



Standing Together As Armenians Against Regional Threats
Initial Campaign for Recruiting Members to Join the ANA

Concept Paper

Vision:

To unite the global Spyurk into one organization that is capable of preventing all future challenges to the eternal welfare of Armenia and Artsakh.

Mission:

To establish ANA membership services, build regional ANA chapters and conduct leadership training seminars to elevate a new generation of Spyurk leaders.

Goal:

To sign up new ANA members by recruiting highly respected opinion shapers and regional influencers with magnetic personalities among the global Spyurk who have attained widespread impact on social media and to motivate them (possibly through modest compensation) to convince their followers to unite with the ANA in support of Armenia and Artsakh.

Achievement Benchmarks:

- Year 1—
 1. To recruit 50,000 ANA members in numerous Regional USA Chapters; 10,000 international ANA members; and to establish 10 ANA chapters under regional charter domestically and internationally.

2. Train 1000 regional ANA leaders in the USA and 400 regional leaders globally.
- Year 2—
 1. To recruit 200,000 ANA members in numerous Regional USA Chapters; 40,000 international ANA members; and to establish 60 ANA chapters under regional charter domestically and internationally.
 2. Train 2000 regional ANA leaders in the USA and 1000 regional leaders globally.
 - Year 3—
 1. To recruit 300,000 ANA members in numerous Regional USA Chapters; 100,000 international ANA members; and to establish 500 ANA chapters under regional or state charter domestically and internationally.
 2. Train 3000 regional ANA leaders in the USA and 3000 regional leaders globally.

Impact:

- The Global START Project will demonstrate the capability of Armenians to work together and to share a common vision: preventing all future challenges to the eternal welfare of Armenia and Artsakh.
- The Global START Project will provide much needed inspiration and hope for both Armenian Spyrk and citizens of Armenia & Artsakh following the catastrophic loss of Artsakh to Azerbaijan.
- The Global START Project will provide a continuous source of funding to support the operation and growth of the ANA.

Project Structure:

- The Global START Project will last for three years. At the end of each month, an assessment will be made and progress in pursuit of the goals stated above shall be recorded.
- The Global START Project will solicit new ANA members in the United States of America and around the world through personal invitations, email

marketing and social media outreach campaigns using Facebook, Instagram, YouTube and Twitter.

- ANA may pay non-employee, regional influences and “opinion shapers” for their outreach efforts using Facebook, Instagram, YouTube and Twitter to recruit ANA members. Payments will not be commission based. Merit based compensation may be made in advance of outreach efforts on a scale (TBD) relative to the size of each influencer’s existing social media footprint.
- New members will be directed to the ANA website where they can fill out a simple membership form and pay the ANA membership fee of \$10/month.

Estimated Fundraising Potential for the First Year

- TBD

Estimated Cost ANA Leadership Training

- TBD