

IWNSD HORIZON PLAN
2009-2010

MEMBERSHIP DEVELOPMENT & RETENTION

- ❖ IWNSD will work towards a retention ratio of 90% or higher
- ❖ IWNSD will focus on attracting new members through advertising and personal invitations to non-members within the Insurance community
- ❖ President will send a personal letter to all new members and visitors to dinner meetings
- ❖ IWNSD will send out employer kits to agencies not represented by our membership during our membership drive in May
- ❖ IWNSD will work towards an increase of membership in 2009-2010 by 10%
- ❖ IWNSD will continue to share a booth at San Diego I-Day for membership promotion
- ❖ IWNSD will have a joint meeting once a year with other local associations

EDUCATION

- ❖ IWNSD will offer at least one CE class a year to our members as well as to the general Insurance community
- ❖ IWNSD will have one to two 30 minute topics presented at our dinner meetings each year
- ❖ Education committee will write articles for the newsletter at least six times each year
- ❖ Education committee will inform IWNSD members of other associations education classes and programs

LEADERSHIP DEVELOPMENT

- ❖ President will continue to mentor and train board members to move into higher leadership positions
- ❖ All board members to be requested to take NAIW's Leadership Development class
- ❖ President will assign a mentor to every new member
- ❖ Mentor and new member to be on at least one committee together
- ❖ President will encourage members to take CWC

STRATEGIC PARTNERING

- ❖ IWNSD will continue to present the organization to the community and develop one to two new corporate partners for the term 2009-2010
- ❖ IWNSD will have company sponsors at all fundraising events
- ❖ IWNSD will honor employees that support our association and its members

TECHNOLOGY

- ❖ IWNSD will continue to update and improve web site
- ❖ IWNSD monthly bulletin will be sent to members via email attachment
- ❖ IWNSD will provide an online meeting reservations link
- ❖ IWNSD will provide a resource page on the web site with a link to the National, Regional and Council web sites as well as other industry organizations and associations
- ❖ IWNSD will send updated membership roster when needed via email attachment

IWNSD MARKETING PLAN
2009-2010

One of our goals is to increase visibility of our organization within the local community and by doing so increase our membership.

- ❖ IWNSD will continue to place articles in the local newspaper about our meetings and community functions
- ❖ IWNSD will focus on attracting new members through advertising and personal invitations to non-members within the Insurance community
- ❖ President will send a personal letter to all new members and visitors at our dinner meetings
- ❖ IWNSD will send out employer kits to agencies not represented by our membership during the May membership drive
- ❖ IWNSD will announce award winners and new officer installations in the Insurance Journal
- ❖ IWNSD will collect donations for a local charity three times a year
- ❖ IWNSD will distribute the T.I.K.E stickers at least one community event