

**2009-2010 CHAPTER & DIVISION
ACTION PLAN
FOR A
STRONGER UNA PRESENCE IN SOUTHERN CALIFORNIA
Adopted May, 2009**

MISSION OF THE UNITED NATIONS ASSOCIATION OF THE USA

The United Nations Association of the United States of America is dedicated to educating, inspiring, and mobilizing Americans to support the principles and vital work of the United Nations, strengthening the United Nations system, promoting constructive United States leadership in the system, and achievement of the goals of the UN Charter.

Goal #1: Expanding Communication

HARBOR CHAPTER

Objective 1.1: To develop contacts with local schools in order to increase UN awareness and to increase school involvement in UNA projects such as MUN. Implementing Activity: Use Executive Director to make contacts and to recruit and train new Chapter members in those activities.

Objective 1.2: To increase communication with local newspapers in order to get more coverage for UN happenings and Chapter events. Implementing Activity: Executive Director will coordinate Chapter contacts with newspapers and train new Chapter members to continue with those contacts.

Objective 1.3: To increase Chapter involvement with church and service club activities. Implementing Activity: Chapter members will contact churches and service clubs in order to obtain their calendars of events, using them to match the Chapters events more closely. Executive Director will assist.

INLAND EMPIRE CHAPTER

Objective 1.1: The development of a regular Newsletter within the Chapter. Implementing Activity: I have a strong conviction of the usefulness of a regular communication within the Chapter: mentioning names, accomplishments and events. No matter how few the number of members in the Chapter.

LONG BEACH CHAPTER

Objective 1.1: Develop a viable Speaker's Bureau. Implementing Activity: Contact existing membership for any qualified speakers and/or referrals. Also, try to use National and Division resources more effectively.

Objective 1.2: Develop partnerships with other NGOs with similar goals. Implementing Activity: Attend other NGO meetings and/or events to develop a working relationship for possible future co-sponsored events.

Objective 1.3: Develop a website for Coastal Alliance. Implementing Activity: Identify information and structure for the website and hire a web-master.

ORANGE COUNTY CHAPTER

Objective 1.1: Continue to produce four print newsletters a year, as in 2008; and continue sending newsletter electronically to e-mail contact lists developed in 2006. Devote space in every issue to information about the UN as well as about chapter activities.

Objective 1.2: Continue to utilize *Constant Contact* as an electronic tool to remind members of upcoming events.

Objective 1.3: Keep website attractive and up to date. www.una-oc.org

Objective 1.4: Expand (a) the local NGO contacts database and (b) the local media contacts database that were begun in 2008; actively use these tools to do a better, more efficient and effective job of communicating with our local community about chapter, division, and national UNA and UN events and issues.

PASADENA CHAPTER

Objective 1.1: Increase Board participation. Implementing Activity: Annual Board Retreat. A one or two day Board retreat annually will allow for bonding, communication of what is and is not working in the organization and an opportunity to create strategic plans to fulfill on the action plans already established. A Board Retreat also fosters accountability among members. This has been an effective tool for the Pasadena Chapter and we are having a follow-up retreat this fall following our February retreat.

Objective 1.2: A program of public outreach including media about the work of the UNA with emphasis the Millennium Development Goals. Implementing Activities: *Media Campaign* (Membership, Public Relations and Advocacy Committees) Members of the Chapter have suggested initiating a cooperative foreign affairs cable broadcast on local Channel 56. One UNA member has expressed interest in overseeing the development and production of the show. The Executive Director has discussed show collaboration with the San Francisco Chapter which is willing to share film clips and other valuable production information. It has been proposed that we allow representatives from our chapter along with the Membership and Public Relations committees to explore the production of the program. It has been suggested that we enlist 3 other related non-profit groups to produce a segment periodically. We could institute this as part of our 18 month plan. It is also suggested that the volunteers from our new PCC Model UN course (the course began this year with instructor Brice Harris) assist with production and support. Training at Channel 56 is free and available to the general public.

Program Format Proposal: Town Hall Meeting aka Venting Event (Development Committee and Program Committee) in conjunction with local colleges including PCC, Caltech, Occidental, UCLA and USC, create a remote or in-studio Channel 56 broadcast of a UNA sponsored Town Hall Meeting. The televised program could explore the United Nations relationship to US foreign policy—including *the good, the bad and the ugly*. Board member Barry Simon initiated the “Towne Hall” idea and received support and interest from the Board. This could be an excellent way to encourage younger membership and to utilize local colleges to supply the participants. We are exploring dates with Channel 56.

