



Soule Kindred in America Strategic Plan 2017-20

Soule Kindred in America, a non-profit member organization, was 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 produces three times per year.
- Family Tree Database and assistance for members seeking to identify their ancestors and document their genealogy
- 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 traditional and non-traditional outlets including through the newsletter, our website *soule-kindred.org*, Facebook and other social media outlets

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

The Soule Kindred organization is the premier resource for information about the history and genealogy of George Soule, his wife Mary Beckett and their descendants. We will expand and support a vibrant, active family community.

Mission Statement

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.

Goals

- I. Expand communication efforts to our membership and potential members through a variety of mediums to increase membership and member satisfaction.
- II. Improve membership experiences and benefits to increase membership in SKA and increase member satisfaction.
- III. Increase membership by 15% by 2020
- IV. Create a stable, broad base of financial resources to support our programs
- V. Expand research of the ancestors and descendants George Soule and Mary Beckett Soule

The following provides a roadmap for Soule Kindred's plans including the goals, objectives, activities, benchmarks, timeline and evaluation methods to be used over the next three years. The plan will be updated annually and/or as needed.

Goals	Objectives	Activities	Person(s) Responsible	Benchmark Timeline	Evaluation
<p>I. Expand communication efforts to our membership and potential members through a variety of mediums to increase membership and member satisfaction.</p>	<p>1. Improve the flow of communication between members and website administrators to expedite problem solving, decision making and information sharing.</p> <p>2. Improve recruitment and communication with potential SKA members.</p>	<p>1. Identify and Recruit committee members utilizing the information collected as to who have indicated an interest in computers, databases, Facebook, writing etc. to participate on a Communications Committee</p> <p>2. Evaluate current efficacy and use of technology and other media for recruitment and communication with members and potential members i.e. Website, Newsletters, Facebook, Twitter. Make recommendations for action to Board.</p> <p>3. Identify the current gaps in communication flow, (i.e. website log in problems, limited number of members with the skills needed to post on the website, yearly membership start and end dates, time and expense of sending items through the US Mail etc.)</p> <p>4. Develop process for addressing the gaps in communication which may include research vendors that provide website maintenance and can provide what we need to improve our system</p> <p>5. Draft proposals for addressing and improving communications within SKA and to non-members and bring to the Board for approval.</p>	<p>Chair of Communications Committee and Communication committee members</p>	<p>1. By March 2018</p> <p>2. By June 2018</p> <p>3. By Sept. 2018</p> <p>4. By Dec. 2018</p> <p>5. By Jan. 2019</p>	

Goals	Objectives	Activities	Person(s) Responsible	Benchmark Timeline	Evaluation
<p>Continued...</p> <p>I. Expand communication efforts to our membership</p>	<p>3. Coordinate/expedite collection and updating of member information.</p>	<p>1. Form task force of members with past and present experience with the system of collecting member information through various systems including; Paypal/website, secretary, membership chairperson, Mailchimp etc.</p> <p>2. Brainstorm solutions to present to Board</p>		<p>Dec. 2018</p>	<p>Review of membership data</p> <p>Review of member comments/complaints</p>
<p>II. Improve membership experiences and benefits to increase membership in SKA and increase member satisfaction.</p>	<p>1. Soule Database Project: Review the current use and availability of the Soule Database Project, program and make recommendations for the future use of that program.</p> <p>2. Provide support to SKA members and their families in the form of scholarships.</p> <p>3. Continue to provide up to date member information in the on-line directory</p>	<p>1a. Secure a Soule Database Project Administrator and task force (Deanna Lucas, Bryan Larson</p> <p>1b. Evaluate the use and availability of the database.</p> <p>1c. Draft recommendations for the future use and management of the database.</p> <p>2a. Identify Scholarship committee members and Chair</p> <p>2b. Committee review purpose and history of the scholarship program and make recommendation to the Board regarding the future of the program</p>	<p>Task force administrator and task force members</p> <p>2a. Chair of Scholarship Committee</p> <p>2.b Scholarship committee</p> <p>3. membership committee members</p>	<p>By Feb. 2018</p> <p>1b. On-going</p> <p>1c. Ongoing</p> <p>2a. Annually by Jan. 1st of each year.</p> <p>3. Ongoing</p>	<p>Member satisfaction survey and member numbers data analysis</p>

