



STRATEGIC PLAN: 2023

**Build Relationships. Build Value,
Build Business.**

INTRODUCTION AND OVERVIEW

CREW Orlando is the regional chapter of CREW Network, a professional organization committed to the success of women in commercial real estate. This Strategic Plan has been developed through the collaborative efforts of the 2022 and 2023 CREW Orlando Board of Directors. Together, we have developed the vision for CREW Orlando as we look to the future. This Strategic Plan identifies the chapter's key goals and objectives collaboratively identified to successfully achieve the chapter's vision.

OUR VISION AND "BIG AUDACIOUS GOAL"

CREW Orlando is and will remain the leading commercial real estate organization in Central Florida by attracting, engaging, and retaining the highest quality of decision-makers in the commercial real estate industry while continuing its mission to (i) grow the diversity, number and influence of its members, (ii) promote business development and (iii) be a resource for our members by providing tools that encourage their continued growth and success within the commercial real estate industry.

FOCUS AREA 1 SPONSORSHIP GROWTH AND RETENTION

The primary goal of the sponsorship committee is to raise funds to support the goals, initiatives, and events of the chapter.

RESPONSIBLE COMMITTEES:

Sponsorship, Membership, and Communications

GOALS:

- Secure \$200,000 in sponsorship dollars by the end of 2023, and increase the amount of sponsorship dollars raised annually by 2% year over year
- Retain 80% of sponsors on an annual basis
- By the end of 2023, increase the number of annual sponsor companies by 5% and continue to do so year over year
- Add 2 new sponsors who are not currently CREW Orlando members (must qualify for CREW membership) by the end of 2023

CORE PURPOSE

CREW Orlando, as with CREW Network, exists to influence the success of the commercial real estate industry through advancing the achievements of women in the industry. CREW Orlando encourages this success through the programs it provides, the events it plans and the networking opportunities it offers.

FOCUS AREA 2 MEMBERSHIP GROWTH, RETENTION, AND DIVERSIFICATION

The Chapter will both retain members and grow by creating and maintaining a diverse and inclusive membership. We will educate our members, provide them with necessary tools to excel in their careers (i.e. scholarships to Network leadership events, professional development workshops or possible mentor opportunities), help create business networking opportunities, and ensure that all members understand the wide-ranging benefits of a CREW membership.

RESPONSIBLE COMMITTEES:

Membership, UNITE, Communications, Member Services, Future Leaders, Equip2Elevate

GOALS:

- Membership Growth: By the end of 2023, CREW Orlando will be comprised of 333 members
- Diverse Growth: CREW Orlando will add at least 5 new members per year from diverse backgrounds and 2 new members per year from underrepresented disciplines within the Qualified Fields of Commercial Real Estate (QFCRE)
- Membership Retention: On an annual basis, CREW Orlando will retain 82% of its membership
- Active committee members (those who are actively involved by completing tasks or making noticeable contributions to the chapter) will increase by 2% year over year

FOCUS AREA 3 PROGRAMMING

CREW Orlando's programming and events will be timely, engaging and focus on featuring speakers or vendors of diverse backgrounds

RESPONSIBLE COMMITTEES:

Programs, UNITE, and Sponsorship

GOALS:

- CREW Orlando will host 9 monthly lunch programs in 2023 on topics relevant to commercial real estate
- Every monthly lunch program should include at least one female panelist or moderator
- At least 33% of our program speakers should be a current CREW member or a representative from a CREW member's company
- At least 33% of our programming or events should include a speaker or moderator of a diverse

FOCUS AREA 4 MARKETING AND VIRTUAL FOOTPRINT

CREW Orlando will expand its virtual footprint through targeted marketing campaigns and an online social media presence

RESPONSIBLE COMMITTEES:
Communications

GOALS:

- Create an annual strategic marketing plan so that marketing campaigns and social media content can be developed early
- Run targeted marketing campaign quarterly supporting one of the organization's focus areas such as DEI, Community Impact, Membership, etc.
- Increase metrics, such as online viewer engagement, etc. by 3% per platform per year
- Create a monthly or quarterly digital e-marketing newsletter for new member announcements, program recaps, member spotlights (news, business deals, "faces in prominent places", members on the move, etc.) and upcoming events
- Find opportunities to include video content (reels) in marketing campaigns

FOCUS AREA 5 MEMBER-TO-MEMBER BUSINESS GROWTH

CREW Orlando will continue to emphasize building member-to-member business and provide opportunities to help CREW members do deals together

RESPONSIBLE COMMITTEES:
Communications and Member Services

GOALS:

- Report member-to-member deals each month to establish the baseline for both existing partnerships and newly established partnerships
- Develop and promote benefits of new business partnerships within the membership each month.
- Record 50 member-to-member deals per year with a growth in reporting by 10% each year
- Award exceptional member-to-member deals and the exceptional achievements of CREW Orlando members through the annual Celebration of Champions

FOCUS AREA 6 SUCCESSION PLANNING

CREW Orlando should consistently identify and create a pipeline of emerging leaders for our chapter to preserve CREW Orlando's legacy

RESPONSIBLE COMMITTEES:
Future Leaders, All board, Special Events, Programs, President-Elect

GOALS:

- On an annual basis, each director should identify at least one person who should be considered for a future chapter leadership position or scholarship to CREW Network convention
- CREW Orlando should continue to support and encourage the growth of future leaders within our chapter by offering at least one scholarship to CREW Network's Emerging Leaders' program annually or continuing to create mentor opportunities for Future Leaders
- Each committee playbook should be updated on an annual basis to provide for clear direction to future chapter leaders

FOCUS AREA 7 UNIVERSITY AND COMMUNITY IMPACT

CREW Orlando will continue to impact our community by continuing to find ways to expand our community involvement and provide opportunities for college students to familiarize themselves with CREW

RESPONSIBLE COMMITTEES:
UCREW, UNITE, Special Events, Communications

GOALS:

- CREW Orlando will hold a UCREW event annually
- CREW Orlando will hold an annual golf tournament with a goal of raising \$25,000 to fund CREW scholarships
- CREW Orlando will spearhead a large-scale community project every three-five years that ties in with a relevant societal issue of importance within Central Florida
- Annually, CREW Orlando will partner with 1-2 community organization, i.e. Strengthen Orlando, or find/create events to impact the community