Objective 1.3: Newsletter: Our quarterly newsletter and monthly e-news updates will continue to inform our membership of relevant UN activities, advocacy issues and upcoming events.

POMONA VALLEY

Objective 1.1: Promote public discussion of multilateral approaches to global issues and the United Nations.

Implementing Activity: Promote the UNA Essay Contest – see our Objective 1.3.
Enhance local awareness of the United Nations and UN issues.
Solicit media coverage of UNA-USA and UN-related issues.

Objective 1.2: Regularly promote specific advocacy actions.

Implementing Activity: Support an Advocacy Chair with responsibility and resources for timely action on policy issues.

Participate in national UNA-USA advocacy programs/alerts on an informed basis.

Maintain contact with elected state officials and members of Congress

Expand Op Ed pieces in local and major newspapers.

Participate in local peace, justice, and human rights events – see our Objective 1.4.

Objective 1.3: Continue involvement with local schools and libraries and provide UNA educational materials, including Model UN resources.

Implementing Activity: Promote the UNA-USA Essay Contest and local winners.

Support working to incorporate UN history in textbooks and curriculum.

Offer school classroom visits and school presentations (Speakers and UNA videos)

Continue internship program with local colleges.

Support Model UN advisors and other teachers focused on international affairs.

Objective 1.4: Collaborate with local NGOs on issues.

Implementing Activity: Collaborate with international affairs organizations.

Ongoing cooperation in Pomona Valley with International Place, Peace with Justice, Martin Luther King, Kurdish-American Education Society, Human Relations Council, and Citizens for Global Solutions.

Strive for a joint meeting with each organization ever two years.

Encourage attendees to belong to both organizations.

Objective 1.5: Maximize technology, website, and social networking.

Implementing Activity: Support webmaster with chapter content and links www.py.una-socal.org

Support social network sites (such as facebook) to support programs and membership.

Use email whenever possible for communications with members and friends.

Maintain excel membership spreadsheets to improve tracking and ease of use.

Objective 1.6: Regularly publish an Electronic newsletter.

Implementing Activity: Support newsletter editor – Webmaster.

Provide electronic distribution of newsletter and mail a PDF copy to those without email. Use newsletter to promote membership (i.e., membership form).

SAN DIEGO

Objective 1.1: Promote public discussion of global issues concerning human rights, the Millennium Development Goals, children, and the overall role of the United Nations.

Implementing Activities: Through media coverage, press releases, quarterly newsletters, internet communications, non-partisan petitions, and contact with our local and national representatives.

Objective 1.2: Collaborate with chapters in California and nationally to promote UN role/goals.

Implementing Activity: Attend conferences and maintain contact with other chapters.

Objective 1.3: Collaborate with local non-profits, NGOs, and cultural/ethnic/international organizations to mobilize the public and to expand reach and visibility of UNASD and other international organizations. Implementing Activities:

*Create an annual event with involvement from all the organizations;

*participate in Peace walks and informational fairs/events

Objective 1.4: Maximize technology and management by revamping website and email communications. Implementing Activities:

- *New website to be launched May 2009;
- *Electronic email listserv/newsletter to members and nonmembers highlighting UNASD and international events;
- *Use the internet as a facilitator for discourse between chapters and other groups.

Objective 1.5: Plan involvement with local schools, education organizations, libraries, and groups that provide UN educational materials, including Model UN resources. Implementing Activities:

- *Expand Eleanor Roosevelt Global Classroom, which currently educates 10,000 students a year on the United Nations.
- *Focus in outreach to universities regarding internships.
- *New school outreach project to be unveiled in October 2009.
- *Expand projects that reach out to community groups like the Girl Scouts.
- *Make curriculum and materials available for teachers and students.
- *Sponsor Art and Essay contests
- *Encourage people to apply to the MUN Annette Baughman Scholarship Fund.
- *Expand current internship program – 15 interns from 4 different universities – that will lead the planning and implementation of projects and events in the community.
- *Communicate with local universities and advertise appealing internship opportunities

Objective 1.6: Expand Speaker's Bureau

Implementing Activity: Recruit more speakers and establish database of those organizations that want speakers.

Objective 1.7: Increase awareness among legislators on local and national levels of the UN and the UNA. Implementing activities:

- *Meetings with City Councilmembers and national representatives.
- *Encourage letters to the Editor

SAN FERNANDO VALLEY CHAPTER

Objective 1.1: Enhance UNA's presence in the media. Implementing Activity: Send Media Alerts for major chapter events: lectures at universities, UN Celebrations, and send articles to local newspapers.

