

The Dwight D. Eisenhower Society
Strategic Plan
2022



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Purpose of the Dwight D. Eisenhower Society

The Society promotes knowledge and understanding of the accomplishments and leadership of Dwight D. Eisenhower through educational programs and special events, public relations efforts, membership activities and by presenting grants and scholarships to organizations that support the Eisenhower Society mission.

History of the Society

Since its founding in 1969, the Society has worked to fulfill Mamie Eisenhower's request that the Society be "a perpetual living memorial to Ike." Over the years, the Society has conducted annual observances each October to remember Eisenhower's life and work. Guest speakers have included 38th President of the United States Gerald R. Ford, former National Security Advisor General Brent Scowcroft, former Pennsylvania Governor Richard Thornburgh and other notables. With careful management of donated funds by founders Charles Wolf and Henry Scharf, and Trustee Leroy Smith's donation, and later sale, of the David Wills House, the Society established a modest endowment to perpetuate its endeavors.

In 1990 the Society commemorated the centennial of Eisenhower's birth in partnership with Gettysburg College and the Eisenhower National Historic Site, sponsoring events that received national media attention. In 2019 the Society celebrated its 50th anniversary year. As a 501-3c non-profit organization it continues to pursue its goal of perpetuating Eisenhower's legacy through educational programming, partnering with other Eisenhower legacy organizations and by granting funds to support Eisenhower-related projects.

Organization

The Society is under the direction of a Board of Trustees. Officers are Chairman, Vice Chairman, President, Vice President, Secretary and Treasurer. The work of the Society is accomplished by trustees volunteering to serve on committees including Finance, Grants, Development, Membership, Publicity, and Programs. In 2018 the Society hired a part time executive director and rented an office, the first in its history. As needed, the Executive Board contracts for services such as web design or communications help.

The Dwight D. Eisenhower Society Mission Statement

The Society will promote the knowledge and understanding of the accomplishments of Dwight D. Eisenhower, the 34th President of the United States and General of the Army; the code by which he lived; and the signal qualities that made him in his time the world's most trusted figure.

The Dwight D. Eisenhower Society Vision Statement

The Eisenhower Society is dedicated to promoting the memory and legacy of leadership of Dwight D. Eisenhower through educational programs, scholarships, grants, and special events.

Goals of the Society

The Society manages its resources (financial and physical) to be a perpetual living memorial to Eisenhower's life and legacy.

The Society awards timely annual grant funds and scholarships to select individuals and organizations that present programming or activities that exemplify Eisenhower's superior qualities of honesty, integrity, and leadership.

The Society is the premiere Friends Group of the National Park Service, Eisenhower National Historic Site.

The Society applies best business practices to day-to-day operations to remain a relevant and successful 501 (c)3 non-profit organization.

The Society professionally plans, coordinates, and supports quality education programs and special events to commemorate Eisenhower's life and legacy.

Strategies to Meet Goals

The Society manages its resources (financial and physical) to be a perpetual living memorial to Eisenhower's life and legacy.

- Increase public support revenue from multiple sources, i.e., membership, book sales, program fees, corporate sponsorships, and board of trustee contributions.
- Maintain the current policy that establishes an affordable annual July Society Picnic fee.
- Establish stronger investment and financial controls, reporting systems, and "early warning" indicators that provide actionable investment and financial management information in a timely fashion.
- Review investment and financial reports with the Board of Trustees at scheduled board meetings.
- Establish procedures for grant research, writing, and submitting grant proposals and applications.
- Initiate a planned giving program which emphasizes donor gifts to the current endowment.
- Generate/calculate a sustainable portion of the annual earnings from the endowment that can be used for budgeting operating expenses.

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- Maintain electronic Grant information and application material on the Society website.
- Increase dissemination and announcement of annual Grant availability regionally.
- Regularly review opportunities to support new grant requests from local, regional, and national organizations.
- Continue to apply the 5% rule to determine the minimum annual grant distribution requirement from the endowment.
- Continue to award the annual Eisenhower Scholarship Program on behalf of the Robert M. Hoffman Family Trust to deserving Gettysburg College students.
- Continue to present the annual Major General James Milnor Roberts Distinguished ROTC Award on behalf of Board of Trustee member Priscilla Roberts to selected Gettysburg College ROTC students.

The Society is the premiere Friends Group of the National Park Service, Eisenhower National Historic Site.

- Continue to support and comply with the Friends Group Agreement entered into between the National Park Service (NPS) and the Society.
 - Jointly develop a written plan (Annual Work Plan) with the NPS no later than January 1 of each year.
 - Commit energy, people, and resources to goals of mutual interest, as identified in the Annual Work Plan.
 - Establish and maintain a collaborative relationship with NPS with the goal of accomplishing philanthropic projects and encouraging volunteer contributions.
 - Remain qualified to solicit and accept philanthropic contributions under applicable state and federal laws.
 - Continue to build upon the strong reputation of the Society in support of the NPS and the Eisenhower National Historic Site.
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The Society applies best business practices to day-to-day operations to remain a relevant and successful 501 (c)3 nonprofit organization.

- Regularly review the skills and resources needed within the Board and recruit new Trustees accordingly.
- Implement a formal and regular review of the performance of the Executive Director and contract Communications Director.
- Maintain proper accounting books and records under a system of accounts and financial controls that is consistent with Generally Accepted Accounting Principles of the United States (GAAP).
- Periodically conduct an internal audit and accounting of the Society financial records and reports.
- Continuously evaluate and improve business operations.
- Maintain the annual administrative process for the Board of Trustees to review IRS Form 990 as reported to the IRS on Form 990 Section B. Policies.
- Ensure IRS Form 990 is available to the public upon request with personal identification information redacted.
- Ensure the Board of Trustees are aware of the formal written Conflict of Interest and Whistleblower policies annually as reported to the IRS on Form 990 Section B. Policies.
- Maintain a formal written Document Retention and Destruction policy as reported to the IRS on form 990 Section B. Policies.
- Compile and retain board minutes from all previous board meetings. Identify any gaps in minute retention. Ensure board minutes are available to the public on request.
- Maintain and comply with established Society Business Credit Card Policies and Procedures.
- Annually register with the Pennsylvania Bureau of Corporations and Charitable Organizations in compliance with the charitable organizations law.
- Maintain an integrated database that serves the committees and enables everyone better tracking of membership information and donations.
- Use the current Board of Trustees as ambassadors for the Society – communicate the importance of supporting the Society organization through memberships and opportunities to serve on the board or designated committees.
- Continue to communicate the role the Society has to all members and potential members to encourage participation and support.
- Increase outreach and visibility of the Society to the community through targeted communications and materials.
- Revise new membership materials and increase communications and messaging to reflect current programs, grants, and special events.

The Society professionally plans, coordinates, and supports quality education programs and special events to commemorate Eisenhower’s life and legacy.

- Continue to plan, coordinate, and conduct the annual July Society Picnic at the Eisenhower National Historic Site.
- Continue to plan, coordinate, and conduct an annual Membership Appreciation special event for existing members.
- Continue to support the “World War II Weekend” in coordination with the National Park Service at the Eisenhower National Historic Site.
- Continue to plan, coordinate, and conduct the annual October Birthday Commemorative Wreath-laying Program at Gettysburg College followed by a luncheon with notable guest speaker.
- Continue to serve as the liaison between local members, the Eisenhower National Historic Site, and the USS Dwight D. Eisenhower CVN-69, facilitating crew visits to learn about Eisenhower and support volunteer improvement projects at the Eisenhower National Historic Site.
- Continue to plan, coordinate, and conduct special events as appropriate to note other historical events.

