**506th Infantry Association Strategy 2023-2033**

Mission: Preserving, honoring, and conveying the camaraderie, commitment, accomplishments, and traditions of the 506th Parachute Infantry Regiment (WWII) and its successor units.

**Value Proposition**

The 506th Infantry Association is a broker in relationships that reconnects and introduces members of the Currahee Nation to other members. This is primarily done in two ways, **Annual events** hosted by the associations, and **support of other organic meetings and events** hosted by members of the association. In-person meetings’ value cannot be underestimated or replicated.

**Priorities for 2024-2025**

1. Ensure the Association provides an annual event (rendezvous / Reunion) that is well planned, marketed, and executed with the goal of getting as many former 506th Soldiers in attendance. (2024 event will be a Rendezvous in the FTCKY area, more to follow)
2. Assist in Marketing other events of Currahees gathering and connecting.
3. After showing proof of concept of events reach out for Corporate sponsorship. (2025)

**How We Grow and Support the Currahee Nation**

Strengthening and Expanding Membership: The association should focus on expanding its membership and strengthening its existing relationships. This can be achieved through regular meetings, social events, and community outreach initiatives.

* Organize regular meetings and events to encourage networking and relationship-building among members.
* Develop a membership outreach plan with targeted recruitment efforts to attract new members.
* Offer incentives for members who refer new members to the association.
* Consider membership as a requirement for entry to association events
* Association store with discounts for members

Leveraging Technology: The association should leverage technology to enhance communication and engagement with members. This can be done through the creation of a website, social media presence, and email newsletters.

* A website that provides information about the association's mission, history, and events.
* Establish a social media presence to promote the association's activities and engage with members and the broader community, including Linked In
* Use email newsletters to communicate with members and share news and updates, optin / opt out ability

Partnerships and Collaborations: The association should seek out partnerships and collaborations with other veterans’ organizations, corporations, military units, and community groups. This can help to expand its reach, increase its impact, and share resources.

* Identify and reach out to other veterans’ organizations to explore potential collaboration opportunities.
* Collaborate with local businesses to provide job training or other career development opportunities for veterans.

Fundraising and Financial Sustainability: The association should focus on developing a strong financial foundation to ensure its long-term sustainability. This can be done through fundraising events, grant applications, and membership dues.

* Develop a fundraising plan that includes diverse revenue streams such as grants, donations, and corporate sponsorships.
* Implement a membership fee structure that is affordable and attractive to potential members.
* Utilize online fundraising tools and platforms to expand the reach of the association's fundraising efforts.

Community Outreach: The association should engage with the broader community to raise awareness of the 506th and its accomplishments. This can be done through speaking engagements at local schools or community groups, participation in parades or community events, and collaborating with other veteran organizations.

* Partner with local schools to provide educational programming about the 506th and its history.
* Participate in local parades and events to increase awareness of the association and its mission.
* Organize a community service project that engages members and provides tangible benefits to the community.

Volunteer Recruitment and Engagement: The association should focus on recruiting and engaging volunteers to support its mission. This can be done through the creation of a volunteer program, recognition of volunteers, and providing volunteer training opportunities.

* Develop a volunteer handbook that outlines roles, responsibilities, and expectations for volunteers.
* Establish a recognition program that celebrates and rewards volunteers for their contributions.
* Provide training and professional development opportunities for volunteers to enhance their skills and knowledge

**Ongoing Operations**

Memorializing Fallen Members: The association maintains a memorial to honor the 506th members who have given their lives in the service of their country.

* Annual memorial event to pay tribute to fallen soldiers and support their families.
* Scholarship fund in honor of fallen soldiers to support the education of Currahee children or grandchildren.

Supporting Active Duty Members and Families: The association should provide support and encouragement to active duty members and their families. This can be achieved through care packages, letters of support, and hosting events for families.

* Organize care package drives to send essential items and messages of support to deployed soldiers.
* Create a mentorship program to provide guidance and support to active-duty soldiers and their families.

Strategic Planning and Evaluation: The association should regularly evaluate its progress toward achieving its goals and adjust its strategy as needed. This can be done through regular strategic planning sessions, data analysis, and feedback from members and stakeholders.

* Establish a strategic planning committee to regularly assess progress toward achieving the association's goals.
* Use data analytics to evaluate the impact and effectiveness of the association's programs and initiatives.
* Solicit feedback from members and stakeholders to inform strategic decision-making and continuous improvement efforts.