Objective 1.2: Maximize technology in use of website. Implementing Activity: Keep chapter yahoo groups account up-to-date and create a new chapter website with help of other chapters who have one.

Objective 1.3: Build constituencies and provide timely information. Implementing Activity: Communicate via phone, e-mail, web and newsletter and invite other organizations to chapter events and in co-sponsorship.

SANTA BARBARA TRI-COUNTY CHAPTER

Objective 1.1: Continue programs that educate the public. Implementing Activity: A Board member writes letter to the newspaper monthly. Appoint advocacy chair. We invite elected officials to our programs.

Objectives 1.2-1.4: Continue to collaborate with NGOs; Continue to update website monthly; Continue to work with Model UN programs at two colleges.

SOUTHERN CALIFORNIA DIVISION

Objective 1.1: Produce and improve the Chapter and Division Action Plan. Implementing Activity: VP for Communication gather chapter input and publish the Action Plan.

Objective 1.2: Hold scheduled and regular meetings within the Division and with national office. Implementing Activity: Follow current structure of holding Division meetings. This will include both Board and the Executive Committee meetings.

Objective 1.3: Improve website. Implementing Activity: Continue to upgrade existing UNA-SCD website. www.una-social.org

Objective 1.4: Improve use of email and electronic files such as video and digital pictures. Implementing Activity: Continue to use VP for Communication to distribute and improve chapter sharing of content.

Objective 1.5: Improve communications with national office. Implementing Activity: National office to provide contact and email exchange with like-minded organizations and businesses to support and sponsor UNA programs at the Division level.

Goal #2: Undertaking Programs

HARBOR CHAPTER

Objective 2.1: To increase the involvement of Chapter members in discussions about UN affairs and concerns. Implementing Activity: Increase communication with Chapter members by means of a newsletter and through discussion groups, working toward the goal of Chapter consensus on issues that might be taken to a national convention for further consideration.

INLAND EMPIRE CHAPTER

Objective 2.1: Our goal is to make the purposes of United Nations known in the community. Our theme is that 90 percent of the budget of the United Nations is destined for humanitarian purposes; the other ten percent covers the political purposes we read in the newspapers. Implementing Activity: We want to address the needs of the community in the context of what the United Nations addresses. What the community thinks is important. At present, we are focusing on:

- 1) "What the United Nations is Doing for the Environment"
- 2) "How the United Nations is Addressing Human Trafficking"
- 3) "How the United Nations is Addressing World Health"

These are the topics that we plan for the year. They could change as we feel other topics are more relevant. Our hope is to offer at least one Program a month as we mature.

LONG BEACH CHAPTER

Objective 2.1: Develop a high interest event that draws the local community. Implementing Activity: Identify a high profile subject, secure a venue, sign up key speakers and panelists, contact like minded businesses and NGOs, publicize through local communication channels, develop a program package.

Objective 2.2: Further expand the annual essay contest. Implementing Activity: Personally call each MUN advisor at all local MUN high schools and call each principal at all non-MUN high schools to see the essay program. Send essay participation packets to all interested schools.

Objective 2.3: Continue MUN support and create an additional MUN program at a currently non-participating high school. Implementing Activity: Develop a relationship with an interested principal and assist with initial start-up curriculum and funds.

ORANGE COUNTY

Objective 2.1: Continue to develop our critical issues program, making compelling speakers on topics of broad concern and UN relevance available to our membership and the interested public. In 2008, topics included *Immigration & Migration; An Eyewitness Report from a Member of the Afghan Parliament; The World Food Crisis; Quagmire in Iraq?* and *Population & Gender Equity*. Speakers in 2009 have already addressed *What Just Happened in Gaza?*, *Human Trafficking in Orange County*; and *Oceans Endangered*.

Objective 2.2: MUN will become a significant focus for our chapter in 2009, as we have an energetic new chair in that position and a solid committee ready to work with her. Exactly what our activities will be in this area have yet to be formulated as of this writing (4/12/09)

Objective 2.3: Our chapter will continue to be visible through collaboration and co-sponsorship of events such as *the Great American Write-In* (April 4), *the International Fair at Soka University* (May 2), and *the World Food Day teleconference* at Chapman University (October 16).

Objective 2.4: Host Loretta Sanchez, Member of Congress from Orange County, at a major event co-sponsored by the SoCal Division of UNA. She will be presented with an award in honor of her work in areas of concern to supporters of the UN (e.g., K-12 international education; the eradication of human trafficking, etc).

