



# EVERYWHERE | EVERYTHING

## 2021 STRATEGIC PLAN

WE ARE A FAMILY ON A MISSION TO  
SUPPORT, CONNECT, EQUIP, AND MOBILIZE  
THE VERY CORE OF EVERY WARRIOR.

[www.everywarrior.org](http://www.everywarrior.org)    [@everywarriornetwork](https://twitter.com/everywarriornetwork)    [yourfamily@everywarrior.org](mailto:yourfamily@everywarrior.org)    318-230-3940



I. WE ARE

- A. EveryWarrior's Identity
- B. EveryWarrior's Vision
- C. EveryWarrior's Stances
- D. EveryWarrior's Mission
- E. EveryWarrior's Values
- F. EveryWarrior's Leaders

II. THE WORK OF EVERYWARRIOR

III. CURRENT PROGRAMS & RESOURCES

IV. PLAN FOR 2021

- A. Vision for 2021
- B. Goals & Action Steps
  - 1. Further Execution of Current Operations
  - 2. New Programs
  - 3. Transparency & Communication
  - 4. Events
  - 5. Fundraising



## **WE ARE IDENTIFIED AS A FAMILY:**

Born out of the reality that many of our service members have no family living around them, (besides the spouse and kids if they are married) first and foremost, this is family. We know that we can never replace extended family, however, our desire is to be like family in how we relate to our Warriors; providing the love, support, friendship, care, etc. that is needed.

## **WE ARE COMPELLED BY THIS VISION:**

We envision a culture where every Warrior serving in our armed forces receives **support**, finds **value**, has **purpose**, embraces **potential**, and uses their **influence** to make a difference in their world.

## **WE ARE AUDACIOUS ABOUT THESE STANCES:**

1. Every Warrior Matters
2. Every Warrior has Purpose
3. Every Warrior has a Story
4. Every Warrior has Influence

## **WE ARE DRIVEN BY THIS MISSION:**

We are a family on a mission to support, connect, equip, and mobilize the very core of every Warrior.

## **WE ARE GUARDED THESE VALUES:**

1. **Integrity** in Every Facet of our Leading
2. **Authenticity** driven by Integrity
3. **Relationships** Born out of Authenticity
4. **Serving** the relationships around us and beyond
5. **Leadership** that is Grounded in Service



## **WE ARE LED BY A TEAM:**

### **LEAD TEAM**

Trey McGuire // Founder & President  
Eric Hoffman // Vice-President, Operations  
Julie Cooley // Director, Programs & Initiatives  
Cristina Hatt // Director, Administration & Family Center  
Davon Anderson // Strategic Advisor  
Josh Swanger // Strategic Advisor

### **SUPPORT TEAM**

Alan Martinez // Social Media & Communications  
Brianna Cooley // Kindness  
Dylan Mulford // Creative  
Jason Barnshaw // Equipping  
Josh Gagne // Care  
Josh LeBlanc // Equipping  
Michael Chu // Operations Assistant

### **BOARD OF DIRECTORS**

Trey McGuire // Chairman  
Curtis Elkins // Vice-Chairman  
Weston Brown // Secretary  
Melissa Couch // Treasurer  
Andy Thomson  
David Rice  
Jason Coffel  
Sonja Bailes



