



OBJECTIVE 3

Actively Raise Funds and Friends

- Provide practical fundraising tools to all levels of the Army Cadet Movement
- Share best practices
- Reward and recognize fund raisers

Action Across Canada

The reality of fundraising in the ACM is that this is best implemented at the local community level where donations can be related directly to the benefit of local cadets. Under the new Cadet Program approx. 30% of the “fun” activities must be funded locally.

1. Establish the “tools” that work best all levels of the Army Cadet Movement.
2. Create a fundraising plan with goals for your organization.
3. Implement the plan.
4. Evaluate results.
5. Thank workers and contributors.
6. Prepare for next year.

ARMY CADET LEAGUE OF CANADA

Strategic Plan 2009-2011



OBJECTIVE 4

Represent the interests of all non-military members of the CCM

- Demonstrate that a nation-wide civilian organization exists to assist cadets and parents of cadets
- Establish the League as the representative of the Volunteers and League members across Canada
- Represent the interests of the communities who have Army Cadet Corps
- Protect the traditions and history of Army Cadets all across Canada including the relationship with affiliated units
- Be aware of the procedures and processes addressed in the Memorandum of Understanding (MOU)

Action Across Canada

1. Create a system to communicate with parents at the cadet corps level.
2. Be known by provincial/territorial and municipal leaders as their portal to the Army Cadet Movement.
3. Be aware of CSTC activities and attend parades and activities when invited.
4. Raise any issues of concern to the next level of the League where local resolution seems slow or impossible.
5. Monitor Social Media involving cadets.