

# GHACC Presidential Vision Plan

The Greater Haitian American Chamber of Commerce stands at a pivotal moment. Our businesses, community leaders, and young professionals are seeking stronger representation, increased visibility, and greater organizational efficiency. As President, my mission is to strengthen the Chamber's internal operations, elevate its public influence, and create measurable value for every member.

This plan outlines a structured, forward-looking vision built on leadership, accountability, and community partnership.

## Vision Statement

To establish GHACC as the leading force for economic development, business empowerment, and professional advancement within the Haitian American community

## Mission Statement

To connect, support, and promote Haitian businesses through strong leadership, strategic partnerships, and high-impact programs that strengthen our economic footprint.

## Key Presidential Priorities

1. Strengthening organizational structure and governance
2. Expand sponsorship and revenue opportunities
3. Increase membership growth and retention
4. Improve communication, visibility, and community engagement
5. Build sustainable processes, systems, and leadership continuity

## Presidential Advisory Board

To ensure strong governance and well-rounded guidance, I will establish a **Presidential Advisory Board** consisting of:

- **Past President** – Continuity & institutional knowledge
- **Government Official** – Advocacy, policy insights, access to resources
- **Faith-Based Community Leader** – Cultural alignment & community trust
- **Corporate Sponsor Representative** – Business development & financial support
- **Business Leader or Young Professional** – Innovation & modern business perspective

## Purpose of the Advisory Board

- Provide strategic direction

- Support fundraising & partnership opportunities
- Strengthening the Chamber's visibility
- Assist in crisis or major decision-making
- Meet quarterly or monthly with the President

## **Sponsorship & Partnership Expansion Plan**

### **Sponsorship Committee Objectives**

- Build and maintain strong relationships with sponsors
- Provide structured monthly communication and reporting
- Offer value-driven sponsor programs
- Create a **three-point sponsor engagement system**:
  1. Onboarding
  2. Monthly follow-up
  3. Annual appreciation
  4. 3-point contact

### **Key Initiatives**

- Host an annual **Sponsor Appreciation Gala**
- Create a **Business Partnership Pipeline** with banks, corporations, universities, and nonprofits
- Implement CRM tracking for sponsor history, renewal dates, and engagement

## **Membership Growth & Retention Strategy**

### **Goals**

- Increase membership by 25% in the first year
- Retain 90% of current members
- Re-engage all inactive or former members

### **Membership Committee Plan**

1. **Evaluate and redesign the onboarding process**
  - Welcome packet
  - Orientation meeting
  - Introduction to committees
  - 3-Point Contact
2. **Membership Value Enhancement**
  - Monthly networking events
  - Quarterly business workshops
  - "Member Spotlight" promotions
  - Mentorship program pairing new and existing members
3. **Re-engagement Campaigns**
  - Former members

- Past board members
- Influential community leaders
- Look for ways to add value to our members
- 4. **Three-Point Member Contact System**
  - Welcome
  - Mid-year check-in
  - Renewal call
- 5. **Monthly board chair status meetings with President**
  - Review departmental progress
  - Evaluate goals and objectives
  - Support objectives

### **Boad Member Leadership Development**

- Individual Developmental Plan
- Leadership Development Training (Modules) mandated
- Team Building exercise
- Monthly recognition

### **Strengthening Internal Processes & Governance**

#### **Departmental Systems Review**

Each department will undergo a 60-day evaluation to review:

- Current processes and workflows
- Communication systems
- Technology and administrative needs
- Compliance and documentation gaps
- Member service effectiveness

#### **Key Initiatives**

- Review and evaluate current Standard Operating Procedures (SOPs) for all departments
- Review and reevaluate current board member structure.
- Ensure every board member has access to tools, systems, and training
- Implement leadership development workshops
- Improve meeting structure, agendas, and accountability
- Update or reaffirm GHACC's mission and vision through a leadership retreat
  - Address challenges and resource needs

## **Communication & Community Engagement**

### **Communication Strategy**

- Monthly GHACC newsletter
- Social media content calendar
- Press releases for major initiatives
- Collaboration with local media outlets
- Community partnership announcements
- Monthly meets with local leaders

### **Community Engagement**

- Strengthening relationships with local cultural, educational, Religious Organization and professional organizations
- Develop programs for young entrepreneurs
- Support community events and charitable initiatives

## **Financial Stability & Revenue Growth**

### **Revenue Streams Evaluation**

- Membership dues
- Sponsorships
- Annual fundraising events
- Training programs and workshops
- Grants and partnerships

### **Financial Goals**

- Increase annual revenue by at least 20%
- Establish financial transparency and quarterly reporting
- Review and evaluate current budget.
- Build a reserve fund for the Chamber's long-term stability

## **100-Day Presidential Action Plan (Summary)**

1. Establish Advisory Board
2. Conduct full organizational assessment
3. Launch membership re-engagement campaign
4. Implement sponsor communication schedule
5. Host first "President's Business Roundtable"
6. Update website and communication tools
7. Present first quarterly progress report