

CREW Dallas Five Year Strategic Plan 2019-2023

Mission Statement:

CREW Dallas is a powerful network that creates success for women in commercial real estate.

Strategic Goals:

1. Networking/Social

CREW Dallas makes member to member interactions the primary focus of all activities.

- Promote member to member business or referrals.
- Provide intentional networking and business development opportunities.

2. Professional Education

CREW Dallas produces timely, relevant programming that responds to member needs, advances their success, and develops leaders.

- Deliver high quality educational programming and leadership development.
- Industry luncheons will present powerful, thought provoking, and relevant topics.
- When appropriate, utilize CREW members as subject matter experts.
- Secure venues for events that are open, welcoming, and will enhance the networking experience.
- Develop a pricing structure that differentiates between members and guests and promotes the value of membership.

3. Marketing/Communications

Position CREW Dallas as a dynamic industry organization that promotes success for women in commercial real estate.

- Implement and sustain an effective and relevant marketing program for the organization that uses our resources wisely.
- Provide opportunities for members to increase their visibility within CREW.
- Celebrate and communicate member achievements.

4. Membership Development:

CREW Dallas has a growing, engaged, loyal, and diverse member population that encompasses all commercial real estate disciplines and career stages.

- Utilize the membership committee to emphasize recruiting and integrating new members.
- Define and communicate CREW's value equations.
- To be at, or better than, 80% retention rate. (Currently the CREW Network Gold Standard for membership is 80%)
- Proactively recruit under represented fields of commercial real estate within the organization.
- Increase new membership by 10% annually.

5. Revenue/Finance/Funding

CREW Dallas manages its finances in a prudent and strategic way and secures necessary funding to support its mission and achieve its goals.

- Create long-term, mutually beneficial relationships with sponsors who support CREW's mission.
- Implement a multi-year approach for sponsorship.
- Increase and diversify our sponsor base.
- Refine the responsibility of the finance committee.
- Annually evaluate and use the excess retained earnings in accordance with the strategic plan.

6. CREW Network

CREW Dallas supports the mission of CREW Network and CREW Network Foundation and encourages member involvement.

- Communicate the value of being part of the CREW Network and supporting the CREW Network Foundation.
- Communicate frequently and consistently what CREW Network and CREW Network Foundation is and its role within the local Chapter.
- Encourage CREW Dallas member involvement in CREW Network and CREW Network Foundation.
- Take full advantage of CREW Network resources and of the entire Network.

7. Philanthropy

CREW Dallas provides opportunities for its members to give back to the community through involvement in CREW in the Community initiatives.

- Communicate (frequently and consistently) what CIC is and its role within CREW Dallas.
- Inspire CREW members to become involved in the CIC philanthropic endeavors.