PASADENA CHAPTER

Objective 2.1: Increase the public profile of the UNA. Implementing Activities: These projects are a special grouping in that they may be initiated by the UNA Board; however, they may be executed by community or specialty groups. The UNA Board would oversee and govern these projects. These projects are likely to be citywide or large scale events that necessitate co-sponsors, partners and expertise beyond that of our Board alone. Our litmus test for involvement is their UN or a Millennium Development Goals related context.

International Day for Pasadena Unified School District (PUSD) – (Education Committee)
We have made inroads with the colleges and even the high schools, but the elementary children have not yet been addressed in our outreach. Through PUSD and our relationship with the Superintendent's office, submit a proposal for Pasadena Elementary schools to participate in UN DAY by holding an international day where each fourth grade class studies a different country and then presents a special outdoor assembly where the country's food, music, dance and dress are exhibited. The Board would not have to oversee this. Rather the schools will take it on themselves. The Executive Director would enroll a strong PTA group (Don Benito Elementary School) to initiate this with us.

International Women's Day Celebration – Following the success of the UNA-sponsored March 8, 2006 International Women's Day event, the UNA is leading the charge to establish an annual event in honor of this international day of recognition. Over 25 members of the community met at Café Culture and were led by Ellen Snortland and Pauline Field in the first brainstorming session. Several ideas were launched. We will continue to nurture the process as leaders emerge to take on the project. The ED will continue to build on these relationships as the project takes shape.

“Beauty Bites Beast” – This documentary film project has been launched by Ellen Snortland and will focus international attention on the third Millennium Development Goal: To promote gender equality and to empower women. As a project of the UNA, the film will be an outstanding and highly visible symbol of the “grassroots” taking on the UN’s world mission.

The film will be a full length feature film shot on location in Mexico and will follow the lives of indigenous women factory workers. Ellen will follow their stories as they take part in a first ever renowned self defense training to combat rampant abuse against women in their area of the world. The film will track the transformation of these women as they move from a cultural identity that embraces submission to embracing their right to defend themselves. We will all be part of an unpredictable journey into a community that comes to grips with the roots of violence against women and the impact on its people young and old.

Objective 2.2: Membership participates in shaping the organization. Implementing Activity: Expand the Annual Meeting (2008). We can create the Annual Meeting as an annual United Nations Fair. We can invite speakers and have tables set up to promote the UNA. Our members can “run” the event for the community. UN related products can be sold and local artists can be exhibited to promote “Art the Voice of Humanity,” a program that we launched last year. This can be held outdoors to encourage a social environment and attendance of the entire community. This can be a family friendly event with music and international foods provided by local restaurants. This will be the ultimate local rally to learn more about the UN. The lead up to this event can include a week of international restaurants donating a portion of one night’s proceeds to the UN in exchange for our membership supporting their establishments. Many restaurants already do this with multiple local charities per year.

Objective 2.3: Undertake programs aimed at specific demographic audiences. Implementing Activity: Speaker Series. Continuation of Café Culture. Program Committee oversees the Board’s ongoing work on the series with a once a month event a Café Culture. Advertising costs are about \$100 or less and this is a \$10 admission venue. “Coffee Talks” is aimed at attracting community and college students in a relaxed classic coffeehouse environment.

“Now That She is Gone” (Program Committee) – This has been one of the most successful projects undertaken to date. There are no costs... it’s low maintenance and high profile. The Public Relations Committee can work with the Executive Director to enlarge our audience through PR strategies. Executive Director can actively promote the play within the Southern California Regional Council of Organizations as it relates to awakening of the “activist” in all of us.

United Nations Day (Program Committee) – This year we are inviting junior high and high school students to create UN Day with guidance from school officials and our Board. This will create an emphasis on a UN Day aimed at young people, which is a main focus for our 2-year plan.

The UNA Float: This idea received huge support at our retreat as a way to expand from preaching to the choir to reaching the widest audience possible. To fulfill this, the Executive Director can research the process with the Rose Parade for securing a float in the Rose Parade. The Program Committee can work with the ED to plan a campaign to secure this monumental and historic opportunity for national and international recognition of the UN at the Rose Parade annually.

POMONA VALLEY CHAPTER

Objective 2.1: Actively lead planning UN Day or other UNA-USA events with members, the public and other UNA-USA chapters.

Implementing Activity: Lead celebration of UN Day with participation in planning by International Place, City Council members, school and college teachers and students, and local NGOs – see 1.3 and 1.4.

Continue 4th of July participation in Claremont.

Collaborate with like-minded NGOs on UN-related issues.

Support another Global Health Conference and similar issue-based division events.

Objective 2.2: Conduct monthly meetings and/or programs.

Implementing Activity: Continue monthly meetings and programs – see 3.1 below.

