



USAWOA

CORPORATE MEMBERSHIP PLAN

JANUARY 2022



OUTLINE



- **Background Issues**
- **New Corporate Membership Plan**



BACKGROUND / ISSUES



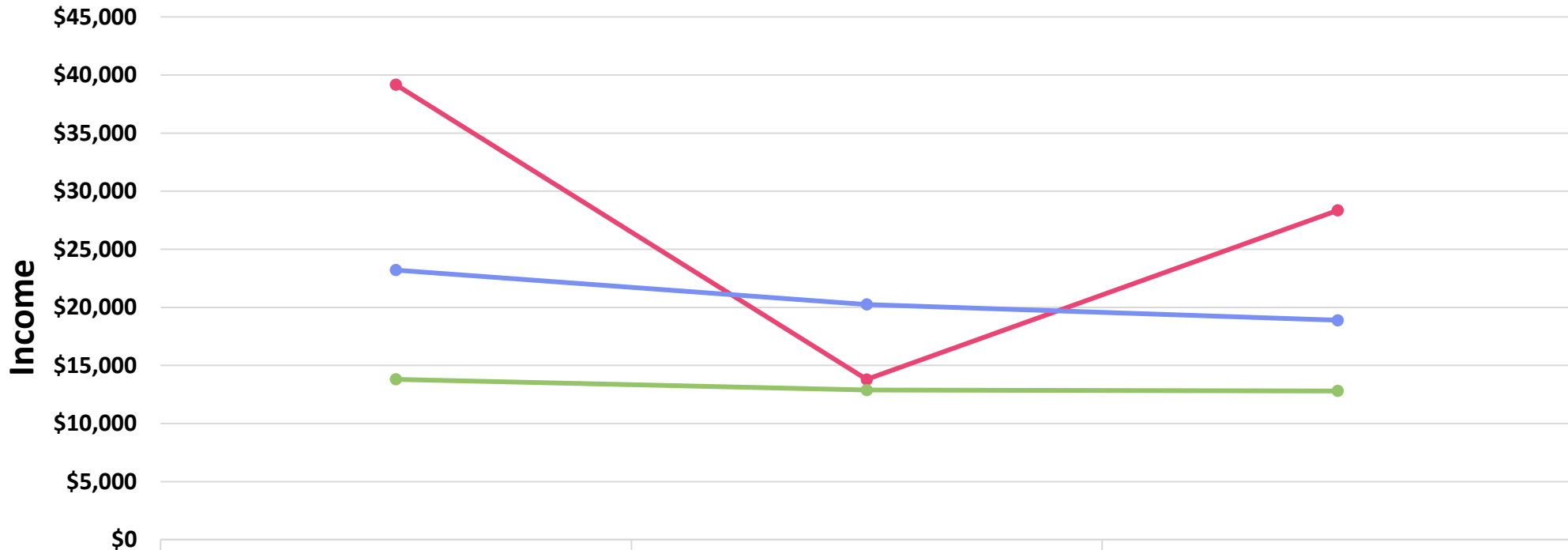
- **USAWOA is now a 501c(19) Non-Profit Corporation.**
- **The association has 11 Membership Categories with 31 options.**
- **Membership revenue does not support operations – \$101K (48%) / 186K – **Shortfall (-\$85K)****
- **Annual Fundraising Special Income – 26% (\$54K)**
- **Dividend Income – 16% (\$34K)**
- **Memorabilia Income – 2% (\$3.2K)**
- **Life Membership fund being used to fund operations – (\$28K)**
- **20% of Chapters are inactive (995 members).**
- **Regions too dispersed for region directors to assist inactive chapters or develop new chapters.**

The USAWOA revenue generation process and membership systems are broken.



YEARLY MEMBERSHIP INCOME

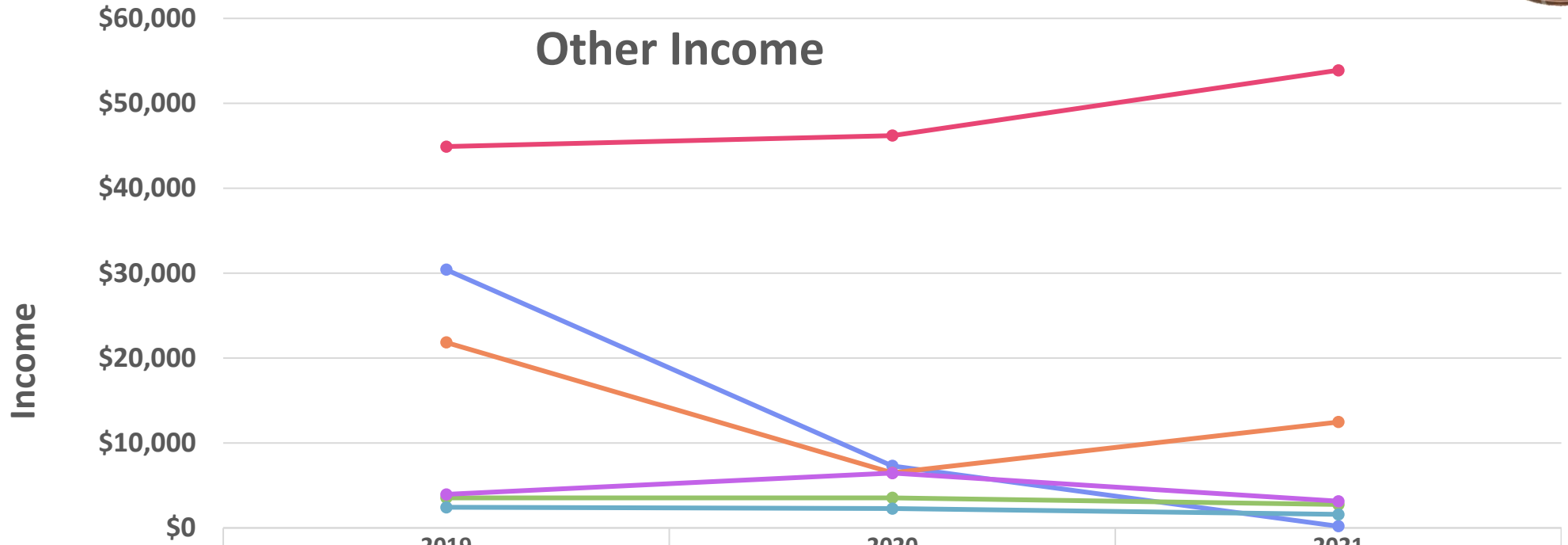
Membership Income



	2019	2020	2021
Life Member	\$39,170	\$13,795	\$28,350
Regular Member	\$23,204	\$20,252	\$18,890
Retired Member	\$13,802	\$12,886	\$12,806



