



## **Clan Commander 90 Day Plan**

**Date of Plan: 1/06/2016**

**Version 1**

**Review Date: 01/09/2016**

**Author: Iain MacGillivray, Clan Commander**

**Vision: To create a sense of presence and unity among the Clan MacGillivray worldwide and champion the values of kinship in the 21<sup>st</sup> Century**

### **Values:**

- 1. Connect the Clan Worldwide**
- 2. Engage with the Next Generation**
- 3. Promote Clan Culture and Values in the 21<sup>st</sup> Century**
- 4. Champion our roots and traditions**

<b>Value: Connect the Clan Worldwide</b>					
<b>Action</b>	<b>By Whom</b>	<b>By When</b>	<b>Review Date</b>	<b>Completed</b>	<b>Signature</b>
<b>Appoint Commissioners in all key Countries including Australia, Canada, Netherlands and USA</b>	<b>Iain MacGillivray</b>	<b>31/08/2016</b>	<b>01/09/2016</b>		
<b>Appoint Young Ambassador in each of the key Countries to work with Commissioners and promote Clan and values to younger generation</b>	<b>Iain MacGillivray</b>	<b>31/08/2016</b>	<b>01/09/2016</b>		
<b>Set up Commander Email and Social Media presence to communicate with Clan Members – look at web page for CMIA on Clan Web</b>	<b>John Loughney</b>	<b>30/06/2016</b>	<b>01/07/2016</b>		
<b>Set up bi – annual Commander Newsletter to distribute to Clan Members and Associations</b>	<b>Iain MacGillivray B. MacGillivray G. Downie</b>	<b>01/08/2016</b>	<b>27/08/2016</b>		

<b>Value: Engage with the Next Generation</b>					
<b>Action</b>	<b>By Whom</b>	<b>By When</b>	<b>Review Date</b>	<b>Completed</b>	<b>Signature</b>
<b>Set up Skype meeting with Young Ambassadors in each of the key Countries.</b>	<b>Iain MacGillivray</b>	<b>31/08/2016</b>	<b>01/09/2016</b>		
<b>Promote Historical Essay Prize for under 15's on Clan and Association Webpages and via Social Media – monetary prize tbc.</b>	<b>E McGillivray/B MacGillivray</b>	<b>31/08/2016</b>	<b>01/09/2016</b>		
<b>Set up benchmark meet with other Commanders/ Chiefs to look at successes in engaging with younger members of the Clan – Gunn/Munroe tbc.</b>	<b>Iain MacGillivray</b>	<b>30/07/2016</b>	<b>01/08/2016</b>		
<b>Get personal profiles of Young Ambassadors for inclusion in Newsletter.</b>	<b>Iain MacGillivray B. MacGillivray G. Downie</b>	<b>31/08/2016</b>	<b>01/07/2016</b>		

<b>Value: Promote Clan Culture and Values in the 21<sup>st</sup> Century</b>					
<b>Action</b>	<b>By Whom</b>	<b>By When</b>	<b>Review Date</b>	<b>Completed</b>	<b>Signature</b>
<b>Complete production of YouTube film of Clan MacGillivray-30/40 mins</b>	<b>Iain MacGillivray</b>	<b>31/08/2016</b>	<b>01/09/2016</b>		
<b>Lay Foundations for 2020 Gathering and book venues where possible – look to add activities for young Clan Members</b>	<b>E McGillivray/B MacGillivray</b>	<b>31/08/2016</b>	<b>01/09/2016</b>		
<b>Look to have meeting with Clan Commissioners in Scotland on week beginning 22<sup>nd</sup> August 2016.</b>	<b>Iain MacGillivray</b>	<b>31/08/2016</b>	<b>01/09/2016</b>		
<b>Insert Essay Prize winning article into newsletter with winners profile and names of entrants.</b>	<b>Iain MacGillivray B. MacGillivray G. Downie</b>	<b>31/08/2016</b>	<b>01/09/2016</b>		

<b>Value: Champion our Roots and Traditions</b>					
<b>Action</b>	<b>By Whom</b>	<b>By When</b>	<b>Review Date</b>	<b>Completed</b>	<b>Signature</b>
<b>Plan visits for Commander in 2017 to key Countries around established dates for Highland Games or other related events to ensure highest profile. Look at ideas to finance.</b>	<b>I MacGillivray/B MacGillivray/E McGillivray</b>	<b>31/08/2016</b>	<b>01/09/2016</b>		
<b>Visit Moy Fair and ensure Clan MacGillivray presence at Clan Chattan Tent and related events – Look to Join Clan Chattan Association and Association of Highland Clans and Societies</b>	<b>I MacGillivray/E McGillivray</b>	<b>10/08/2016</b>	<b>01/09/2016</b>		
<b>Re-establish CMIA membership and costs and promote within UK and overseas</b>	<b>IMacGillivray/E McGillivray/B MacGillivray</b>	<b>31/08/2016</b>	<b>01/09/2016</b>		
<b>Promote roots and traditions via Newsletter from Commander and Clan and Association websites plus Facebook page</b>	<b>Iain MacGillivray B. MacGillivray G. Downie</b>	<b>31/08/2016</b>	<b>01/09/2016</b>		