



THE 100 CLUB STRATEGIC PLAN 2014 – 2019

HISTORY

The concept of The 100 Club was started in 1952 in Detroit by business owner after a fatal shooting of a young police officer. He asked 100 of his friends to give \$100 each to assist the officer's wife and family. He received 100% participation; thus, the clubs name was born.

The 100 Club of Central Texas was founded in 1983 by two dentists, Dr. & Mrs. M. James Moritz and Dr. Ed Stivers. Initially, the organization served only the immediate Austin area, called The 100 Club of Austin, and only provided assistance to police officers.

In the early 2000s, the decision was made to expand coverage to include a five-county region: Bastrop, Caldwell, Hays, Travis, and Williamson. In 2005, service was again expanded to include all of our hero first responders: firefighters, emergency medical technicians, and other law enforcement officers.

It is a 501(c)3 non-profit, charitable organization that is funded primarily by donations and membership dues.

VISION

First responders know The 100 Club of Central Texas will answer in their time of need.

MISSION

The 100 Club of Central Texas is the leader in providing financial support for first responders and their families, particularly when tragedy strikes.

VALUES

1. Responsive
2. Supportive
3. Dedicated
4. Compassionate

STRATEGIES

1. Enhance visibility and awareness of The 100 Club and what we do

Measures:

- a. Social media: Facebook likes, Twitter followers, Twitter retweets, LinkedIn joins
- b. Media mentions
- c. Website unique visitors
- d. Presentations at first responder and civic organizations

Tactics/Action plans:

- a. Develop our messaging/marketing
- b. Partner with key first responders representing law enforcement, fire, and emergency medical services from each county

2. Increase membership and engagement

Measures:

- a. Membership renewals
 - i. Under 40
 - ii. First responders
 - iii. Geographically – 5 counties
 - iv. Businesses
 - v. Membership type – Lifetime or Annual
- b. New memberships
 - i. Under 40
 - ii. First responders
 - iii. Geographically – 5 counties
 - iv. Businesses
 - v. Membership type – Lifetime or Annual
- c. Volunteer involvement

Tactics/Action plans:

- a. Diversify membership into businesses
- b. Develop a volunteer services group
- c. Utilize Board to recruit their own circle of acquaintances

3. Ensure financial health

Measures:

- a. Revenue vs. budget
 - a. Survivor Fund
 - b. Operating
 - c. Cash reserves
- b. Diversity of funding

Tactics/Action plans:

- a. Pursue grants
- b. Pursue businesses (See 2.A.)
- c. Board to cultivate relationships with donors

4. Expand offerings

Measures:

- a. Number of applications
 - a. Scholarships
 - b. Vests
- b. Revenue obtained through grants

Tactics/Action plans:

- a. Scholarships
- b. Life protective vests for police
- c. Geographic expansion into Bell County