Goals	Objectives	Activities	Person(s) Responsible	Benchmark Timeline	Evaluation
	<p>4. Plan for reunion 2020 Mayflower 400th Anniversary Reunion</p> <p>5. Continue to provide genealogy research assistance to SKA members</p>	<p>4a Recruit 2020 reunion chair and committee</p> <p>4b Begin planning location to hold reunion and motels in Plymouth for 2020</p> <p>4c Publicize 2020 reunion through newsletter and website</p> <p>5a Identify member(s) who are currently and those who are willing to provide assistance to members researching Soule lineages to participate in the Soule Lineage Assistance Committee,</p>	<p>SKA Board of Directors</p> <p>2020 Reunion committee(s)</p>	<p>1. Begin Jan. 2018</p> <p>2. Spring 2018</p> <p>3. To be determined</p>	
<p>III. Increase membership and maintain by 15% by Dec 2020</p>	<p>1. Develop membership plan to increase membership, retain members and improve member Return of Investment</p> <p>2. Develop process for coordination of information on membership</p> <p>3. Review membership database</p>	<p>1a. Recruit membership committee</p> <p>1b. Create 3 year plan</p> <p>1c. Board approval of plan</p> <p>Implement Plan</p> <p>2. Develop and implement communication process that provides fluid transfer of information between committees about membership</p> <p>3. Review membership database to assure it includes all new members and the discontinued members are removed.</p>	<p>1. Chair of Membership Committee and committee</p> <p>2. Chairs of Membership Committee, Communication committee, Treasurer,</p> <p>3. Coordination of committee chairpersons</p>	<p>1a. 1b. and 1c. Spring 2018</p> <p>2. Spring 2018</p> <p>3. By Summer 2018</p>	<p>Membership data analysis</p>

Goals	Objectives	Activities	Person(s) Responsible	Benchmark Timeline	Evaluation
IV. Create a stable, broad base of financial resources to support our programs	<ol style="list-style-type: none"> 1. Develop fund raising plan for implementation to possibly include product development and grants (email/mail letters and include in newsletters) 2. Implement fund raising plan (consider selling items for Soule Kindred) 3. Explore Grant options 	<ol style="list-style-type: none"> 1a. Create Development Committee 1b. Committee develops fund raising plan, which is approved by Board 2. Implement Ongoing fund raising plan in place 3. Begin exploring grants which may be available 	<ol style="list-style-type: none"> 1a. Board of Directors 1b. Development Committee 2. Development Committee 3. Development Committee in coordination with other committee chairpersons 	<ol style="list-style-type: none"> 1a. Summer 2018 1b. Approved by board Summer 2018 2. Summer 2018 3. Summer 2018 	Financial reports
V. Expand research of the ancestors and descendants George Soule and Mary Beckett Soule.	<ol style="list-style-type: none"> 1. Continue to support research on Mary Beckett and/or George Soule's roots 2. Allocate percentage of SKA budget for research 3. Research colonial times 4. Support and promote the collection of Y-DNA research on George Soule 5. Explore secure data storage for Soule research 	<ol style="list-style-type: none"> 1. Request proposals and commission continued research into George and/or Mary Beckett/Bucket's roots 1a. Promote research findings to membership, general public, other Mayflower descendant groups, the Society of Mayflower Descendants and the Mayflower Quarterly 2. Draft and present Board with proposal for allocation of resources for research 3. Continue research of colonial times as needs and resources dictate 4a. Continue to Y-DNA research on George Soule 4b. Provide Board with updated information on researchers activities and findings 5. Begin exploring options for secure data storage 	Chair of Research Committee and committee	<ol style="list-style-type: none"> 1-5. Annually Summer board meeting 5. Spring 2018 	Reports of research efforts and findings