Promote Chapter sponsorship of art contests co-sponsored by local art stores.

Schedule Chapter 'Night of 100 Dinners'- type events or Hunger Banquets co-sponsored by local restaurants.

Objective 2.3: Assure Chapter representation at UNA-USA Annual Meetings and Biennial Conventions.

Implementing Activity: Continue to send at least two Chapter representatives to national UNA meetings every year.

SAN DIEGO

Objective 2.1: Create monthly events, programs, celebrations, and mixers that promote UNASD, the UN Millennium Development Goals (MDGs), international and cultural activities, international education, and networking opportunities for young professionals:

Implementing Activities:

- *UN Day

- *International Career Day (UCSD)

- *UNA Film Festival

- *UN Charter Day

- *Earth Day participation to raise awareness about environmental sustainability

- *International Women's Day

- *Grow awareness about Violence Against Women

- *Bi-monthly public with presenters and discussion of current issues relevant to the UDHR and to advocacy priorities

- *Art Miles Mural Project (UNESCO Project)

- *Quarterly Member Appreciation Nights

- *Monthly Kids' Cultural Day events in Balboa Park

- *YPIC – Monthly networking opportunities for young professionals – monthly mixers and events to bring young professionals in the international community together.

SAN FERNANDO VALLEY CHAPTER

Objective 2.1: Develop programs that will attract new members. Implementing Activity: Focus on young people – YPIC events at universities and chapter events on current key international topics; lead celebration on UN Day and invite City Council and do jointly with closest fellow UNA-USA Chapter.

Objective 2.2: Be active in planning large celebrations of UN Day and other events. Implementing Activity: Join with other chapters in co-sponsored big events.

Objective 2.3: Work on programs engaging students/YPIC. Implementing Activity: Hold events on campuses with Model UN; advocate Student Alliance and promote YPIC.

SANTA BARBARA TRI-COUNTY CHAPTER

Objective 2.1: Continue to co-sponsor UN Day with other organizations. Implementing Activity: Other organizations purchase booths as exhibitors.

Objective 2.2: Continue to have chapter representative at Division meetings.

SOUTHERN CALIFORNIA DIVISION

Objective 2.1: Form Standing Committees on Issues (Advocacy Chairs). Implementing Activity: Select qualified individuals to assume responsibilities for chairship of a given issue relevant to UNA work or the UN MDGs.

Objective 2.2: Hold Conferences/Educational Programs. Implementing Activity: Organize committees to address and organize such programs in the year 2006-07.

Objective 2.3: Outreach with other NGOs. Implementing Activity: Contact other local and national NGOs to bring to the Southern California Division new programs and educational conferences.

Goal #3: Building Membership

HARBOR AREA CHAPTER

Objective 3.1: Enlarging Chapter membership and Board membership, with an emphasis on younger Board members. Implementing Activity: Chapter has hired Diane Gonzales as the Executive Director for the Harbor, Long Beach, and Coastline Chapters.

Objective 3.2: Planning activities and events for fund-raising, Chapter growing and advocacy and informational purposes. Implementing Activity: Executive Director will cooperate with the three chapters in the planning and production of such events.

INLAND EMPIRE CHAPTER –

Objective 3.1: Establish a core group of ten committed members who are willing to establish a renewed INLAND EMPIRE Chapter. Implementing Activity: We will establish personal communication by phone or by personal meeting with each member of the Chapter and explore the questions: “Why did you join UNA?” and “What would you like to see happen?” We will include the names of members who did not re--new this past year. It is important that they feel good about what we are trying to do.

Objective 3.2: We will promote the United Nations Association within the community of Riverside and Redlands for an additional twenty members at least. Implementing Activity: We intend to promote UNA within the City of Riverside with thousands of flyers on UNA, with newspaper announcements, by announcements at some forty community organizations and clubs and senior centers, etc. This promotion will be done in a way that has not been done before in Riverside. We already have personal contact with some thirty organizations.

Objective 3.3: Re-establish our contact with The Programs of Model United Nations that are and have been active in UCR. We will also investigate the request from Ramona High School, which has organized a Model United Nations, and is asking to join with INLAND EMPIRE Chapter. Implementing Activity: It is our goal to join forces with these Programs at UCR, which has been very active, and investigate what can be done at other four Universities in Riverside. This might take some time, but these youth groups are part of our goal.

LONG BEACH CHAPTER

Objective 3.1: Build relationships with key local communication channels to advertise and promote our events. Implementing Activity: Identify local newspapers, magazines and cable TV and develop relationships with key contacts that will publish our events.