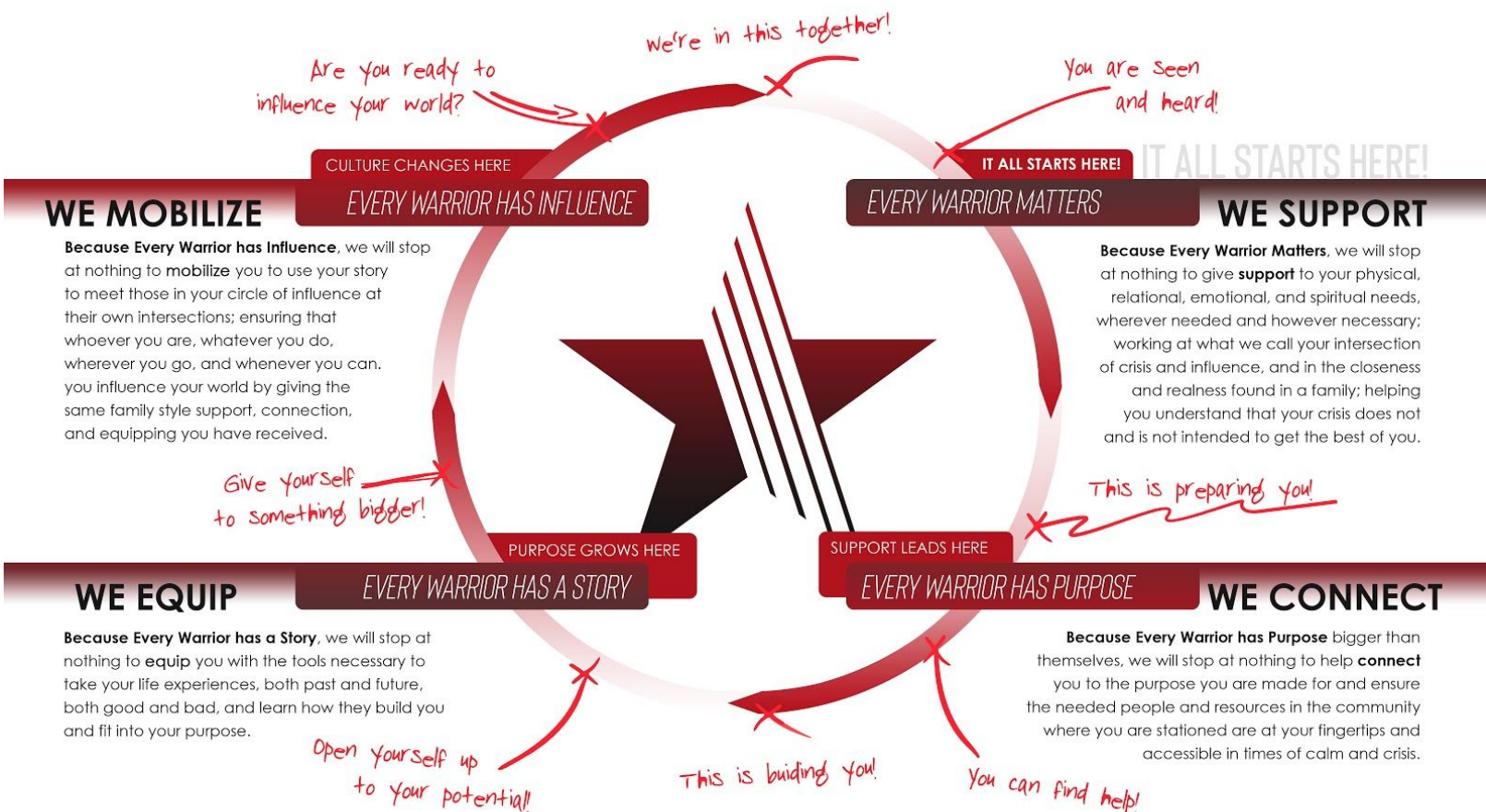
# THE WORK OF EVERY WARRIOR

We are in the culture changing business.

As a supplemental family, our work is simple, yet effective.

We work to:

1. Build relationships with Warriors of all walks of life, positioning ourselves alongside them as family so that whenever life's unexpected crisis' hit, they are not alone.
2. Give needed support...whatever, whenever, and wherever needed.
3. Connect to resources in our organization, in the military, and in their community that help them find everything they need.
4. Equip them with the understanding that their story fits into their purpose as they learn the necessary life lessons from whatever crisis they experience.
5. Empower them to take that same service and support they experienced to their circle of influence, therefore, creating a cyclical culture of relational care all over the world.
6. Provide exceptional and meaningful resources found on our website and mobile app that support each stage of the Warriors personal development as well as the Warrior as he/she influences their world.





## CURRENT PROGRAMS AND RESOURCES:

1. **EveryWarrior.org and The Every Warrior App** - The main hub of resource and communication for our organization, available to Warriors everywhere.
2. **The Warrior's Family Center** - Small event space for Warriors to use at no cost to them.
3. **The Warrior Warehouse** - Temporary household goods for moving military families.
4. **Hey Warrior TV** -On Demand and Live Video content equipping and empowering our Warriors.
  - a. **Truth Bombs**
  - b. **Equipped**
  - c. **Hey Warrior Podcast**
5. **Counseling and Care** - Care for our Warriors when it is needed and the emotional support found in trusted confidence and the ability to talk openly with real people. Also includes our partnership with Clint Davis Counseling.
6. **Truth Be Told** - Our effort to eradicate mental health issues and the taboo culture surrounding them by empowering our Warriors to face their storms and share their stories.
7. **Every Warrior Street Team** - Intentional service to our communities through the removal of litter from the roads.
8. **Little Warriors Kindness Krewe** - Empowering our military kids to learn leadership lessons through the power of kindness.
9. **Everyday Practicals** - A database of practical ways for Warriors to influence their world on a day in and day out basis.
10. **EveryWarrior Gives Back** - Monthly give back opportunities for Warriors and Community Members where we support other needs and organizations.
11. **World of Awesome** - Highlighting our Warriors from around the world who are out there doing amazing things.
12. **Real Talk from a Warrior** - Monthly writings from Warriors, for Warriors.
13. **Hey Warrior The Blog** - Weekly writings for our Warriors from our lead team.



