

MTFCI Roadmap to 2018

Strategy Statement:

The Model T Ford Club International (MTFCI) is the oldest Model T Ford Club in the world, and it is dedicated to the preservation and enjoyment of the Model T Ford, as envisioned by the club's charter members. The MTFCI focuses upon encouraging youth and family participation in the old car hobby by providing economical annual tours, meetings and events. The MTFCI also provides pertinent information about the hobby in the club's website and magazine, *The Model T Times*. The MTFCI Board of Director's (BoD) focus shall be the success of the club and the future of the organization by establishing attainable goals and objectives (Destinations) for the club.

DESTINATIONS

1. **MTFCI Destination # 1 - MEMBERSHIP** (Growth and Sustainment)–
Membership as of March 2016 is 3569

Increase total net club membership 3% by 2018 and new memberships by 7% for 2017

Tollgate: January 2017 – Renewable each year up to 2018

Membership Program for 2017:

Strategy #1 - Contact all major parts suppliers to have them include MTFCI membership applications with their orders.

Strategy #2 - Using past issues of the MTT as a promotion, allow a "NEW" member to pay \$35 (US) and \$40 (Canadian) and \$45 (foreign) for the first year membership as a "SHOW SPECIAL".

Strategy #3 – Encourage MTFCI members to include promotional materials in their cars as they tour. (Business cards, Club applications, *Model T Times*,)

Strategy #4 – Continue to encourage "Gifting" of memberships with the goal of recruiting two new memberships, with the result of a one-year membership for the recruiting member.

Strategy #5 - Coordinate with nationwide automotive parts stores and Model T vendors and provide MTFCI members with a discount on parts purchased at the store.

Strategy #6 – Have each Board member contact 12 non-MTFCI member by sending a personalized letter inviting those individuals to become an MTFCI member.

2. **MTFCI Destination #2: CLUB SALES** – Club Sales for the year 2014 were \$10,684, for 2015 sales were \$8582.

Increase Net Revenue from Club Sales by 10% by 2017.

Tollgate: January 2017 – Renewable each year up to 2018

Club Sales Program:

Strategy #1 – Have club sales items returned to the Club Sales Committee Chairman from Sports Products.

Strategy #2 - Display non-inventoried items at various events.

Strategy #3 – Send Brochure of Club Sales items to new members.

Strategy #4 - Encourage Piquette Museum to market/purchase MTFCI items to be sold at the museum.

Strategy #5 – Prepare a Tour Kit and swap meet kit that will include a tour banner and club items to be sold by the chapter at the tour/event.

Strategy #6 – Institute/Update the club sales inventory tracking system.

3. MTFCI Destination #3: CHAPTERS – Chapters for 2014 – No additional chapters in 2014, Four (4) additional chapters in 2015.

Increase number of new chapters by three new chapters for 2016.

Tollgate: January 2017

Chapter Relations Program:

Strategy #1 - Send letters of thanks to chapters who have sent contact responses to the Executive Director.

Strategy #2 – Send semi-monthly communication to chapters, with attention to issues relating to MTFCI membership, budget, tours and other pertinent International issues.

Strategy #3 –Update Chapter listing with current addresses (email and postal) and phone numbers.

4. MTFCI Destination #4: MTFCI WEBSITE – 200,000 hits over the past year.

Increase the use of the MTFCI Website by 5% per year.

Tollgate: January 2017

Website Program:

Strategy #1 – Webmaster shall delete objectionable items from the forum.

Strategy #2 – Develop two front page articles (can come from the MTT).

Strategy #3 – Continue to update the Website weekly.

Strategy #4 – Include a Technical Editor’s column to the website.

Strategy #5 – Appoint a new Webmaster prior to January 2017

5. **MTFCI Destination #5: TOURS AND EVENTS** – Annual Tours are scheduled for 2016 and 2017 – MTFCI Tour Book and Annual Meeting Book have been written and published and are available to future tour/Annual Meeting chairpersons.

Plan MTFCI Annual Tours five years in advance to be hosted by MTFCI Chapters. Conduct one tour west of the Mississippi River.

Program for Tours and Events:

Tollgate: January 2017, renewable each year up to 2018

Strategy #1 - MTFCI BoD members shall encourage/promote MTFCI Chapters to host a tour.

