

**FY2019-2021
STRATEGIC PLAN
LEE COUNTY BLACK
HISTORY SOCIETY, INC.**



PHONE: (239) 332-8778 • FAX: (888) 632-6538
blackhistory@leecountyblackhistorysociety.org
<http://leecountyblackhistorysociety.org>

Goal # 1

Create a plan for financial stability and sustainability

Objectives:

- Write a financial plan
- Determine a financial responsibility for the board members
- Hire/find a Grant writer
- Submit grants
- Research Foundations and apply for funding
- Hire an executive director, part-time assistant and bookkeeper
- Assist the city in initiating phase 2 of Roberto Clemente Park

Goal #2

Develop a Communication and Marketing Plan

Objectives:

- Improve Branding
- Update digital and interactive technology
- Develop a media outreach plan
- Create a design team for graphic and digital
- Develop strategic partnership plan
- Assist the city in initiating phase 2 of Roberto Clemente Park
- Submit forms for State and National registry

Goal #3

Build a more diverse board of directors

Objectives:

- Survey and evaluate current board
- Outreach - networking to acquire new members
 - Legal representation
 - Financial representation
 - Non-profit leadership experience
- Succession planning for board
- Create a board packet

Contact Information

Name: _____

Address: _____

Phone: _____

Email: _____

Check-one Member

Non-member

Indicate which committee goal interests you.

#1

#2

#3

LEE COUNTY BLACK HISTORY SOCIETY, INC.

MISSION STATEMENT

To preserve and commemorate the cultural and educational contributions by both locally and nationally known Black people.

VISION STATEMENT

The Lee County Black History Society, Inc. is a unifying organization which instills in all generations hope and pride in Black culture.

Board of Directors Strategic Planning Retreat
August 10, 2019

Facilitated and Prepared by
Diane Lampitt, M.Ed. Consultant
diane@dianelampittconsult.com

The organization was fully engaged in the SWOT analysis and this activity formed the basis for the board to move ahead with creating the long term goals and objectives.

Strengths

Weaknesses

Oppportunity

Threats

At the conclusion of the SWOT analysis the following goals were established.

1. Create a plan for financial stability and sustainability
2. Develop a communication and marketing plan
3. Build a more diverse board of directors

PLACE
STAMP
HERE

LEE COUNTY BLACK HISTORY SOCIETY, INC.
1936 HENDERSON AVENUE
FORT MYERS, FLORIDA 33916



THE LEE COUNTY BLACK HISTORY SOCIETY, INC. IS A NON-PROFIT 501(c)(3) ORGANIZATION.
YOUR CONTRIBUTION IS A TAX-DEDUCTIBLE TO THE EXTENT ALLOWED BY LAW. NO GOODS OR
SERVICES WERE PROVIDED IN EXCHANGE FOR YOUR GENEROUS FINANCIAL DONATION.