

Cherokee County Historical Society

Mission Statement: CCHS is dedicated to historic preservation and education.

(Adopted 1-03)

2003-2006 Strategic Goals

Priorities	Goals and Objectives
Organizational Development	Have an efficient and well managed organization. <ul style="list-style-type: none">A. Expand representation on the Board and Committees.B. Meet organizational staff needs.C. Annually update the Strategic Plan.
Resource Development	Develop a financial plan for growth. <ul style="list-style-type: none">A. Develop budget to reflect anticipated growth.B. Develop corporate supportC. Seek and increase grants and foundation contributions.D. Maximize income from Annual Membership Campaign.E. Earn income from annual events.F. Maximize Board and major donor contributions.
Organizational Visibility	Broaden organizational visibility through educational events and programs <ul style="list-style-type: none">A. Sponsor activities for CCHS members and friends.B. Build membership.C. Broaden support through collaborations.
Historic Preservation	Promote preservation in Cherokee County <ul style="list-style-type: none">A. Increase local properties listed on National Register.B. Conduct survey site update.C. Design archives management and security system.

Goal 2: DEVELOP A FINANCIAL PLAN FOR GROWTH

Objectives	Strategy	Who	When
A. Develop budget to reflect anticipated growth	<ol style="list-style-type: none"> 1. Develop a budget reflecting <ol style="list-style-type: none"> a. Personnel growth b. Equipment c. Office space 2. Set fundraising goals <ol style="list-style-type: none"> a. Analyze revenue from memberships, corporations, grants and special events 3. Budget adopted by Board 	Funding Development Judson Roberts	
B. Develop corporate support	<ol style="list-style-type: none"> 1. Compile list of potential corporate sponsors and contributors <ol style="list-style-type: none"> a. Circulate list at Board meeting for personal contacts 2. Develop supporting materials as needed 3. Monitor response <ol style="list-style-type: none"> a. Maintain accurate records of requests. b. Timely thank you's c. Ongoing cultivation of relationship 	Board	
C. Seek and increase grants and foundation contributions	<ol style="list-style-type: none"> 1. Research potential resources <ol style="list-style-type: none"> a. Identify areas of funding priority; funding cycles b. Determine Board contacts 2. Write grants/proposals <ol style="list-style-type: none"> a. Develop supporting materials as needed 3. Approach potential sources 		

Goal 2: DEVELOP A FINANCIAL PLAN FOR GROWTH (cont.)

Objectives	Strategy	Who	When
D. Maximize income from Annual Membership Campaign	<ol style="list-style-type: none"> 1. Set membership goals <ol style="list-style-type: none"> a. 2003 - ; 2004 - ; 2005 - 2. Solicit memberships from Board 3. Establish lifetime memberships 		
E. Earn income from annual events.	<ol style="list-style-type: none"> 1. Assess opportunities for earning income <ol style="list-style-type: none"> a. Evaluate potential profitability of current events/activities b. Determine sponsorship opportunities 2. Establish a new special event with Board approval. <ol style="list-style-type: none"> a. Budget Developed b. Volunteer leadership recruited 3. Organize CHS reunion <ol style="list-style-type: none"> a. Budget Developed b. Volunteer leadership recruited 	<p>Juanita Hughes Peggy Corbett</p>	
F. Maximize Board and major donor contributions	<ol style="list-style-type: none"> 1. Compile and maintain comprehensive list of former board members and major donors/potential major donors <ol style="list-style-type: none"> a. Circulate at Board meeting for personal contacts 		

Goal 3: BROADEN ORGANIZATIONAL VISIBILITY THROUGH EDUCATIONAL EVENTS AND ACTIVITIES.

Objectives	Strategy	Who	When
A. Sponsor activities for CCHS members and friends.	<ol style="list-style-type: none">1. Analyze current meetings/activities/events for effectiveness and support of mission.<ol style="list-style-type: none">a. Membership satisfaction.b. Cost effectiveness.c. Reinforcement of membership development and fundraising/friendraising.2. Identify new programs for Board approval.<ol style="list-style-type: none">a. Evaluate possible new programs against present programmingb. Develop a focus for programming reflecting strategic goals - organizational visibility and education.c. Design a program calendar with dates, offerings and budgets for each program.3. Develop a program evaluation process.4. Evaluate available resources to develop new programs<ol style="list-style-type: none">a. Workshops for realtors, architects, contractorsb. Architectural walking toursc. Design workshopsd. Research assistance		

Goal 3: BROADEN ORGANIZATIONAL VISIBILITY THROUGH EDUCATIONAL EVENTS AND ACTIVITIES (con't)

Objectives	Strategy	Who	When
B. Build Membership	<ol style="list-style-type: none"> 1. Set membership goals <ol style="list-style-type: none"> a. 2003 - ; 2004 - ; 2005 - b. Implement 2 appeals annually - fall and spring 2. Review and update computerized system to manage the membership data base 3. Implement renewal system for current members <ol style="list-style-type: none"> a. Determine present unpaid (2003) members and send renewal postcard. 4. Implement a membership campaign for new prospects. <ol style="list-style-type: none"> a. Build a prospect list including former Board members, past members, members of like organizations and friends b. Review incentive options c. Expand, diversify membership d. Coordinate with book release 5. Design print mail pieces. <ol style="list-style-type: none"> a. Review benefits of membership. b. Include personal notes to encourage joining/renewing. 6. Create mailing labels with expiration date. 7. Manage membership campaign. <ol style="list-style-type: none"> a. Maintain data base. b. Timely thank-you's. 	<p>Membership Committee</p> <p>Membership Committee</p> <p>Membership Committee</p>	

Goal 3: BROADEN ORGANIZATIONAL VISIBILITY THROUGH EDUCATIONAL EVENTS AND ACTIVITIES (con't)

Objectives	Strategy	Who	When
C. Broaden support through collaborations	<ol style="list-style-type: none"> 1. Cultivate preservation champions on City Council, County Commission 2. Monitor local issues and determine appropriate action <ol style="list-style-type: none"> a. Seek Board approval on positions b. Use web page to alert membership 3. Work with other organizations in supporting/opposing issues of mutual interest 4. Promote the hiring of a preservation planner <ol style="list-style-type: none"> a. Develop strategy to influence 	Joellen Wilson	
D. Promote inclusional local history in school curriculum	<ol style="list-style-type: none"> 1. Create education taskforce <ol style="list-style-type: none"> a. Recruit educators 2. Research successful national models for replication 3. Develop strategy for implementation 		

Goal 4: PROMOTE PRESERVATION IN CHEROKEE COUNTY

Objectives	Strategy	Who	When
A. Increase local properties listed on National Register	<ol style="list-style-type: none"> 1. Identify 5 new properties 2. Assist homeowners with application process 3. Publicize benefits 4. Spotlight new additions <ol style="list-style-type: none"> a. Website, newsletter b. Membership event 		
B. Conduct survey site update	<ol style="list-style-type: none"> 1. Select consultant <ol style="list-style-type: none"> a. Designate funds for fees 2. Involve local officials in project 3. Publicize final report <ol style="list-style-type: none"> a. Membership b. Local government 		2005
C. Design archives management and security system	<ol style="list-style-type: none"> 1. Research model systems <ol style="list-style-type: none"> a. Prepare budget b. Secure funding 2. Involve county government in planning for archiving county records 3. Implement system to collect, organize index <ol style="list-style-type: none"> a. Offer online access 		2006