

POLICY 10

District Director First 60 Days Action Plan



Purpose

This checklist provides newly appointed District Directors with a clear, step-by-step framework for successfully establishing leadership, recruiting members, and building a functional, disciplined Honor Guard unit within the first 60 days.

PHASE 1: ORIENTATION & PREPARATION (Days 1–10)

1. Review Organizational Policies

- Thoroughly read all state and district policies.
 - Take notes and identify any unclear areas of policy.
 - Reach out to state leadership for clarification when needed.
 - Develop a working understanding of expectations, structure, and standards.
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2. Establish Communication Readiness

- Set up a professional email account dedicated to district operations.
 - Ensure you have a reliable mobile phone number for member contact.
 - Submit your contact information to the State Commander.
 - Maintain consistent and timely communication standards.
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3. Order Required Materials

- Request business cards for yourself and your Training Officer through the state.
 - Order required uniforms:
 - Class C (Red Polo)
 - Class A Uniform
 - Begin building a professional appearance standard from day one.
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4. Financial Setup (Optional but Recommended)

- Consider establishing a district checking account.
 - Follow all state and federal guidelines for financial compliance. See Commander.
 - Maintain transparency and accountability in all transactions. (see financial policy)
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PHASE 2: LEADERSHIP DEVELOPMENT (Days 10–20)

5. Appoint a Training Officer

- Select a qualified and respected individual within your network.
 - Ideal qualifications:
 - Leadership ability
 - Instructional confidence
 - Military, Honor Guard, or marching band experience (preferred)
 - Clearly define roles:
 - The Training Officer supports instruction
 - The District Director maintains overall command authority
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6. Build Leadership Alignment

- Meet with your Training Officer to:
 - Establish expectations
 - Align training philosophy
 - Set standards for professionalism and discipline
 - Present a unified leadership front to all members.
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PHASE 3: RECRUITMENT & OUTREACH (Days 15–40)

7. Define Recruitment Area

- Focus on a 30–45-minute travel radius from your location.
 - Target areas where EMS personnel are active.
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8. Active Recruitment Strategies

- Attend and recruit at:
 - EMS training nights
 - Technical college EMS programs
 - Local ambulance and first responder agencies
 - Build relationships with department leaders to encourage participation.
 - Clearly communicate:
 - Mission
 - Time commitment
 - Benefits of joining
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9. Build Initial Member Base

- **Goal: Recruit at least 10-15 committed members to start.**
 - Emphasize commitment, professionalism, and reliability over numbers.
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PHASE 4: TRAINING IMPLEMENTATION (Days 30–60)

10. Secure Training Location

- Identify and confirm a reliable drill location:
 - Indoor or outdoor space, Adequate for marching and formations
 - Schools, Colleges, Community centers, VFW's, and American Legions.
 - Large fire stations or EMS Stations.
 - Funeral Homes. We need to be present in the funeral homes anyway, and it's beneficial to know the funeral directors. In cases of Line of Duty Death (LODD) or Active-Duty deaths, the funeral directors act as a liaison between you and the family. They are a valuable resource, and families often look to them for guidance during these difficult times.
 - Ensure availability aligns with member schedules. Remember, fire and EMS often schedule for a month at a time, and 6-8 weeks ahead. Set a training schedule for the next six months and stick to it. Use WIEMSHonorGuard.org to advertise *upcoming events*.
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11. Schedule Initial Drill Nights

- Set and publish the first six drill dates.
- Plan at least 4–6 weeks in advance to accommodate EMS schedules.
- Communicate dates clearly and early to all recruits.

12. Develop Training Plan

- Collaborate with the Training Officer to build structured sessions:
 - Basic movements
 - Marching fundamentals
 - Commands and discipline
- Keep sessions focused and manageable for new members.

13. Conduct Initial Drills

- Focus on:
 - Building foundational skills
 - Establishing discipline and expectations
 - Creating team cohesion
- Reinforce consistency and repetition.

14. Uniform Progression

- As members successfully complete required skills:
 - Authorize them to order uniforms
- Maintain standards—uniforms are earned, not given.

PHASE 5: CONSOLIDATION & READINESS (Ongoing)

15. Reinforce Policy Knowledge

- Revisit policies regularly.
- Be prepared to:
 - Answer member questions
 - Enforce standards consistently

16. Maintain Momentum

- Continue recruiting even after the initial group is formed.
- Integrate new members into ongoing training.
- Encourage experienced members to mentor new recruits.

17. KEY LEADERSHIP PRINCIPLES

- **Lead from the front** — set the example in professionalism and discipline
- **Communicate clearly and consistently**
- **Build structure early** — organization prevents confusion later
- **Prioritize quality over quantity** in recruitment
- **Stay proactive** — do not wait for progress to happen

18. SUCCESS BENCHMARK (By Day 60)

By the end of the first 60 days, a successful District Director should have:

- Established leadership structure
- Recruited a core group of members
- Conducted multiple drill sessions
- Implemented training standards
- Initiated uniform acquisition
- Built a sustainable foundation for growth