**Recruitment Action Plan Template**

**Strategic Goal 1: Support Members**

**1. Create new membership opportunities.**

1.A.1. Actively market DKG/Connecticut State Organization to attract enthusiastic women from diverse groups and in a variety of educational roles.

# SMART Goal: Increase membership in DKG by promoting DKG through outreach strategies and marketing efforts as measured by the number of new members who pay dues by October 1st of each calendar year.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Strategy:** | **Who is the person responsible?** | **Evidence of accomplishment** | **Notes, modifications to the strategy** | **Timeline** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |