

## **Delta Epsilon Chi Chapter Growth Business Plan**

### ***What's Included in a Business Plan?***

#### **Executive Summary**

This is the business plan in summary. It contains the plan highlights and key points. Focus on the issues that are most important to your chapter's success. It prioritizes each goal so that every officer and member associated with the chapter knows the most important elements of your plan and can contribute to reaching its success. As most chapters change officer teams each year, it is important to include a statement of succession so that each new team is aware of their role in completing the tasks outlined in this business plan.

#### **The Chapter**

Tell your story. Detail the history of the chapter and the reasons your founding members began this chapter in the first place. Also detail the chapter's present story and project three to five years into the future. What do you want your members to be doing? How will this chapter be remembered on your campus, in your state association and as part of the Delta Epsilon Chi organization as a whole? Give your strategy for future growth and detail the goals and action plans to accomplish this strategy.

#### **The Market**

Define who your market(s) is for membership growth and for developing the professional division and/or the alumni division. Understand their characteristics and how to get your message to them. Also look at the competition you have on campus for member's time and money. Develop a strategy for dealing with competitive organizations.

#### **Your Services**

Describe the value of membership in your chapter and detail some of the activities that provide benefit to your members. What makes you special and different than any other organization on campus? What activities will you do to make that difference continue to stand out and develop over the next five years?

#### **Marketing & Promotion**

Define in detail how you will tell your market(s) about your chapter. What methods of distribution do you have to get your message out and how will you assess the success of your efforts?

#### **Finances**

Detail your costs from the past and your expectations for the future. Address dues, fundraisers, and sponsorships and put into writing your plan for continuing to track and build your financial stability. You should include a **cash-flow statement** (link) in this section as well.