however, struggle to see just how you influence others. Influence is your innate capacity to have an effect on the character, development, or behavior of someone or something. How do you influence those around you? How do you effect your family? Your friends? Your coworkers? Whether good or bad, you are both influencing and being influenced. You may have heard of the term six degrees of separation. It's the idea that all people are six or fewer social connections away from each other. That's mind-boggling when you think about it. This is just one reason our influence is something that we have to hold to a higher standard. When you influence one, they influence one, then that one influences another, and so on. See the pattern developing? Many times, we feel as if our influence gets drowned out by the chaos, negativity, and noise around us. We have seen time and time again that Warrior who has all but thrown in the towel when it comes to his or her desire to fight for change. As far as we're concerned, this ends now. We're pressing in like never before, working to help you see something worth fighting for. And, whether they realize it or not, that Warrior, family member, friend, co-worker, etc. is desperate for you and me both to use our influence to the extreme. Big cultural shift from big cultural issues are only going to happen when influence is wielded in a form that is a change from accepted or traditional.

GOAL: *Raise the bar in the way we influence our communities to fight for our Warriors, while simultaneously equipping and mobilizing everyday Warriors to use their influence for THE good OF THOSE AROUND THEM.*

Action Steps

- I. Develop and launch our official Influencer Program
 - A. Recruit Warriors representing various branches and locations to serve as Influencers.
 - B. Influencers will spread the work of EWN to their respective installations.
 - C. They will be tasked with raising awareness of our resources, keeping their finger on the pulse of current happenings in their area, working with us to meet needs, and engaging with base leadership alongside Lead Team to ensure they are aware of our work.
 - D. They will work hand-in-hand with our lead team.
 - E. They will work to influence their communities by using their passions.
 - F. They will receive one-on-one coaching and training.
 - G. They will work to serve the Warriors around them.
- II. Develop and launch our official Ambassador Program
 - A. Recruit Veterans, Retirees, and Community Members to represent Every Warrior Network in and around their respective communities.
 - B. Ambassadors will be tasked with raising awareness of our existence to organizations, businesses, and community members that could potentially work with us to fulfill our mission.
 - C. They will work hand-in-hand with our lead team.
 - D. They will receive one-on-one coaching and training.
- III. Continue to build the EW App to include more resources to help equip Warriors with tools needed to use their influence.
 - A. Update consistently with new content including, but not limited to, resources, stories, news, blogs, videos, etc.
 - B. Post at least one "news article" from around the Network every day.
- IV. Market the App exponentially more ensuring that more Warriors have it's resources at their fingertips...with 5000 app downloads by end of Q4.



V.FUNDING THE FIGHT

It's no secret that the work of the mission comes with a cost. While much of the relational work we do can be done with little to no costs, the direct support we give, the events we do, the resources we currently have, the dreams we laid out above, the day to day operations, the growing and vital digital presence through our app, website, YouTube, podcast, etc., and everything else we do takes funding. Here are a few things to know about how we are funded:

- We are supported almost exclusively through donations and sponsorships.
- Less than 1% of our budget income is generated by our online store proceeds.
- We do not solicit donations from currently serving Warriors.
- Our financials are managed through Carr, Riggs, and Ingram CPAs and Accountants out of Shreveport, Louisiana.
- Monthly recurring donations are becoming the sustaining lifeblood of non-profit organizations.
- One time donations and sponsorships account for the majority of our budget.
- We use an online giving application called Funraise

2022 Income - \$177,605.53

2022 Expenses - \$177,343.75

FOLLOWING THE TREND FROM 2020 TO 2022, AND TO MATCH THE GROWTH WE PLAN TO EXPERIENCE, WE ARE INCREASING OUR BUDGET FOR 2023 TO \$200,000.

GOAL: *Raise the bar in our fundraising efforts so that we can further fund the work of the mission, both here at home and around the world.*

Action Steps

- A. Continue migration of current recurring donors to Funraise platform. Q1
- B. Secure 23 new recurring donors each month at any amount. Q1-Q4
- C. Create business sponsor opportunities based on current monthly expenses. Q1-Q2
- D. Acquire six new corporate sponsors at \$5,000 each. Q1-Q4
- E. Participate in Give for Good 2023. Q2
- F. "Operation Secret Santa" Campaign. Q4
- G. "Worth Fighting For" Campaign. Q4
- H. Host two Corn Hole Tournaments. Q1 and Q3
- I. Expand our online store with new branded inventory. Q2-Q3
- J. Further develop recurring donor team - "Fighters". Q1-Q2
- K. Communicate more consistently and effectively with donors. Q1-Q4
- L. Prepare for internal audit in 2024. Q4