# 2021 VISION & PLAN:

*Every Warrior | Everywhere | Everything*

As we charge forward in a world impacted by pandemics, division, and uncertainty...2021 will be a year of radical expansion both deep and wide in order to connect to **every Warrior** we can, **everywhere** they are, and in **everything** they face.

**As a LEAN, STRONG, EFFECTIVE, and TRANSPARENT organization, this vision can become a reality by meeting these goals** (Action Steps listed with each goal):

1. **Relationship Building Everywhere around the World**
  - a. Create an avenue for us to directly communicate and connect to Warriors who have PCSed from here or are deployed.
  - b. Further invest time and energy into our social media platforms and groups.
  - c. Create a streamlined process of follow up with PCSing families moving from here to new areas.
  - d. Further develop our new Warrior Advisory Team, using 2021 to learn even more about what our Warrior's are facing in the context of where they are.
2. **Further expansion of our current programs for everything Warriors need, focusing on meeting them all around the world, specifically, but not limited to, these:**
  - a. EveryWarrior.org and The Every Warrior App.
    - i. Continue to develop these platforms as tools for our Warriors.
    - ii. Update consistently with new content.
    - iii. Have 5000 app downloads by end of Q2.
    - iv. Have 7500 app downloads by end of Q4.
    - v. Further streamline our website for ease of use, professional look, comfortable feel, and easy access to content.
  - b. The Warrior Warehouse
    - i. Double the current inventory from 12 complete sets to 24.
    - ii. Evaluate effectiveness of each item given out.
    - iii. Fundraise through sponsorships to purchase new inventory.
    - iv. Recruit leader to work under Eric Hoffman as Warehouse Lead.
  - c. Hey Warrior TV
    - i. Continue weekly Truth Bombs
    - ii. Continue monthly Equipped Teaching Series
    - iii. Produce more stand alone content
    - iv. Purchase needed studio equipment. (Q1-Q2)
    - v. Begin monthly interviews for podcast/vodcast. (Q2)
  - d. Truth Be Told



- i. Create a 365 day Truth Be Told journal breaking down one Hey Warrior statement each day of the year, available on our website and app, with the ability to take notes. (begins January 1, 2021)
  - ii. Promote Truth Be Told Campaign heavily (Q1)
  - iii. Film and produce one Warrior's story per month (begin Q1).
- e. Counseling & Care
  - i. Recruit team member who can share counseling load with Trey.
  - ii. Work with Clint Davis Counseling to identify four other counselors like their organization around four other military hubs that we can refer to. (Create one partnership per quarter)
  - iii. Empower & Train Josh Gagne to help with everyday caregiving (Begin training remotely in Q1 - Full implementation in Q3 following deployment and PCS)
- f. Street Team
  - i. Acquire local partnership allowing for use of a Street Sweeper
  - ii. Recruit Warriors and Community members to join Street Team and intentionally clean up areas in town that they see need a touch.
  - iii. App allowing us to track certain areas that need to be cleaned.
  - iv. Quarterly Clean Up Events.
  - v. Track total weight and total tire count on website for duration of 2021.
  - vi. Begin Street Team Initiatives around other military installations (one per quarter, at least)

### **3. Creation and Development of New Resources**

- a. The Warrior's Equipping Center (Q2)
  - i. A downtown Shreveport cohab space for Warriors/Spouses.
  - ii. Allows for additional event space for Family Center events.
- b. The Every Warrior Volunteer Connection (Q1)
  - i. Volunteer organizations all over the world recommended by Warriors.
  - ii. Recommendations can already be made online.
  - iii. An online database on our Website and App.
- c. Volunteer Hour Tracking (Q1)
  - i. An online tracking system for Warriors and Community Members to track hours volunteered.
  - ii. Volunteers can attain Presidential Volunteer Service Awards.
  - iii. Qualified volunteers are as follows:
    - 1. Warriors serving their community
    - 2. Community members serving Warriors.
    - 3. Volunteer work does not have to be done through EW.
- d. Herds (Q1-Q3)
  - i. Small Groups of Warriors all over the world based around Interests.
  - ii. Recruit volunteer Herds Director - Lead Team Member. (Q1-Q2)
  - iii. Begin recruiting volunteer leaders and train (Q2)
  - iv. Launch groups (Q3)
- e. Recommended (Q1)



