

## **2018-2019 Campaign Year**

### **Pluses**

- Coaching structure – accountability
- Community engagement – BTA screenings
- Website
- Story of self -> fundraising goal achieved!
- Crash course
- Warmth, inclusion & relational work
- Focusing on individuals committed to movement

### **Deltas**

- More local community involvement – involving younger generations
- Connecting with other across network, especially within state
- Timeliness of information
- Set goals earlier -> shadowing/sharing experiences across teams
- Differentiating our cause to target constituency
- Member retention
  - Establishing meaningful roles outside of team leadership team
  - Engaging members actively
  - Building subteams/committees within teams