

PATRIOT CONNECTION SERVICES

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STRATEGIC PLAN FOR THE FIRST YEAR OF PATRIOT CONNECTION SERVICES

Vision: To support retiring servicemembers, veterans, and their families by providing online and live resources and information to access eligible benefits, enhancing their quality of life.

Mission: To be a comprehensive online platform offering valuable resources, personalized assistance, and community engagement for veterans and their families to access and maximize their entitled benefits.

Goals:

1. Benefit Enrollment and Resource Accessibility:

- Ensure all veterans and their families have access to accurate and up-to-date information about available benefits and resources in their state.
- Streamline the benefit enrollment process through easy-to-use online tools and personalized assistance.

2. Community Engagement:

- Foster a sense of community by facilitating online forums, webinars, and support groups where veterans can share experiences and advice.
- Collaborate with other veteran-focused organizations and forums to expand outreach and networking opportunities.

3. Data Protection and Security:

- Implement robust data protection measures to ensure the privacy and security of user data.
- Comply with relevant data protection regulations and guidelines.

4. Financial Growth and Sustainability:

- Develop a multi-pronged funding strategy, including grants, donations, corporate sponsorships, and potentially partnerships with veteran-friendly businesses.
- Launch fundraising campaigns targeting patriotic citizens, corporations, and veteran supporters.

5. Marketing and Outreach:

- Create a compelling brand identity and mission-driven messaging to resonate with the target audience.
- Leverage social media platforms, online advertising, and veteran-oriented forums to increase visibility and user engagement.

- Collaborate with influencers and advocates within the veteran community to promote the platform.

6. Events and Workshops:

- Organize webinars, virtual workshops, and online seminars on topics related to benefits, mental health, career transition, and more.
- Invite subject-matter experts and veterans to share insights and experiences.

7. User Experience and Platform Improvement:

- Continuously gather user feedback to identify pain points and areas for improvement in the platform's usability and features.
- Regularly update and enhance the online tools and resources based on user needs and technological advancements.

Strategies and Action Steps:

1. Benefit Enrollment and Resource Accessibility:

- Develop a user-friendly online portal with state-specific benefit information.
- Establish a team of trained advisors to provide personalized assistance through scheduled phone appointments.
- Collaborate with state agencies and veteran service organizations to ensure accurate and timely information.

2. Community Engagement:

- Launch online discussion forums and support groups on the platform.
- Host regular webinars on relevant topics, featuring guest speakers.
- Encourage user-generated content, such as success stories and advice articles.

3. Data Protection and Security:

- Implement SSL encryption for secure data transmission.
- Regularly update security protocols and conduct vulnerability assessments.
- Develop a clear privacy policy and terms of use for the platform.

4. Financial Growth and Sustainability:

- Create a diverse funding portfolio, including grant applications, donation drives, and corporate partnerships.
- Establish a dedicated fundraising team to manage campaigns and events.
- Regularly communicate with donors and sponsors to show impact and progress.

5. **Marketing and Outreach:**

- Develop a compelling brand identity, including logo, color palette, and brand guidelines.
- Launch a website with a user-friendly interface and clear navigation.
- Leverage social media platforms, content marketing, and online ads to attract users.

6. **Events and Workshops:**

- Plan a series of webinars for the first year, covering topics like benefit enrollment, mental health support, and job placement.
- Secure partnerships with subject-matter experts and speakers.
- Promote events through various channels, including social media and newsletters.

7. **User Experience and Platform Improvement:**

- Set up a feedback mechanism, such as surveys and user testing, to gather insights.
- Collaborate with developers to implement user-suggested improvements and new features.
- Regularly update the platform with bug fixes and enhancements.

Measurement and Evaluation:

- Regularly track and analyze website traffic, user engagement, and benefit enrollment statistics.
- Monitor social media metrics, such as followers, likes, shares, and comments.
- Evaluate the success of fundraising campaigns based on donation amounts and participation rates.
- Conduct user surveys and feedback sessions to assess user satisfaction and identify areas for improvement.

By executing this strategic plan, Patriot Connect Services aims to make a significant impact on the lives of active military, veterans, and their families, ensuring they receive the support and benefits they rightfully deserve. The focus on user-friendly technology, personalized assistance, and community engagement will contribute to the platform's success and growth over its first year and beyond.