YEARLY OTHER INCOME

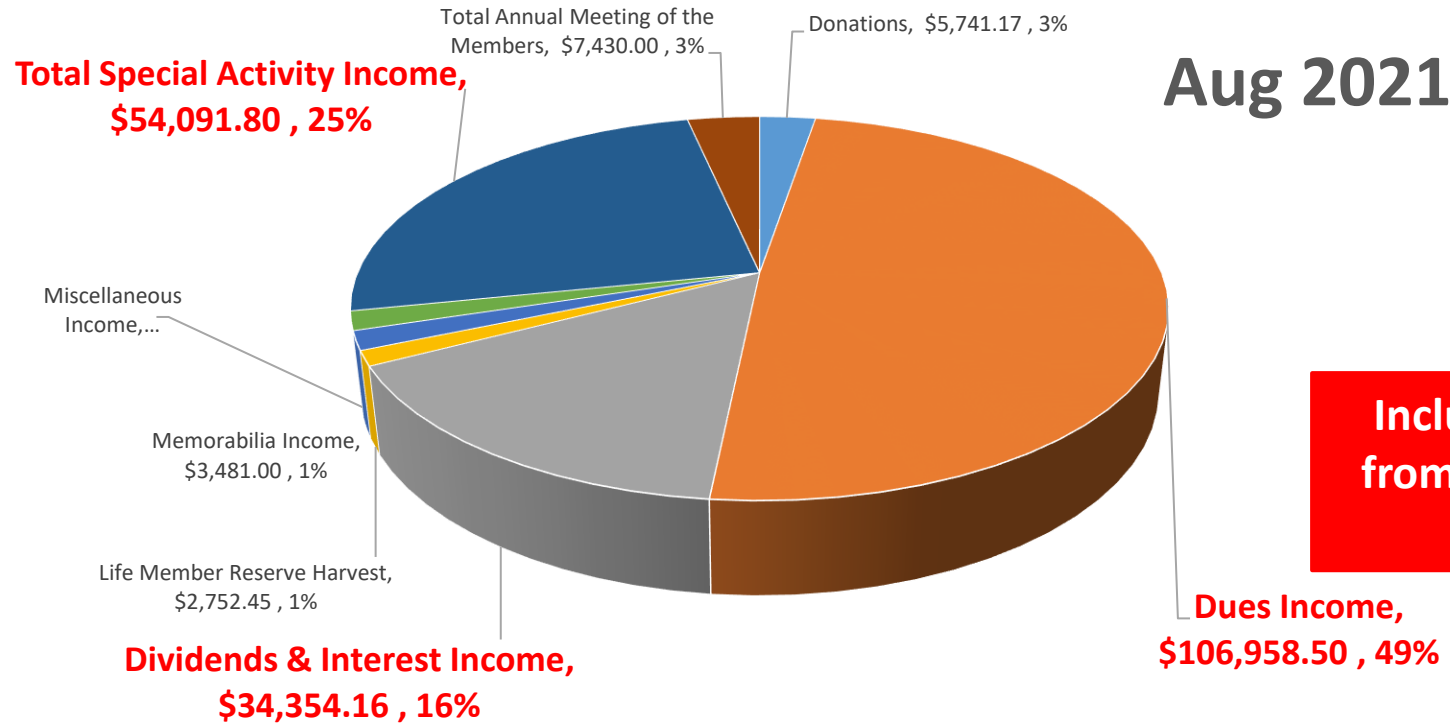


	2019	2020	2021
Annual Fundraiser	\$44,911	\$46,210	\$53,900
Phyllis Wilson Fundraiser	\$30,410	\$7,298	\$192
Life member Reserve	\$3,544	\$3,544	\$2,752
Corporate Dues	\$21,850	\$6,475	\$12,475
Memorabilia	\$3,947	\$6,450	\$3,142
PENFED Rebate	\$2,416	\$2,268	\$1,585



CURRENT OPERATIONAL INCOME

Aug 2021



Includes \$26,187.50 Draw from Life Member Account. (4102)

- Donations
- Dues Income
- Dividends & Interest Income
- Life Member Reserve Harvest
- Memorabilia Income
- Miscellaneous Income
- Total Special Activity Income
- Total Annual Meeting of the Members



NEW CORPORATE MEMBERSHIP LEVELS



Membership Level	Associate Memberships	Website Ad	NEWSLINER Ad	Exhibitor Space	Program Sponsorship
Platinum (National)	5	National Banner	Quarter Page	1	3
Gold (Regional)	3	Regional Banner	Business Card	1	2
Silver (Chapter)	2	Chapter Banner	-	1	1
Bronze (Small Biz)	1	Chapter Business Card	-	1	1

Program Sponsorship – Select programs at national/regional/chapter level to be identified as program sponsor.



PROJECTED PLATINUM MEMBERS



- **AAFES**
- **Microsoft**
- **Apple**
- **Adobe**
- **Burger King**
- **Subway**
- **H&R Block**
- **Penfed**
- **FEDPOINT**
- **Excelsior College**
- **ERC**
- **Pinnacle Solutions**
- **Radvanyi Wealth**
- **Emery Riddle**
- **LMI**
- **Northrop**
- **Bell Helicopter**
- **Hughes Aircraft**
- **Sikorsky**
- **Eurocopter**
- **Booz Allen**
- **General Dynamics (GDIT)**
- **Boeing**
- **Ratheon**
- **BAE**
- **L3**
- **Leidos**
- **MANTECH**
- **Accenture Ltd.**
- **ANSER Institute for Homeland Security**
- **Centech Group, Inc.**
- **Ralston Research and Consulting.**



PROJECTED CORPORATE MEMBERSHIPS



Corporate Membership	Rate	Number	Goal
Platinum (National Level)	\$5,000	18	\$90,000
Gold (Regional Level)	\$3,000	20	\$60,000
Silver (Chapter Level)	\$1,000	25	\$25,000
Bronze (Small Business)	\$500	30	\$15,000
Subtotal Corporate Membership			\$190,000