



# MD Strategic Playbook

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- The MD Strategic Plan and Playbook was created in May 2020 to guide the MD State Council throughout the fraternal year for activities.
- Goals were negotiated with Supreme



# MD Strategic Playbook

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Goals: Membership 12/31 – 56% of 1000

Actual: As of 1/7 – 30.7% - 307

- Communication of goals through website, chapter, & monthly DD communications



# MD Strategic Playbook

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- Council growth director and regional advisors attend council and district meetings
- Membership status communicated monthly
- Incentives are sent through io group



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- DDs, General Agents and Growth Director identify possible new councils
  - 1 New Hispanic council this year
  - 1 New Hispanic council in formation
  - 1 New seminary council in discussion
  - 1 New parish council in discussion



# MD Strategic Playbook

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- DDs receive monthly communications and objectives from SD
- DDs report council activities quarterly
- DDs attend state quarterly training



# MD Strategic Playbook

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- General Agents meet quarterly with DDs and state officers
- General agents and field agents participate in council Fraternal Benefit Nights (two per year)



# MD Strategic Playbook

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- Hispanic district growing in membership
- College district is affected by Covid since colleges are restricted
  - Speaking to college chaplains currently
  - Annual Supreme College Conference held virtually



# MD Strategic Playbook

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- Public Relations
  - Website updated frequently
  - Facebook page updated frequently
  - Robo emails sent to state teams
  - New io groups used for communication





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- E-membership
  - Goal – 304, @208, 68%
  - 41% conversions to councils
- MCGIVNEY2020 – free membership for one year
- Promoted through on line media



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- Exemplifications at council level presently, low number due to Covid
- Councils using Supreme on line version
- State team available



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- Training
  - Supreme training ongoing
  - State FS training ongoing
  - Program and Membership Seminars
- Yearly men's conference in Baltimore and Washington