

**2008 Annual Plan
Dallas Fort Worth Chapter
Brigham Young University
Alumni Association**

GOAL

The Goal of the Dallas Fort Worth Chapter of the BYU Alumni Association for 2008 is to cultivate the spirit of the Y among BYU alumni, Church members and the Dallas Fort Worth community.

OBJECTIVES

To achieve our goal of cultivating the spirit of the Y among alumni, Church members and the community, the Dallas Fort Worth chapter has set some specific objectives targeting each audience:

1. Bring quality activities that foster the spirit of the Y to a broad audience by holding a minimum of two events in which all BYU alumni and Church members in the area are invited and for which attendance is free or under \$10 per person to attend.
2. Begin cultivating the spirit of the Y with young alumni by holding a minimum of one event for incoming freshman.
3. Cultivate the spirit of the Y within the community by hosting a minimum of one event that benefits members of the community beyond BYU alumni and Church members.
4. Support BYU through fundraising efforts including a two-week annual fund campaign.

ACTION PLAN

To help accomplish our 2008 chapter objectives the following tactics will be implemented:

1. Develop a tentative calendar of events for 2008 by January 1, 2008. Finalize the 2008 calendar by March 30, 2008.
2. Hold three board meetings to plan, implement and evaluate all activities.
3. Assign board member(s) to oversee upcoming activities.
4. Centralize and organize publicity efforts for all activities by identify publicity contacts in each stake in the Dallas Fort Worth area to help get the word out about each event.
5. Publish a newsletter that includes a calendar of events and distribute to all alumni in the fall.
6. Improve communication with constituent groups to maximize reach and impact of 2008 activities by appointing liaisons to attend board meetings.
7. Attend management society meetings and cosponsor one event with management society. (Golf Tournament?)

2008 WORKING CALENDAR

February/March 2008
BYU Basketball at TCU

March 2008
Publicize Replenishment Grant Scholarships

May 2008
Possible Fireside with Sister Carolyn Rasmus Fireside

June 2008
Award Replenishment Grant Scholarship

July/August 2008
Mormon Night with The Rangers

August 2008
Freshman Send-off Party

September 2008
BYU v. TCU Tailgate Event

October/November 2008
DateNite or Evening of Excellence Fireside

November/December 2008
Annual Fund Campaign