Strategy #2 - The MTFCI BoD members shall assist any chapter wishing to host a tour.

6. **MTFCI Destination #6: MTFCI Annual Tour Car Show**

The total number of cars judged at the annual tour will be at least 20% of the total number of cars participating in the tour. Use the 2013 tour as the baseline for determining this number.

Tollgate: January 2017, renewable each year up to 2018.

Program for Annual Tour Car Show:

Strategy #1 –Using the *Model T Times*, explain the benefits of entering a car in the car show. Describe show rules and the awards that will be provided to entrants.

Strategy #2 – Through the *MTFCI Judging Guidelines*, ensure MTFCI members are aware of the judging standards.

Strategy #3 – Implement a “Youth Class” for young people - All classes of cars can be entered into this class, but the owner must be 30 years of age or younger.

7. **MTFCI Destination #7: MTFCI Judging Program** – Currently there are 57 Certified and Gold Card Judges.

Tollgate: January 2017, renewable each year up to 2018.

MTFCI Judging Program:

Strategy #1 – The Chief Judge will continue to encourage MTFCI members to become Certified Judges through the “Judge’s Corner” column in the *Model T Times*.

Strategy #2 – The Chief Judge will test MTFCI members who wish to become Certified Judges. Members passing the test will be notified in three days and will be provided with a certificate and ID card describing their accomplishment.

Strategy #3 – The number of Certified and Gold Card Judges will increase by 20% each year (11 additional judges by July 2017).

8. MTFCI Destination #8: MTFCI Youth Scholarship Program

Tollgate: January 2017, renewable each year up to 2018.

Youth Scholarship Program:

Strategy #1 – Scholarship Auction shall realize at least \$6500 at the Annual Tour.

Strategy #2 – Utilize and refine the criteria for evaluating the scholarship applicant and awarding the scholarship using a 100 point system developed by the Scholarship Committee.

Strategy #3 – Utilize and refine the MTFCI Scholarship Program Guidelines for judging, application process, presentation of the scholarship and payment of the scholarship.

Strategy #4– For 2016, the Foundation shall provide \$16,000 for individual scholarships, with a maximum of \$4000 per scholarship and \$1000 for scholarships to McPherson College.

Strategy #5 – Insure scholarship judges are knowledgeable of historical information pertinent to the essay topic. Judges will be able to determine the correct use English grammar and correct writing skills when evaluating the scholarship essay

9. MTFCI Destination #9: The *MODEL T TIMES* Magazine

Tollgate: January 2017, renewable each year up to 2018

Model T Times Program:

Strategy #1 – Continue to employ Modern Litho Print for the printing of the MTT for 4000 magazines.

Strategy #2 – Continue to have a feature car in the MTT.

Strategy #3 – MTT will not exceed 25% in advertising throughout the magazine, with a minimum of 20% in advertising. The editor shall evaluate the cost of advertising by the cost of customer exposure.

Strategy #4 – Produce a high quality magazine that reflects well upon the MTFCI.

10. MTFCI Destination #10: Relationship with the Piquette Plant and its Board of Directors

Continue the “Professional Relationship” with the Piquette Plant as described in the 2014 signed document by the Piquette Board and the MTFCI Board.

Tollgate: January 2016, renewable each year up to 2017

Piquette Plant Program for 2016:

Strategy#1 – Encourage the current year Stynoski winner/owner to place the winning car into the Piquette Plant for one calendar year. The car will be placed on the third floor at the “MTFCI Hall of Fame” display. The car’s owner is responsible for delivery, any maintenance and recovery of the car after one year.

Strategy #2 – Encourage the Piquette Plant to display MTFCI printed material, including but not limited to issues of the *Model T Times*, current membership applications, and information about the MTFCI.

Strategy #3 – Encourage the Piquette Plant to offer selected MTFC club sales items in the Piquette Gift Shop. The MTFCI Club Sales Committee Chairman is responsible for selecting items for sale and for receiving revenue from sales of these items. Revenue should be collected quarterly.

Strategy #4 – Support and publicize the Piquette Plant and its activities by publishing written articles in the *Model T Times*. A Piquette Plant representative is responsible for providing articles to the *MTT* Editor to accomplish this strategy.