Objective 3.2: Participate in local events that will have “cross-over” UNA appeal. Implementing Activity: Develop handouts for target audience at 4-6 identified events that give reasons and benefits to joining UNA and man a booth and/or table.

Objective 3.3: Obtain more local community exposure through cable TV. Implementing Activity: Develop relationships with local interviewers to be invited onto their local cable community talk shows to discuss high profile subjects and/or upcoming programs.

ORANGE COUNTY CHAPTER

Objective 3.1: The challenge of building membership has been taken on by last year’s secretary, Deirdre LePera. The chapter is negotiating the purchase of the voter rolls list from the Orange County Registrar of Voters. If and when we obtain this, we will design a special mailing to reach people who may be sympathetic to our goals, but who may not even be aware of the existence of a UNA chapter in Orange County.

Objective 3.2: As mentioned under Programs, our chapter is offering more membership events than were available prior to 2008, principally through the critical issues speaker series.

Objective 3.3: Prompt and personal response to new members.

Objective 3.4: Prompt response to all who show interest in UNA and involvement with chapter activities.

Objective 3.5: Indirectly, our new interns program is intended to build membership, as university students who serve as interns graduate but continue to participate as chapter members and even, on occasion, as members of the Board.

PASADENA/FOOTHILLS CHAPTER

Objective 3.1: Increase membership by 200 new members. Implementing Activity: *Gift with Membership Events* – Execute monthly events at which the cost of admission is the first time membership fee of \$25. The event then becomes a gift with membership to paid participants. We have piloted this very successful program with Ellen Snortland’s one woman show as a gift with membership. *Large Scale Events* provide enrollment opportunities and visibility. The upcoming “Africa Conference” will increase our outreach considerably. Sources for these contacts include the over 30 non-profit organizations that are cooperating with us in the development of the conference. Increased outreach and inclusion of diverse groups with strategic alliance will be able to strengthen core membership. This has already begun to occur through the success of Ellen Snortland’s *Now that She’s Gone, Unraveling the Mystery of My Mother.*”The Annual Meeting and the proposed Town Hall Meeting are excellent examples of other venues that will drive membership.

Objective 3.2: Increase Renewal Rate/Greater Member Retention. Implement Activity: *Phone Tree and Computer Renewal notification*. Nurture the current membership with personal attention including in person activities with direct Board contact. It may be simple, but it’s effective – a phone tree to reach every member with announcements of chapter activities. Continue to attract new and diverse members with an emphasis on local campuses and large scale events. Create systems to avoid member attrition including database management of renewal dates and email reminders sent to members at least one month prior to membership expiration. *Open House* to welcome our membership to our offices at the Western Justice Center. While the community was invited, the focus

of the event was to develop greater relatedness with our members and to encourage their greater participation in all that we do. This includes a focus on introducing them to upcoming projects and to invite them to participate in specific ways. Engagement is the key to keeping the organization thriving. This event will be the first of many and an opportunity to meet the new Board of Directors and the Executive Director. Special phone invitations will be made to the members. The Executive Director will work with the Board to develop an appropriate strategy for assigning member calls.

Objective 3.3: Build Strategic Alliances. Implementing Activities: It is essential that our Executive Director and Board continue to support the organizational activities of our fellow groups on the Council of Organizations and those of our sister UNA Chapters in the UNA Southern California Division. The Executive Committee and the Executive Director are responsible for communicating regularly with these entities and building the relationship. The Board can support this by participating in the activities of these other groups on a regular basis and at the Board's discretion; provide calendar updates to promote related events on our website.

Membership Enrollment Pitch: This should be standardized and given at each UNA event as well as communicated at other community events. Each activity of the organization should allow a 5-10 minute enrollment pitch for membership. Every non-member in attendance should be given the brochure. The membership announcement should include how to fill it out and how to complete registration. *We should be able to address benefits of membership* – By joining, you are helping to strengthen and to support the United Nations; our quarterly newsletter and monthly e-news updates; invitation to participate on standing committees of the UNA Pasadena Chapter; invitation to attend all local events; participation in national activities such as the Annual Member Day at the UN and UNA Day on Capitol Hill; invitation to participate in international exploratory trips organized by the Chapter.

POMONA VALLEY CHAPTER

Objective 3.1: Promote programs/subjects that will interest new members.

Implementing Activity: Advertise and hold monthly programs on subjects such as women's issues, MDGs, child advocacy, sustainability, hot spots, and UN governance.

Make membership materials available at all UNA events and regularly remind Board members to recruit at least one new member each year.

Objective 3.2: Maintain membership contacts and personalize renewals.