- i. Books and Podcasts recommended by Warriors.
  - ii. Recommendations can already be made online.
  - iii. An online database on our Website and App.
- f. Conversations (Begin in Q1)
  - i. Quarterly open discussions with Warrior about random topics.
  - ii. Located at our Warrior's Family Center and via Zoom.
- g. Influencers (Q1)
  - i. Begin recruiting Warriors from each branch of service, all around the world, and all walks of life to serve as Influencers.
  - ii. These Warriors would be mentored by our lead team.
  - iii. They will work to influence their communities by using their passions.
  - iv. They will work to serve the Warriors around them.

#### **4. Becoming even more transparent as an organization through communication.**

- a. Track these four categories on the homepage of our website for the entire year.
  - i. Finances spent for Warrior Support.
  - ii. Weight of trash and number of tires cleaned up by Street Team.
  - iii. Number of Warriors supported including, but not limited to: Warehouse, Counseling, Financial Support, Family Center, events, etc.
  - iv. Total Volunteer Hours tracked through web and app. (See 3.C above)
    - 1. *Tracking is not limited to these four items.*
    - 2. *Tracking will begin January 1.*
- b. Have a robust Latest News section on our website and app
- c. Weekly emails with latest news and updates.
- d. Text message updates weekly.
- e. Text message updates to donors with impact updates.
- f. Take advantage of social media even more to leverage and communicate wins as an organization and highlight wins in the lives of our Warriors.
- g. Host quarterly update/orientation events.
  - i. Streamed on our Website, App, and Facebook.
  - ii. Discuss all things happening recently and in the near future.
  - iii. Include brief snapshots of finances.
  - iv. Pregather questions that we can answer.
- h. This will be very important and fluid as we move forward, especially as we maintain two of our main guardrails, which are to never brag about what we do and to guard the confidentiality of our Warriors.

#### **5. Be strategic & streamlined with our Events**



- a. We will focus on one large event that allows us to adapt and meet any kind of guidelines necessary should we remain in the current pandemic.
  - i. WarriorFest will once again take place in November and will be expanded to be more like the KidFest events we have done in years past as much as possible.
- b. Honor the Fallen Run
  - i. Each September hosted by EveryWarrior.org at Barksdale
  - ii. Awareness event honoring POW/MIA Service Members & Families
- c. WarriorWeek
  - i. An online focus centered around our birthday (May 1)
  - ii. Looking back and looking forward.
  - iii. Highlighting stories and major things happening.
- d. We hope to host one event outside of our Northwest Louisiana area.

#### **6. Increase our strategic Fundraising Efforts**

- a. Have at least 100 recurring individual/family donors of \$25 or more (end of Q2).
- b. Have at least 25 recurring business partners of \$100 or more (end of Q3)
- c. Acquire five new corporate sponsors at \$5,000 each (by end of Q4).
- d. Add a grant writer to our team and write one grant. (By end of Q4)
- e. Launch our official Every Warrior Online Store with multiple products to purchase. (By end of Q1)
- f. Explore other areas to diversify fundraising efforts such as RoundUp App, Crowdfunding on Social Media, etc.
- g. Business or Individual Sponsors for Programs, Initiatives, and Events.
- h. One day campaigns
  - i. Give for Good (Spring 2021)
  - ii. Giving Tuesday (Fall 2021)

#### **A NOTE ABOUT 2020:**

2020 allowed us to change our name, update our focus, adapt in the face of cancelled events, learn more about our Warriors and how we can effectively care for them more, and create avenues to begin expanding our mission and the culture we are fighting for on the shoulders of the Warriors we serve as they move around the world. 2021 will truly allow us to become a local organization with a global reach...serving every Warrior we can, wherever they are, and in whatever they face.

As always, and as we learned in 2020, our plans are subject to change, but one thing is for sure...Our Warriors will be served and cared for as creatively and effectively as possible.

-Your EW Leadership