Sponsor an annual October observance to commemorate Eisenhower and educate others about his life and work.

**Short Term**
- Continue the annual commemorative wreath-laying program at Gettysburg College followed by a luncheon with noted guest speaker.
- Plan and conduct additional programming for the 100th Anniversary of Camp Colt in 2018 and the 50th Anniversary of the Eisenhower Society in 2019.

**Long Term**
- Increase the size, scope and attendance at Society programs through better publicity and well-known speakers.
- Establish a program to recognize Mamie Eisenhower’s role as military spouse and First Lady for the 125th anniversary of her birth in 2021.

Provide grant funds and scholarships to other organizations that present programming or educational activities that enhance the Eisenhower legacy.

**Short Term**
- Broaden the announcement of grant availability regionally.
- Place grant information and application forms on the Society website.
- Assist the Eisenhower National Historic Site with efforts to enhance the visitor experience by developing and funding a putting green wayside exhibit about the Eisenhower/Arnold Palmer friendship.

**Long Term**
- With increased endowment, support additional scholarships and grant requests from local and regional organizations.

Develop improved communications with members and the public about the work of the Society.

**Short Term**
- Develop annual report, digital newsletter and improved website to disseminate information to membership.
- Write updated content for web pages and contract with web page designer to re-design website.
- Prepare and issue press releases no less than four weeks before an event.
- Improve database of Society members and ability to contact them via e-mail.

**Long Term**
- Work with Gettysburg College to develop and place a wayside exhibit about the Eisenhower statue and the Eisenhower Society’s annual Eisenhower commemoration.

Support Eisenhower legacy organizations such as the Eisenhower National Historic Site, the USS Eisenhower CVN-69, and the Eisenhower Institute at Gettysburg College.

**Short Term**
- Continue as an official Friends group for the Eisenhower National Historic Site.
- Serve as the liaison between local donors, the Eisenhower Site and the USS Dwight D. Eisenhower CVN-69, facilitating crew visits to learn about Eisenhower and do volunteer projects at the Eisenhower Site.

**Long Term**
- As opportunities arise, work with other Eisenhower legacy organizations such as the Eisenhower Memorial Commission.
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. As a 501(c)(3) non-profit organization, the Society looks toward its 50th anniversary year in 2019 and continues to pursue its goal of perpetuating Eisenhower’s legacy through its own educational programming, partnering with other Eisenhower legacy organizations and by granting funds to support and promote 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. To keep operating costs low, there are no full-time employees. As needed, the Executive Board contracts for services such as web design or administrative support.

The Dwight D. Eisenhower 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.

Goals of the Society
Increase Eisenhower Society membership through development efforts to broaden the reach of the Society locally, regionally and nationally.

Increase the endowment of the Society through individual and corporate sponsorships.

Sponsor an annual October observance to commemorate Eisenhower and educate others about his life and work.

Provide grant funds and scholarships to organizations that present programming or activities that enhance the Eisenhower legacy.

Develop improved communications with Society members and the public about the work of the Society.

Support Eisenhower legacy organizations such as the Eisenhower National Historic Site, the USS Eisenhower CVN-69, and the Eisenhower Institute at Gettysburg College.

Strategies to Meet Goals
The Society strives to meet short term goals within 1-2 years and long term goals within 3-5 years.

Increase Eisenhower Society membership through development efforts to broaden the reach of the Society locally, regionally and nationally.

Short Term
• Work with Trustees and Development Director to promote the Society’s purpose and benefits to new audiences both locally and regionally. Examples might include both active military and veteran’s groups, senior citizen groups and history interest groups.
• Provide special programming for members such as Society Annual Summer Picnic at the farm and “Christmas at the Farm” Reception and Tour at Eisenhower National Historic Site.
• Ensure that all new members receive acknowledgment of membership.

Long Term
• Double the value of the Society endowment allowing for more support for student and adult education programs, scholarships, partnerships with other Eisenhower commemorative groups and staffing needs.