

2021  
NAC Year in  
Review

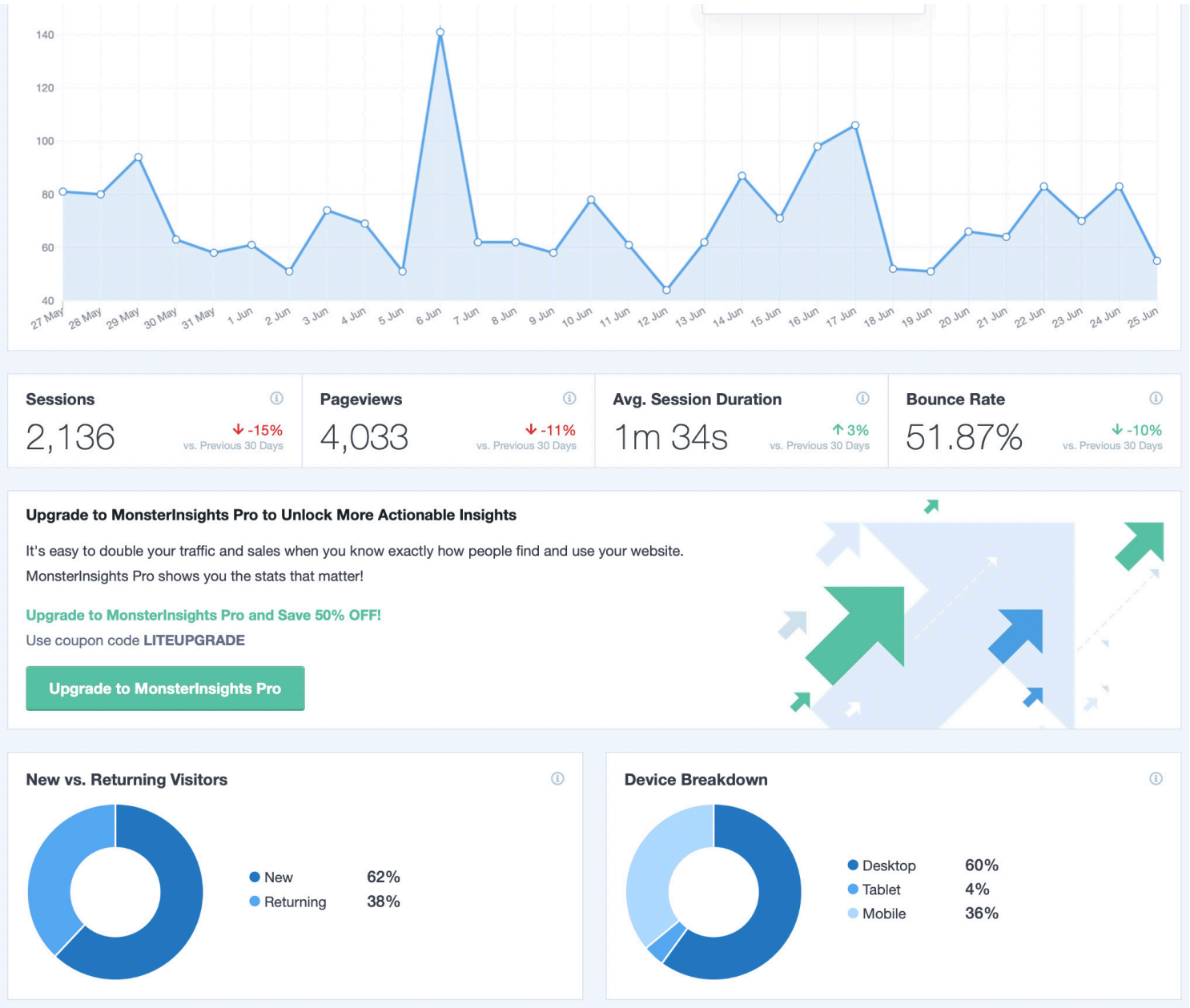
---

2022-2027  
NAC  
“Full Speed Ahead”