Implementing Activity: Have a Membership Chair on Chapter Board

Target yearly membership goals including specific groups to recruit. Target for 2009 is 75 memberships and target for 2010 is 85 memberships.

Advertise ways members can participate in and benefit from UNA-USA.

Use membership forms to build awareness in community.

Membership Chair checks monthly with national UNA-USA for accurate data.

SAN DIEGO CHAPTER

Objective 3.1: To attract, mobilize, and sustain new and current members to participate in UNASD-related events.

- *Strong communication and advertising through email, community outreach, marketing on campuses and constant membership contact.

- *Monthly events such as UN Day, UN Charter Day, Water for Life event, International Career Day, International Peace Walks, YPIC, Earth Day, December nights, Intern-led Projects.

- *Quarterly Member Appreciation Nights

- *Colorful and artistic campaigns [Art Miles Mural Project]

- *Outreach regarding UNA-USA Essay Contest and Scholarship programs

SAN FERNANDO VALLEY CHAPTER –

Objective 3.1: Regularly publish chapter newsletter. Implementing Activity: Have chapter Board provide information on events and articles to our newsletter chair and address the newsletter at all Board meetings. Board will help compile mailings.

Objective 3.2: Maintain membership contacts and personal renewals. Implementing Activity: Have treasurer and newsletter chair and Director of Membership maintain the list and send renewal reminders.

Objective 3.3: Have a membership chair on the Board. Implementing Activity: Have membership chair work on recruitment and membership events, including YPIC.

SANTA BARBARA TRI-COUNTY CHAPTER –

Objective 3.1: Have a membership chair and hold quarterly programs with speakers. Implementing Activity: Public is invited and we try to recruit members with brochures and sign-up lists.

Objective 3.2: Send newsletter quarterly. Co-sponsor events with other organizations and non-profits. Implementing Activity: We try to persuade organizations to join us as committee, as we did with UNESCO.

Goal #4: Developing Financial Resources

HARBOR CHAPTER

Objective 4.1: To raise funds to help pay the Executive Director's salary and to fund projects with the separate chapters. Implementing Activity: Executive Director is investigating funding sources through gifts, donations and grants.

Objective 4.2: To help finance individual Chapter activities at the local level in order to give the chapter more exposure in its own area.

LONG BEACH

Objective 4.1: Identify employers that have an international mission, i.e., BCUN members, etc. Implementing Activity: Develop communication pieces that will create a win-win situation for the identified employers. Ask for sponsorship dollars for programs that will be beneficial to them.

Objective #2: Develop a fund-raising program. Implementing Activity: Create a fund-raising model that includes high interest, current topics and high profile speakers that will attract businesses and/or NGOs with similar goals. Try to sell them booth space at our events and possible newsletter ad space.

Objective 4.3: Develop a grant-writing template. Implementing Activity: Identify and contact sources that offer grants that promote our ideals.

INLAND EMPIRE CHAPTER

Objective 4.1: It is not our intention to charge a fee for our programs as they are organized for service to the community. We have some \$2600 in our Chapter fund. Much of this will be spent in promotion of Goal #2, but we could ask for donations from our membership. Implementing Activity: Continue requesting some of our members for contributions to cover expenses by focusing on our needs and Chapter expenses and offering them an opportunity to further our purposes.

Objective 4.2: In Riverside there are several corporations (etc.) that identify with our purposes and might well contribute to our purposes. Implementing Activity: Such corporations are known within the City. Requests should be made.

Objective 4.3: If we succeed in developing a Model United Nations as a program that increases membership and advances our purposes, we could explore the possibility of structuring the training in such a way that we could develop a possible grant for additional funding. Implementing Activity: The implementing process will depend on the structure we find effective and our ability to address the purposes for the grant.

ORANGE COUNTY CHAPTER –

Objective 4.1: 2009 should see a real improvement in this area, as an energetic new member has stepped in as Chair of Resource Development, and has gathered a committee that seems equally committed. They are already working with the Board, taking the lead in planning a 5-k walk-a-thon for UN Day, October 24. The aim of this event is twofold: fundraising, and UN visibility.

Objective 4.2: Members and interested others who attend our critical issues speaker series are asked to put a little something extra in the donations jar; and in every issue of the newsletter those who have made donations above and beyond just paying their dues are publicly thanked. It seems that this is beginning to work as a fundraising strategy, as donations are picking up slightly.

PASADENA/FOOTHILLS

Objective 4.1: Create and implement a Resource Development Team. Implementing Activity: While the newly formed Resource Development team can assist with the formulation of fundraising projects, given the current capacity of the organization, I suggest that the focus be placed on the following projects that have long term value: monthly giving program, solicitation of corporate donors and grants.

