

Milk and Money  
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START with the  
END in mind.

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Set a

Make it a TEAM effort  
NO COMMITTEE  
responsibility

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NO COMMITTEE  
responsibility

Let the Celebration last  
throughout the year

Always be in PROCESS  
Plan - Brief - Execute - Debrief

## Mission Objective

To help equip Rotary with valuable resources to facilitate & improve fundraising effectiveness

## Method

> Principle, Example, & Tools  
> Q & C [K.I.S.S]

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"If it is to be,  
it is up to me." -So  
says...YOU!

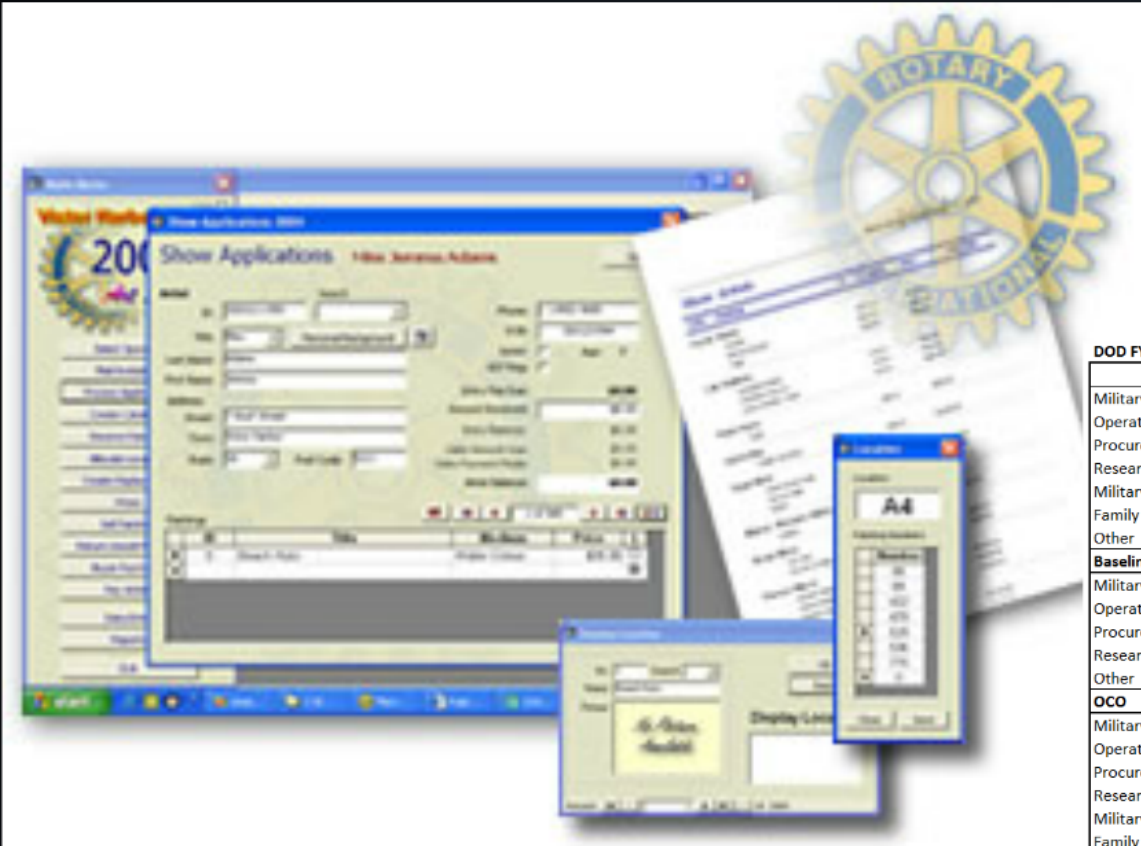
# Milk and Money

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**START** with the  
**END** in mind



