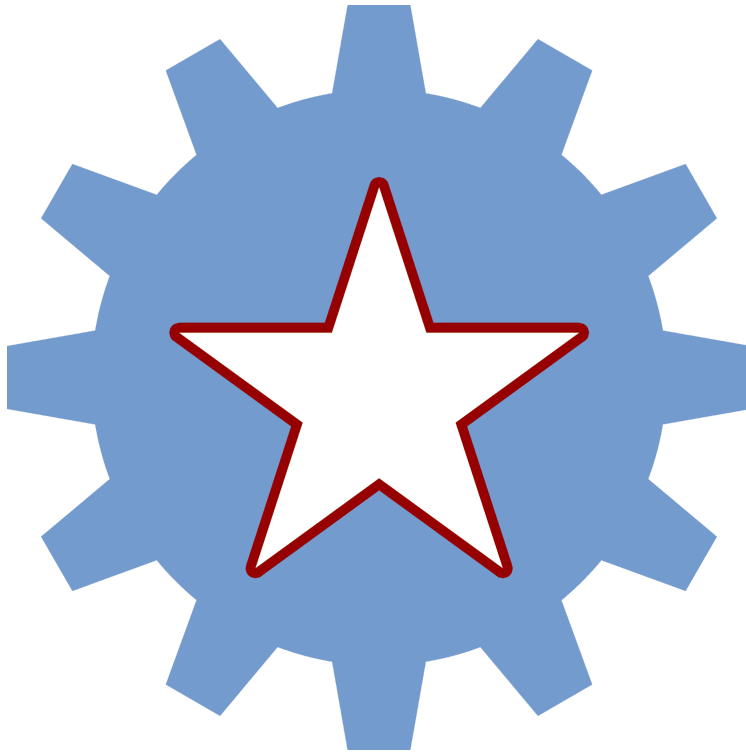




Wintercrest Strategic Master Plan 2K24

Commissioned by President of the Republic ISAF

Synopsis:

You can't have winter without snow. But snow is exactly what Wintercrest is lacking and as such, we must prepare for a heavy snowfall. Or in this case, prepare the snowfall ourselves. Project Snowfall aims to revitalize Wintercrest's standing and reputation. For too long, we have been focused on what the world thinks of us; making sure our appearance, what shows on the outside is perfect. But what about what's inside? We have done nothing to sustain our body and it is now shriveled up, weak. There is no substance. We must make Wintercrest, Wintercrest again.

Project Snowfall will act on four key points to success: Recruitment, Activity, Retention, and Analysis. Phase I of Snowfall will take place from January 2024 - June 2024, split into two semesters of 3 months each. In March and June, a detailed status report will be made available to the general populace. Phase II will be conducted July 2024 to December 2024, with this period

again being split into 2 parts of 3 months each with a status report made available. The goal is to establish continuity, something that can be sustained.

I am excited to see this project start up. If you are a citizen or resident and would to participate, please react to this message using *insert emoji here*. You are more than welcome, in fact I encourage it.

Thank you and Happy Holidays,
The ISAF, President of the Republic

Recruitment

Recruitment is what draws nations into our region. As such, we must make sure we *look* welcoming. Appearance, appearance, appearance. Is our WFE organized and concise? If we have links in our factbooks, do they work? Details matter, no matter how small or insignificant they seem.

[There are 3 ways to recruit on NationStates:](#) Manual, API, and Telegram.

The dispatch linked above explains all of them more in-depth, but here's a TL;DR breakdown.

Manual: You're literally sending telegrams one by one to new nations as they pop up. Very time consuming, but it's free (don't have to use stamps) and you will gain the most nations out of the three.

API: API uses a script to send recruitment telegrams. While it is free, you need a laptop to run the script, as well as need to set up the script. While not as effective in terms of gaining recruits, it is much better than our third and final choice.

Stamps: You can purchase telegram stamps via the NS store. 1000 = \$1 USD (so 0.10 cents per nation). Using these stamps, you can send out recruitment telegrams. Once you send them out, all you have to do is sit back and relax (and occasionally buy new stamps).

Project Snowfall aims to utilize all three of these methods. Speaking for myself, I have 27711 stamps in my main nation and the founder account has 42857 stamps. That is 70.5k stamps, more than enough to get us started in the new year. Of course, people are more than welcome to contribute should they choose to. I also have multiple telegram templates I use and send out and I record their efficiency in a spreadsheet. There are several programs that help make recruitment easy. There are websites developed specifically for API scripts and there are programs that help

make manual recruitment less time consuming and tedious. We shall utilize these programs and anything else we can.

Recruitment will start Jan 1st, with stamped telegrams going out every other day, an API script going almost 24/7 and scheduled hours for manual recruitment. With each of these, stats are auto-logged on NS, so we'll just need to rip it and compile a spreadsheet with the data.

Wintercrest is currently hovering above 30 nations. It is easily possible to double within the first 3 months but for now I will set our goal to aim for between 75 and 100 nations by the end of March.

Activity

When I first arrived in Wintercrest back in 2017, Wintercrest was quickly on the decline and soon it was a small group of RPer. But my point is that despite no leadership, despite a small number of active nations remaining, Wintercrest was still alive. That is my goal. It doesn't necessarily have to be RP, it can be game nights, movies, festivals, etc etc. But it has to be sustainable. Activity isn't just related to events either. When people join the region or discord server, it shouldn't take multiple hours for them to get approved. We must have people greeting new arrivals, activity on the RMB and Discord channels. Activity doesn't matter if the region doesn't feel welcoming. We can be active all we want but if the chats are dead, no one is talking, then people aren't going to want to stay.

And above all, it doesn't matter if people don't show up to events. At least we can say "hey, we put on events". Show that we are trying. We will take data on different metrics such as turnout and timing (what time works for people the best).

I'd like to start off the New Year by having movie nights every weekend (should time permit). This is something that only takes a couple to a few hours out of the day. We can make a form where through the week people can submit movies that they want to watch then they vote on which one we'll watch that weekend.

Retention

How do we make people stay in Wintercrest? Obviously it's not realistic to try and make everyone stay but the overall goal is try to have as many nations stay while still drawing in new nations. This is where recruitment and activity come in. When we're recruiting, the goal is to

make ourselves look as appealing as possible while still being truthful. For instance, if I sent out a telegram stating that Wintercrest is a bustling, active region with activities held every week, that wouldn't be true. So if they came into Wintercrest being promised one thing and they see a different thing, of course they would leave. They'll have been lied to and not only that, now Wintercrest has a negative connotation in their mind. So our recruitment emails must be descriptive while still being honest about where we are. What about activity?

Well the more active we are, the more people are willing to participate. The more people that are willing to participate, the more active it is. It's a cycle. But in order for our activity to be effective, we must listen to the data and the feedback from our populace.

Analysis

So, we have our courses of action. But what good is doing all of this if we don't compile some sort of data? In order to grow as a region, we must be receptive to what works and what doesn't. What is popular and what isn't. In March, June, September, and December, an analytics report will be released, detailing stats from different aspects. If we're analyzing our activity for instance, some metrics would include (but not be limited to) population growth and decline, turnout to events, people in WA/Not WA, etc etc. For recruitment, this would look like recording how many telegrams have been sent out, how many have read them, and how many have joined the region from these telegrams.

Analysis and reflection holds the key to how we guide ourselves into the future. As such, we can not afford to blindly lead ourselves forward.