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

<table>
<thead>
<tr>
<th>Year</th>
<th>Life Member</th>
<th>Regular Member</th>
<th>Retired Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$39,170</td>
<td>$23,204</td>
<td>$13,802</td>
</tr>
<tr>
<td>2020</td>
<td>$13,795</td>
<td>$20,252</td>
<td>$12,886</td>
</tr>
<tr>
<td>2021</td>
<td>$28,350</td>
<td>$18,890</td>
<td>$12,806</td>
</tr>
</tbody>
</table>
YEARLY OTHER INCOME

Other Income

<table>
<thead>
<tr>
<th>Income</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Fundraiser</td>
<td>$44,911</td>
<td>$46,210</td>
<td>$53,900</td>
</tr>
<tr>
<td>Phyllis Wilson Fundraiser</td>
<td>$30,410</td>
<td>$7,298</td>
<td>$192</td>
</tr>
<tr>
<td>Life member Reserve</td>
<td>$3,544</td>
<td>$3,544</td>
<td>$2,752</td>
</tr>
<tr>
<td>Corporate Dues</td>
<td>$21,850</td>
<td>$6,475</td>
<td>$12,475</td>
</tr>
<tr>
<td>Memorabilia</td>
<td>$3,947</td>
<td>$6,450</td>
<td>$3,142</td>
</tr>
<tr>
<td>PENFED Rebate</td>
<td>$2,416</td>
<td>$2,268</td>
<td>$1,585</td>
</tr>
</tbody>
</table>
CURRENT OPERATIONAL INCOME

Aug 2021

- Donations, $5,741.17, 3%
- Dues Income, $106,958.50, 49%
- Dividends & Interest Income, $34,354.16, 16%
- Life Member Reserve Harvest, $2,752.45, 1%
- Memorabilia Income, $3,481.00, 1%
- Miscellaneous Income, ...
- Total Special Activity Income, $54,091.80, 25%
- Total Annual Meeting of the Members, $7,430.00, 3%

Includes $26,187.50 Draw from Life Member Account. (4102)
# NEW CORPORATE MEMBERSHIP LEVELS

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>Associate Memberships</th>
<th>Website Ad</th>
<th>NEWSLINER Ad</th>
<th>Exhibitor Space</th>
<th>Program Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum (National)</td>
<td>5</td>
<td>National Banner</td>
<td>Quarter Page</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Gold (Regional)</td>
<td>3</td>
<td>Regional Banner</td>
<td>Business Card</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Silver (Chapter)</td>
<td>2</td>
<td>Chapter Banner</td>
<td>-</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Bronze (Small Biz)</td>
<td>1</td>
<td>Chapter Business Card</td>
<td>-</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Corporate Membership</th>
<th>Rate</th>
<th>Number</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum (National Level)</td>
<td>$5,000</td>
<td>18</td>
<td>$90,000</td>
</tr>
<tr>
<td>Gold (Regional Level)</td>
<td>$3,000</td>
<td>20</td>
<td>$60,000</td>
</tr>
<tr>
<td>Silver (Chapter Level)</td>
<td>$1,000</td>
<td>25</td>
<td>$25,000</td>
</tr>
<tr>
<td>Bronze (Small Business)</td>
<td>$500</td>
<td>30</td>
<td>$15,000</td>
</tr>
<tr>
<td><strong>Subtotal Corporate Membership</strong></td>
<td></td>
<td></td>
<td><strong>$190,000</strong></td>
</tr>
</tbody>
</table>