**DOD FY14 Request by Title - DOD data, table by Defense Industry Daily**

|                            | FY12 enacted    | FY13 enacted    | FY14 PB         | delta FY14 vs 13 |              |
|----------------------------|-----------------|-----------------|-----------------|------------------|--------------|
| Military Personnel         | \$141.8B        | \$135.4B        | \$137.1B        | \$1.7B           | +1.2%        |
| Operations & Maintenance   | \$197.2B        | \$210.1B        | \$209.4B        | -\$0.7B          | -0.3%        |
| Procurement                | \$104.5B        | \$99.8B         | \$99.3B         | -\$0.5B          | -0.5%        |
| Research, Dev, Test & Eval | \$71.4B         | \$69.4B         | \$67.5B         | -\$1.9B          | -2.7%        |
| Military Construction      | \$11.4B         | \$8.9B          | \$9.5B          | \$0.5B           | +5.9%        |
| Family Housing             | \$1.7B          | \$1.6B          | \$1.5B          | -\$0.1B          | -6.4%        |
| Other                      | \$2.6B          | \$2.2B          | \$2.3B          | \$0.1B           | +3.0%        |
| <b>Baseline</b>            | <b>\$530.6B</b> | <b>\$527.5B</b> | <b>\$526.6B</b> | <b>-\$0.9B</b>   | <b>-0.2%</b> |
| Military Personnel         | \$11.3B         | \$14.1B         | \$14.1B         | \$0.0B           | +0.0%        |
| Operations & Maintenance   | \$86.8B         | \$64.0B         | \$64.0B         | \$0.0B           | +0.0%        |
| Procurement                | \$16.1B         | \$9.7B          | \$9.7B          | \$0.0B           | +0.0%        |
| Research, Dev, Test & Eval | \$526.4M        | \$245.5M        | \$245.5M        | \$0.0B           | +0.0%        |
| Other                      | \$435.0M        | \$503.4M        | \$503.4M        | \$0.0B           | +0.0%        |
| <b>OCO</b>                 | <b>\$115.1B</b> | <b>\$88.5B</b>  | <b>\$88.5B</b>  | <b>\$0.0B</b>    | <b>+0.0%</b> |
| Military Personnel         | \$153.1B        | \$149.5B        | \$151.1B        | \$1.7B           | +1.1%        |
| Operations & Maintenance   | \$284.0B        | \$274.1B        | \$273.4B        | -\$0.7B          | -0.2%        |
| Procurement                | \$120.6B        | \$109.5B        | \$109.0B        | -\$0.5B          | -0.5%        |
| Research, Dev, Test & Eval | \$71.9B         | \$69.6B         | \$67.8B         | -\$1.9B          | -2.7%        |
| Military Construction      | \$11.4B         | \$8.9B          | \$9.5B          | \$0.5B           | +5.9%        |
| Family Housing             | \$1.7B          | \$1.6B          | \$1.5B          | -\$105.9M        | -6.4%        |
| Other                      | \$3.1B          | \$2.7B          | \$2.8B          | \$65.4M          | +2.4%        |
| <b>Total</b>               | <b>\$645.7B</b> | <b>\$616.0B</b> | <b>\$615.1B</b> | <b>-\$0.9B</b>   | <b>-0.1%</b> |

FY14 is a placeholder - Administration will amend its budget in coming weeks  
[www.DefenseIndustryDaily.com](http://www.DefenseIndustryDaily.com)

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Know your

WHY

[Thecasesolutions.com](http://Thecasesolutions.com)  
It is not about the MONEY  
- it is about what the  
money WILL DO