# Social Media Metrics





# Social Media Metrics

## Top 10 Countries

1.		Canada	1,824
2.		United States	167
3.		China	41
4.		United Kingdom	15
5.		Australia	11
6.		India	10
7.		Germany	8
8.		Spain	6
9.		France	5
10.		Nigeria	4

[View Countries Report](#)

## Top 10 Referrals

1.		t.co	23
2.		m.facebook.com	21
3.		nac-o.wildapricot.org	21
4.		linkedin.com	20
5.		en.wikipedia.org	9
6.		navalreview.ca	8
7.		lm.facebook.com	7
8.		webmail.bell.net	7
9.		ca.search.yahoo.com	5
10.		l.facebook.com	5

[View All Referral Sources](#)

## Top Posts/Pages

1.	RCN Fleet Tracker - Naval Association of Canada	1,631
2.	Naval Association of Canada - Association Navale du Canada	438
3.	Starshell - Naval Association of Canada	232
4.	Job Posting - Executive Director NAC - Naval Association of Canada	191
5.	Briefing Notes - Naval Association of Canada	122
6.	Bill Conconi - Naval Association of Canada	120
7.	NAC National 2022 AGM - Monday 27 June 2022 @1200 (Ottawa time) - Naval Association of Canada	101
8.	Membership - Naval Association of Canada	68
9.	Welcome To NAC - Naval Association of Canada	63
10.	The Admirals' Medal - Naval Association of Canada	59
11.	Naval Affairs - Naval Association of Canada	53





# Social Media Metrics and Tools

## Other NAC Electronic Support Data of Interest

WildApricot – useful for event registration, membership renewal/joining and email reminders

NAC News - ~60% open rate – similar for monthly email member blasts

Membership Registration – fully functioning for 3 branches with more to follow

- Most of these branch members use the system
- For administrators – easy to track transactions and system is very
- National will support smaller branches with this or if no one available to manage–
- Assistance available - NAC Coord, branch admin and NAC BOD member Gerry Powell
- Main problem is forgetting login information and the process
  - not always intuitive but works

## NAC Events

- vary from 60-125 participants - positive response and events are now National
- Challenge will be to continue with in-person and media broadcast – hybrid meetings
  - Those who participate like them
  - Need to find means on website so all members can access
  - Submarine Requirement Conference was a success – our first!



# NAC Business Plan 2022-2027

# Where we are at: mid-2022

- Coming out of pandemic – Some Negatives
  - Limited social engagement in branches/with members – major impact on branches
    - Membership in slow decline but relatively stable but no real new blood infusion
    - Few interested in leadership roles
  - 3 years of cancelled National special events (BOA Gala and conferences)
  - Limited opportunities to generate revenue
  - limited face-to-face exposure with RCN, Government and Industry–
    - Few opportunities to be seen and engaged in support of RCN and programs
    - Changes in RCN leadership
- Some Positives
  - Success with sponsorship
  - Naval Affairs program continued to grow
    - Papers presented to Government Security and Defence Committees
    - Continued to expand website information and introduced more pre-active social media interaction
    - Successful virtual Submarine Requirements conference – 16 June 2022
    - Admirals' Medal
  - Branch events became National events – social media and media tools
    - Monthly meetings, Some social events

# Big Picture – Key Things for 2022-2023

- Grow the organization
  - engage members to be more active/provide input to NAC
    - Member survey; Expand membership management program (WildApricot), etc...
  - Form/re-new affiliations or cooperation with like organizations – Navy League, CDAI, RUSI, academia, industry, etc...
  - Professionalize staff – Executive Director, Treasurer, bookkeeper – a “real” National Office
  - Identify services National can provide branches – GoToMeeting licenses, Wild Apricot, etc (need yes/no/options)
- Secure financial health for 3 years of operations with outlook for 5 years
  - Contingency for arisings
  - Active/sustained sponsorship program – service current sponsors and seek new opportunities
- Operationalize our Strategic Goals and Objectives –a workable plan
  - Realistic expectations and implementation
- Develop a program of work for 2022-2027
  - Identify short and longer term objectives/timelines for Naval Affairs program
    - Focus on getting message outside NAC
  - Special events and conferences
    - Regional and National level engagements/activities
    - Ensure social media used in pandemic is exploited further – hybrid meetings, etc



