

<p>Goal 1: Empower Members to Succeed</p>	<p><i>We champion our members’ growth, advancement, and inclusion.</i></p>
	<ul style="list-style-type: none"> • Advance women’s leadership, equity, and pathways to boards.
	<ul style="list-style-type: none"> • Provide value across career stages, mentorship, retention, and belonging.
	<ul style="list-style-type: none"> • Build pipelines of women leaders and male allies
<p>Goal 2: Be the Premier Place for Business & Expertise for DMV CRE professionals.</p>	<p><i>We are the hub for industry connections and ideas.</i></p>
	<ul style="list-style-type: none"> • Host must-attend events that drive deals and showcase CREW’s impact.
	<ul style="list-style-type: none"> • Provide high-impact talent/career development opportunities across roles and asset classes.
	<ul style="list-style-type: none"> • Leverage partnerships and platforms to amplify CREW DC as the voice of CRE in the region.
<p>Goal 3: Develop Leaders and Strengthen the Chapter</p>	<p><i>We build respected leaders and transparent governance.</i></p>
	<ul style="list-style-type: none"> • Create accessible leadership pathways within CREW DC and to CREW Network.
	<ul style="list-style-type: none"> • Ensure volunteer opportunities that prepare members for board and executive leadership.
	<ul style="list-style-type: none"> • Position the Board as strategic, respected, and transparent.
<p>Goal 4: Ensure Long-Term Sustainability</p>	<p><i>We secure the chapter’s resilience for the future.</i></p>
	<ul style="list-style-type: none"> • Maintain a diverse and resilient sponsorship and revenue model.
	<ul style="list-style-type: none"> • Uphold operational and financial stewardship.
	<ul style="list-style-type: none"> • Innovate in marketing, communications, and event delivery.

2026 – 2028 Action Plan - How We'll Do It

- **Consistently evaluate data to inform our strategic decisions**
 - Use data intentionally to guide programming, engagement, etc., ensuring alignment w/ member needs & strategic goals.
 - Ground leadership themes, marketing, and event strategy utilizing clear data insights & ongoing feedback.
- **Develop and implement proactive membership, recruitment, and engagement strategies**
 - Attract high-value prospects through intentional business development-style outreach and targeted programming.
 - Proactively engage current members and create inclusive opportunities to connect, to increase retention.
- **Enrich membership and sponsorship value**
 - Intentional programming to enhance member value through exclusive access, recognition and career-spanning topics.
 - Facilitate deal-making through targeted peer-to-peer networking & impactful opportunities for senior-level members.
- **Standardize and document operations to boost efficiency, empower member volunteers & enhance leadership quality**
 - Increase operational efficiency & continuity by documenting processes and leveraging existing network resources.
 - Strategic alignment of member's skills with leader needs, structured training, & clearly shared expectations.