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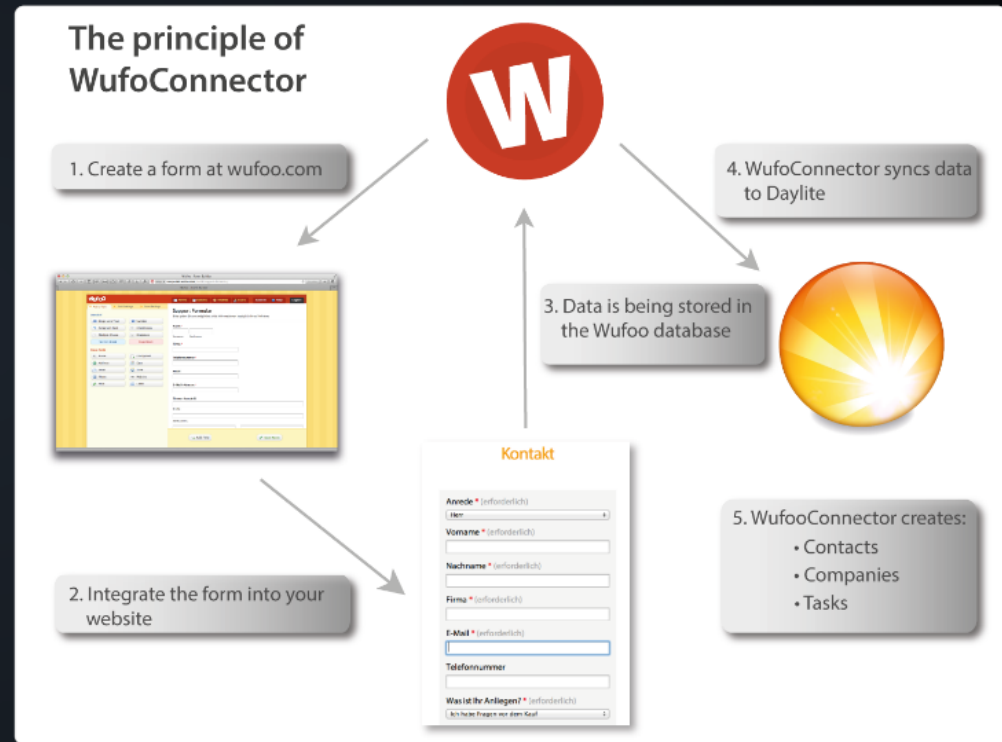
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It is not about the **MONEY**

- it is about what the  
money **WILL DO**

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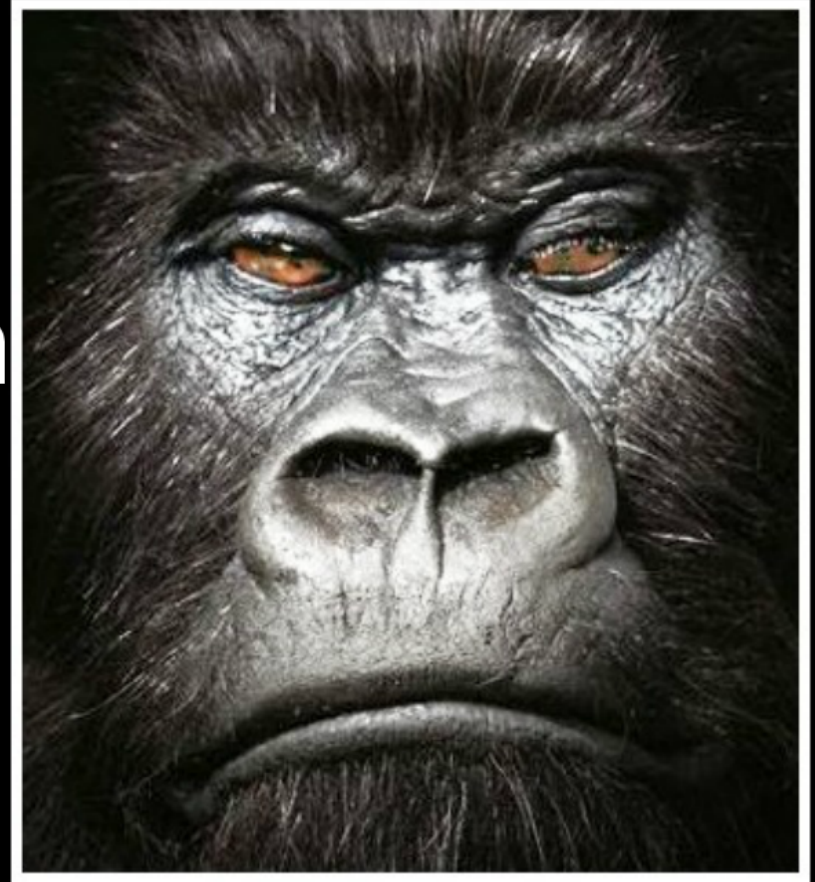
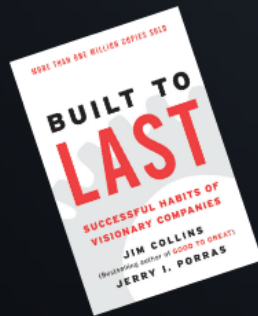




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# Set a

If it is worth doing-  
it is worth doing **BIG**



# BHAG

Big Hairy Audacious Goal