# Event Programming 2022-2023

- Flagship Events
  - BOA Gala 2023 – Theme 100<sup>th</sup> Anniversary of Naval Reserve (?)
    - NAC participation at local events anniversary events – branch supported
      - External factors will influence this event's success
  - Conference 2023 (?)
  - Special/Focused conference events
  - National monthly meetings – hybrid model
    - In-person and streamed
    - NAC attendance at major National and regional events (?)
  - Continue to expand social media outreach and assess effectiveness
    - NAC News, social media activity, Starshell, website, etc...

# Financial Summary

- Currently \$550K in cash reserves and investments
  - Major donation in late 2021 (\$331K)
  - Successful 2021 and 2022 sponsorship program (despite no Flagship events)
    - Approximately \$110K in revenue – ~\$50K expended over 2021-2022 to date
  - Retained “emergency investment” ~\$100K
  - BOA Gala revenues - cash reserves - ~\$160K
  - NAC-VI donation to National for NAC Coordinator position – Nora Kennedy \$20K
- NAC should have balanced 2022 budget. Met by ~\$60K in sponsorship, holdback of \$30 K from 2021 one-time donation, and withdrawing ~\$60K from cash/investments
- Going forward 2023-2025 proposal is for:
  - Withdrawal from investment ~\$130K/year
  - Membership dues/fees ~\$28K/year
    - Total - \$160K annually plus sponsorship to make up the difference/meet needs
- Need to identify sponsorship/revenue generation required post-2025
  - Does not include salary for National Office (assuming Executive Director is a paid position – more than a \$1K/month honorarium)
  - Grants and other funding sources
- Membership dues will not pay for Naval Affairs Program or run NAC

# NAC Thanks Our 2022 Corporate Sponsors

**BAE SYSTEMS**



**DAVIE**



# Budget 2022

Sponsorship,  
one-time  
donation and  
investments  
key to program

Note: not all  
activities will/  
have been  
executed.  
Some are  
placeholders

## Operating Income and Expense Budget 2021-2022

		2021	2021	2022	2022
<b>Income</b>					
Annual Dues			28,000.00		28,000.00
Donations					31,000.00
Regalia Sales			500.00		500.00
Sponsorship			57,500.00		60,000.00
Other (EF Grant)			5,000.00		0.00
Transfer from Investments			78,992.00		60,000.00
<b>Total Income</b>			<b>169,992.00</b>		<b>179,500.00</b>
<b>Expense</b>					
Director Travel					5,000.00
Annual Conference			15,000.00		15,000.00
Special Meetings			10,000.00		15,000.00
Website	Annual	150.00		150.00	
	Website Design	500.00		500.00	
	Ongoing Web Support	420.00		420.00	
<b>Web Total</b>			1,070.00		1,070.00
Office	Go To Meeting		850.00		850.00
Supplies	Misc		1,000.00		1,000.00
Support Staff	Assistant		13,600.00		20,000.00
	Executive Director		4,520.00		8,000.00
Financial Review			6,500.00		5,000.00
Awards/Wreathes			1,000.00		2,000.00
Misc			5,000.00		5,000.00
Publications	Starshell		16,500.00		16,500.00
Association Memberships			1,000.00		1,000.00
Insurance			1750.00		1750.00
NA Program	Salaries	72,180.00		72,180.00	
	Papers	13,872.00		5,000.00	
	Memberships	650.00		650.00	
	CNR	5,000.00		5,000.00	
	Book Printing	500.00	92,202.00	500.00	83,330.00
<b>Total Expenses</b>			<b>169,992.00</b>		<b>180,500.00</b>
Investments	West Coast - RBC	100,000.00			
	BMO Nesbit Burns	460,000.00			
	Total	560000.00			