Objective 4.2: Long-term giving. Implementing Activity: This program was proposed by Ellen Snortland at our February 2006 Board retreat. The idea is to have members give \$25 per month pledge to the UNA. (We can offer this first at our 2006 Membership Drive.) We can pilot this program this year and begin to promote it on our website. Donations such as this can be collected on line or by giving the routing number and banking information or participants. It will be an automatic deduction. We can further this program by encouraging large companies to offer the UNA as a select charity for monthly giving. Wells Fargo and Warner Bros. are examples of companies that offer this option to employees for giving from each and every paycheck. The ED can report back with a list of corporate possibilities.

Objective 4.3: Internet Resource Development. Implementing Activity: 1) Website development. Now that we can donate on line, we have a built in ASK that our Board and membership can help to source. Providing on line donation options increases our reach exponentially. All of our correspondence should include the web address. Our PR team is developing ways to heighten traffic on the site. The Africa Conference will be a huge draw in this regard. 2) On line Store. The UNA Pasadena online store will be launched this year. With fair trade goods being supplied at no upfront costs by Bliss Unlimited, a fair trade store in Burbank, CA, we will build slowly with 5 artistic handmade items available on line for the holidays. The mark-up between wholesale and retail will be retained by our Chapter. This meets our goal of promoting fair trade goods as well as our Art the Voice of Humanity project that promotes the role of art in social change. Given Pasadena's history with the Green Street store, we hope to recapture the volume of interest in supporting the UNA through these purchases.

POMONA VALLEY

Objective 4.1: Analyze financial needs.

Implementing Activity: Prepare and adopt annual budget at annual meeting.

Board will analyze income and expenses for appropriate levels.

Objective 4.2: Develop programs that the public will support financially.

Implementing Activity: Hold fundraising events, including with other chapters.

Suggest contributions at all UNA-USA events – see 2.1.

Objective 4.3: Continue seeking other organization support for chapter.

Implementing Activity: Maintain and expand financial contributions from other organizations (such as University Club, International Place, and shared expenses with sister groups) – see 1.4.

SAN DIEGO

Objective 4.1: Increasingly secure financial base of UNASD.

Implementing Activities:

- *Use monthly events, such as UN Day, UN Charter Day, Member Appreciation Nights, to generate contributions from members and participants.

- *Participate in community events, such as EarthFair, Red Light Movement, and sell cultural items and food

- *Low price of admission that is affordable for the general public and students for all events

- *Secure short and long term corporate, institutional and local sponsors for our events.

- *Increase giving by Board members.

SAN FERNANDO VALLEY

Objective 4.1: Get support of chapter members for chapter financial needs. Implementing Activity: Send two letters per year to chapter members for contributions focusing on financial needs.

Objective 4.2: Get support of corps/institutions sponsorship for chapter events. Implementing Activity: Send letters to corporations for sponsorship of major chapter events.

Objective 4.3: Analyze fundraising needs and get advice. Implementing Activity: Ask for advice and support from National office in grant writing.

SANTA BARBARA TRI-COUNTY CHAPTER

Objective 4.1: Send fundraising envelope with newsletter – 2 per year as in past. Implementing Activity: (No luck with corporate sponsors). We ask members for a donation during program. (No luck with charging members admission.)

SOUTHERN CALIFORNIA DIVISION

Objective 4.1: The primary intention is to strengthen the Division treasury through improved chapter relations, collection procedures for unpaid/past due dues, and community sponsorship of the 2nd Annual West Coast Global Forum to be held in late 2009.

Objective 4.2: The first objective is to have chapter's current with their financial obligations to the Division. This means that all past due arrearages are reviewed and paid. This should result in approximately \$3,000 +/- collected. This would be accomplished by phone calls and personal visits to each chapter throughout the Division.

Objective 4.3: The Division should assist the chapters in raising money more effectively. This could be achieved by chapters doing joint fundraising projects, or a Division-sponsored “phone-a-thon” to all members seeking special pledges which would be shared by the chapters with the division.

Objective 4.4: Hold a successful 2nd Annual West Coast Global Forum (in late 2009) bringing business leaders, community leaders and consuls general together for a discussion of world issues and the fulfillment of the Millennium Development Goals. The financial goal would be to raise \$25,000 via sponsorships, an ad book, and paid reservations.

Objective 4.5: Form Standing Committees on issues to hold programs. Implementing Activities: For each area for which a Standing Committee is formed, request grants from regional and National organizations to bring Educational Programs to the Division that can benefit the Division.