



# New Charter Application

## I. General Information

**Name of Applicant:**

**Proposed Charter Location:**

**Echelon Membership Requirements:**

Members must pay annual dues

Members must participate at volunteer events

Members must participate in networking and social events

Members must agree to membership conduct agreement

Other (please specify):

*Divisional Approval*

*Territorial Approval*

## III. Local Support

### Corps Officer:

Name:

Email Address:

Phone Number:

#### Commitment Level:

*(How will the liaison interface with Echelon chapter? Examples include attending board meetings, participating in communications, etc.)*

### Area Commander:

Name:

Email Address:

Phone Number:

#### Commitment Level:

*(How will the liaison interface with Echelon chapter? Examples include attending board meetings, participating in communications, etc.)*

### Divisional Commander:

Name:

Email Address:

Phone Number:

#### Commitment Level:

*(How will the liaison interface with Echelon chapter? Examples include attending board meetings, participating in communications, etc.)*

### CR Director:

Name:

Email Address:

Phone Number:

**Volunteer Coordinator:**

Name:

Email Address:

Phone Number:

**Local Advisory Board Sponsor:**

Name:

Email Address:

Phone Number:

**Divisional Staff Support:**

Name:

Email Address:

Phone Number:

## IV. Echelon Board

### **Echelon Board Position 1:**

Name:

Position:

Email Address:

### **Echelon Board Position 2:**

Name:

Position:

Email Address:

### **Echelon Board Position 3:**

Name:

Position:

Email Address:

### **Echelon Board Position 4:**

Name:

Position:

Email Address:

### **Echelon Board Position 5:**

Name:

Position:

Email Address:

**Echelon Board Position 6:**

Name:

Position:

Email Address:

**Echelon Board Position 7:**

Name:

Position:

Email Address:

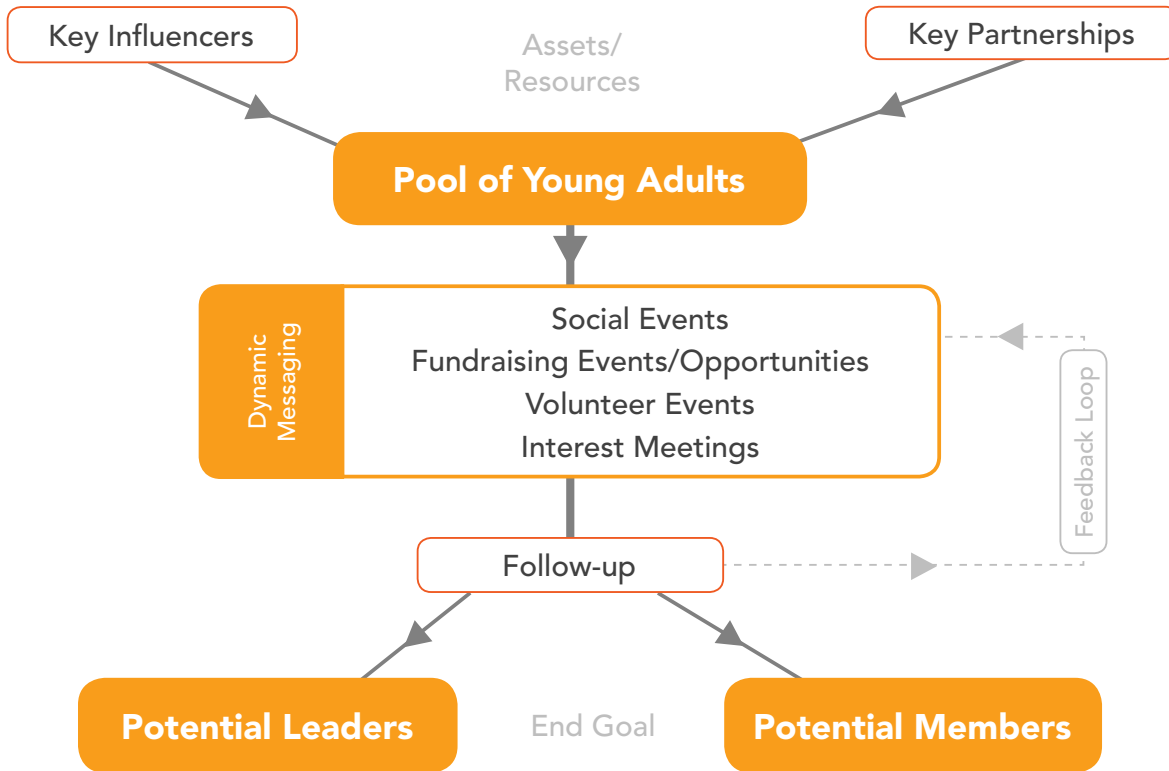
**Echelon Board Position 8:**

Name:

Position:

Email Address:

## V. Strategic Plan



### Key Influencers:

Please describe individuals, business, and various groups that possess social capital and can be advocates for Echelon. Influencers could also include various partnerships with the local Salvation Army.

## **Event Strategy:**

Please provide a timeline that maps out various events and meetings; it can include Echelon board meetings, networking, volunteer, and fundraising events.

## **Communication Strategy:**

Please provide a summary for how the chapter will leverage social media, follow-through communications, and designate spokesperson(s).

## **Membership Goals:**

Please provide a summary statement for how the chapter envisions its growth in both membership and board leadership.

## **Chapter Outcome Goals:**

Please provide a summary statement for how the chapter envisions making a quantifiable outcome for the local Salvation Army, i.e. volunteer hours, gifts-in-kind, fundraising, etc.