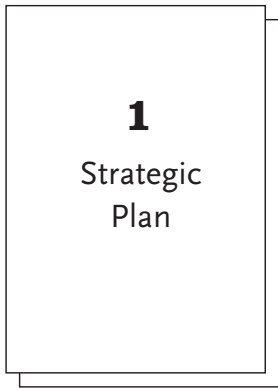


# The Plan



**1**  
Strategic Plan

3–5 year Plan  
 why we exist (mission)  
 where we are going (vision)  
 who will join us (target)  
 why they'll join us (positioning)  
 SMART Goals

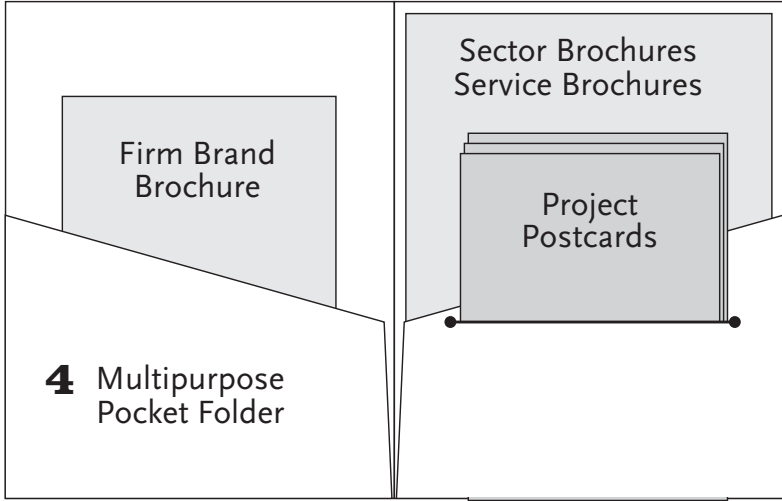
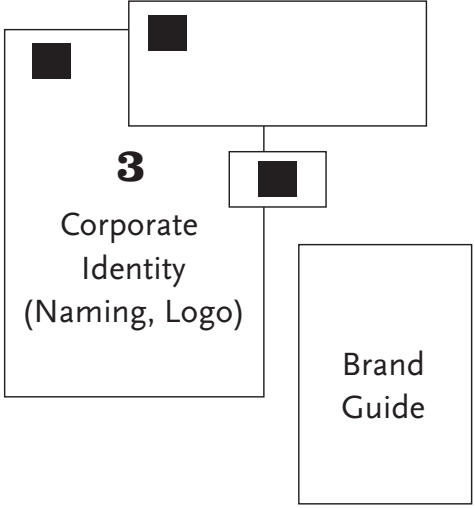


**2**  
Marketing Plan

1 year Plan  
 how we will get there  
 who will implement  
 cost to get there



POSSIBLE COMMUNICATION VEHICLES



GOAL



Win New Business

