**Resources Action Plan Template**

**Strategic Planning Goal 3: Build on Resources**

**3.A. Create new resources**

3.A.1. Investigate a variety of marketing strategies, including social media (Instagram, Facebook).

3.A.2. Expand resources for members.

# SMART Goal: Implement a variety of marketing strategies designed to inform and recruit new members joining DKG Connecticut State Organization as measured by the number of new members who pay dues by October 1st of each calendar year.

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

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