



Soule Kindred in America Strategic Plan 2023 - 2025

Soule Kindred in America (SKA) a non-profit member organization founded in 1967 by two descendants of Pilgrim George Soule: Col. John Edward Soule and George Standish Soule. Membership is open to anyone, although most are descendants of George Soule. Soule Kindred programs and activities include:

- Soule Kindred Newsletter that documents the history and milestones of the Soule family in America produced three times per year.
- Lineage assistance to families researching their ancestors.
- Reunions, hosted in different locales, where cousins can meet, mingle, and learn about their shared history.
- Research on Soule family genealogy, including DNA testing, in U.S. and Europe.
- College scholarships awarded to Soule descendants.
- Communication through a variety of outlets, including newsletters, website (*soulekindred.org*), Facebook, email, and U.S. mail.

The Board recognizes that the strategic plan is a living document that will change over time as new opportunities and circumstances occur. Therefore, the plan will be revisited each year in January and revised as needed.

Vision

Researching and preserving the heritage of Pilgrim George Soule, his wife Mary Beckett Soule, and their descendants for future generations.

Mission Statement

Soule Kindred in America is the premier resource for information about the history and genealogy of George Soule, his wife Mary Beckett, and their descendants. SKA will continue to expand and support a vibrant, active family community; increase our understanding of the history and lives of our ancestors; and assure this information is available to future generations.

Goals

1. Soule Kindred in America will continue to focus on the following areas:

- A. **Collaborate** with other genealogical and historical organizations.
- B. **Provide** resources and services to members.
- C. **Maintain** a strong financial base.

2. Soule Kindred in America will further the knowledge base of George and Mary (Beckett) Soule, and their descendants:

- A. **Research** the heritage and ancestry of George and Mary (Beckett) Soule and their descendants.
- B. **Collect and update** information and documentation on George and Mary (Beckett) Soule and their descendants .
- C. **Educate and promote** the efforts of SKA to the general public and membership via effective and accurate communication.

The following provides a roadmap for Soule Kindred of America to be used over the next three years.

GOAL 1. Soule Kindred in America will continue to focus on the following areas:

Objectives	Activities	Person(s) Responsible	Timeline	Evaluation
<p>A. Collaborate with other genealogical and historical organizations.</p>	<p>1. Share SKA newsletters with other agencies (GSMD, Pilgrim Family groups, Soule Homestead Education Center, NEHGS, and museums relevant to early New England history).</p>	<p>Communication Committee Chair, Newsletter editor</p>	<p>Triannual</p>	
	<p>2. Promote findings from SKA DNA research and lineage assistance with other agencies, as listed above.</p>	<p>Research Committee Chair</p>	<p>Ongoing</p>	
	<p>3. Work collaboratively with GSMD on the George Soule Silver Book and Family Society Partnership Program.</p>	<p>Silver Book Committee Chair (Silver Book) Board President (Family Society)</p>	<p>Silver Book – ongoing Family Society - Annual</p>	
<p>B. Provide resources and services to members.</p>	<p>1. Continue to provide support to SKA members and their families in the form of scholarship.</p>	<p>Scholarship Committee Chair</p>	<p>Annual</p>	
	<p>2. Continue to provide lineage assistance for members in a timely manner.</p>	<p>Lineage Assistance Committee Chair</p>	<p>Ongoing</p>	
	<p>3. When conducting the Annual Meeting, provide a format which will allow all members access to the meeting using technology.</p>	<p>Board President</p>	<p>Annual</p>	
	<p>4. Create and offer regular online presentations for members.</p>	<p>To be determined</p>	<p>To be determined</p>	
	<p>5. Determine means and location for archives and data storage process to maintain information which is vital to SKA (for example: lineage assistance, Silver Books, SKA minutes for annual, board</p>	<p>To be determined</p>	<p>To be determined</p>	

	and committees, research projects).			
	6. Foster communication flow between members, committees, and the board to expedite problem-solving, decision-making, and information sharing.	Board	Ongoing	
	7. Develop and implement a plan to share Research Projects and Silver Book Project findings with members.	Research Committee Chair	Ongoing	
	8. Determine viability of providing an in-person reunion periodically.	Reunion Committee	Annual	
	9. Implement a Board of Directors Development Plan.	Board	Annual	
C. Maintain a strong financial base through yearly fund raising and membership.	1. Increase membership by 5% each year.	Membership Chair	Ongoing	
	2. Monitor membership to ensure current members continue their membership and the members' information is updated as needed.	Membership Chair	Ongoing	
	3. Involve the membership through opportunities in the organization and by keeping members informed of SKA activities and information.	Membership and Communication Committees and Board	Ongoing	
	4. Actively maintain fiscal responsibility.	Treasurer and Board	Ongoing	
	5. Review fundraising plan and continue fundraising options.	Treasurer and Fundraising Committee Chair	Annual	
	6. Explore grant opportunities for special projects.	Research Committee Chair	As needed	

	7. Initiate a campaign to promote the Soule Kindred website and membership benefits using tools like Google AdWords or Facebook ads.	Communication Committee Chair	ongoing	
--	--	-------------------------------	---------	--

GOAL 2. Soule Kindred in America will further the knowledge base of George and Mary (Beckett) Soule and their descendants:

Objectives	Activities	Person(s) Responsible	Timeline	Evaluation
A. Research the heritage and ancestry of George and Mary (Beckett) Soule and their descendants.	1. Determine allocation of resources for research.	Board	Annual	
	2. Continue to support DNA research on George and Mary Soule and determine means to assure collaboration of researchers and research committee.	Board and Research Committee Chair	Ongoing	
	3. Review current research focus and process.	Board and Research Committee Chair	Annual	
	4. Establish a gravestone database for Soule descendants.	Research Committee Chair and Silver Book Committee Chair	Start in 2023	
B. Collect and update information and documentation on George and Mary (Beckett) Soule and	1. Provide support to develop the Silver Book on George Soule and family.	Board	Ongoing	

their descendants.				
	2. Share updates on the Silver Book with members on a regular basis.	Silver Book Committee Chair	Ongoing	
	3. Actively assist members in documenting their Soule's lineage.	Lineage Assistance Committee Chair	Ongoing	
C. Educate and promote the efforts of Soule Kindred in America to the general public and the membership via effective and accurate communication.	1. Continue SKA Facebook activity.	Communication Committee Chair and Facebook Administrator	Ongoing	
	2. Continue to improve the SKA website.	Communication Committee Chair and Webmaster	Ongoing	
	3. Continue to provide a triannual newsletter to our members.	Communication Committee Chair and Newsletter Editor	Triannual	
	4. Develop surveys to gain member input on specific issues as needed.	Board, Membership Chair, Communications Chair	As needed	

Soule Kindred in America is dedicated to the study and promotion of knowledge and understanding of Colonial American History; the Pilgrims; their settlement in Plymouth, Massachusetts; their descendants; and, in particular, Mayflower passenger George Soule, his wife Mary Beckett, and their contributions to the Colony.