

RMC Alumni Association Strategic Plan **2026–2028**

Connecting Alumni. Supporting the Colleges.
Shaping Tomorrow.

Our 2026–2028 Strategic Plan advances a clear, future-focused objective: To ensure the RMCAA thrives as a connected, well-governed, and financially resilient community that advances the leadership and interests of all alumni—today and tomorrow. Our strategic priorities:



1. Foster Alumni Engagement

- Strengthen alumni-to-alumni ties through events, mentorship, and volunteerism.
- Support communities of interest built around shared experiences or backgrounds.
- Deliver timely, relevant, and personalized communications.
- Modernize engagement tools through an updated CRM and data-driven insights.

2. Enhance and Grow Revenue Generation

- Meet or exceed traditional and emerging fundraising targets.
- Expand revenue streams including merchandise, events, and partnerships.
- Execute and promote the Museum Capital Campaign.
- Strengthen donor relationships through transparency and impact reporting.

3. Strengthen Governance and Branch Relations

- Clarify and document board roles for stronger strategic leadership.
- Formalize partnerships with CMCs and key stakeholders.
- Pursue third-party accreditation to enhance existing charitable status.
- Support Branch alignment with national strategy and empower local leadership.
- Implement succession planning and enhance board meeting effectiveness.

4. Advance Leadership, Advocacy and Legacy

- Promote leadership development and values-driven change within the Colleges and CAF.
- Preserve and celebrate the heritage and national impact of the CMCs.
- Advocate for inclusive, future-ready military leadership.
- Elevate awareness of alumni contributions to Canada.