

Springdale Veterans Memorial Organization

Strategic Plan Guidelines

The Springdale Veterans Memorial Organization (SVMO) has stated a desire to build a memorial to honor all veterans who have served in the various branches of our military. In pursuit of that objective, the following strategic plan and guidelines are to be implemented upon approval of the SVMO Board of Directors. This plan establishes various groups that will pursue the objectives as stated and further outlines specific objectives, tasks and goals of the individual groups. No individual group will financially obligate the SVMO without the approval of the SVMO Board.

1. SVMO Design Working Group:

- The mission of the SVMO Design Working Group is to provide the steps necessary to organize and outline the physical design and construction of the Springdale Veterans Memorial.
- The Memorial Site must be within the boundaries of Springdale. The group will, in coordination with the Board, define the ultimate objective as either a “Memorial”, “Park”, “Museum” or some other similar description.
- The SVMO Design Working Group will solicit and review all available parcels of land and establish criteria by which to compare and contrast suitable memorial sites.
- The Memorial's site should be recommended by the Design Working Group based on an assessment of advantages and disadvantages and presented for approval by the SVMO Board and final approval of the Springdale City Council.
- Following approval of site selection, the SVMO will begin the process of soliciting development of a memorial design to fit the memorial site.
- To accomplish the design task, the rules, guidelines and dates for a design competition will be posted on our future SVMO Web site and announced via other available media.
- The main goal is to obtain as many designs as possible to assist in establishing a design that will embrace the criteria and mission of the Springdale Veterans Memorial Organization.
- The SVMO will establish the rules and guidelines for any competition process including time lines for the open design, the site for placement of the Memorial.
- The design must follow the guidelines established by the SVMO and must embrace the SVMO's Mission statement.

- The SVMO Design Group will review all designs and make recommends to the SVMO Board based on assessment of advantages and disadvantages.
- The SVMO Design Group will work with the SVMO Public Relations Working Group to plan an unveiling and presentation of the selected design.
- Upon final selection of the design by the SVMO, the Design Group will solicit technical support from licensed architects and engineers to finalize and determine the feasibility of the structure and potential cost.
- The Design Committee will work closely with the Fund Raising and Public Relation Committee to obtain funds and materials needed for construction and completion of the Memorial
- The SVMO approved architectural engineer team will further the conceptual design to a schematic design level for presentation to and approval by the SVMO Board.
- Upon SVMO approval, the architectural engineer team will proceed with design development for presentation to and approval by the SVMO.
- Upon SVMO approval, the architectural engineer team will proceed with construction drawings with the intent to solicit for bid to a general contractor.
- All materials for the construction of the Memorial will be determined by Engineers and Architects designated by the Design Group and approved by the SVMO Board.

2. SVMO Public Relations Working Group:

- The mission of the SVMO Public Relations Working Group is to increase public awareness and understanding of the mission of the SVMO to design and build a Veterans Memorial to honor all veterans of Springdale through all wars and conflicts including peace time service.
- The SVMO Public Relations Working Group will provide support to the SVMO through the use of various public media and events.
- Key responsibilities of the SVMO Public Relation Work Group:
 - 1) Provide assistance to the SVMO Design Working Group to promote the design and building of the Springdale Veterans Memorial
 - 2) Publish and distribute the SVMO written information to the public

- 3) Provide assistance to the Fund Raising Working Group in organizing activities to raise money for the building and continuing maintenance of the Veterans Memorial
- 4) Provide assistance to the finished memorial by helping to maintain the education aspect of the memorial
- 5) Define and support selected research
- 6) Acknowledge local veterans of Springdale
- 7) Cooperate with other work groups for mutual benefit and public relations
- 8) Design, establish and maintain a SVMO website with capability to inform the public, provide a virtual memorial, solicit online donations and financial support, advertise SVMO events, recognize sponsors and donors

3. SVMO Fund Raising Working Group:

- The mission of the SVMO Fund Raising Working Group is to provide the necessary funding and resources to construct and maintain the physical memorial and virtual memorial on-line for perpetuity.
- Will raise funds and necessary resources by all legal and practical means available to SVMO.
- This will include, but not be limited to grants, gifts, donations, sale of various objects, sweepstakes, raffles, yard sales, gift card sales, games of chance and any other means provided to SVMO.
- To accomplish this task, the Fund Raising Working Group will recruit volunteers, benefactors, legislators, veterans, businesses, schools, fire and ambulance departments, persons of interest and as many community persons as possible to help meet this challenge.
- The fund raising working group will be fiscally responsible to the mission of the SVMO. The fund raising working group will also investigate and instigate methods to preserve and grow additional funds for future needs of the web site and maintenance of the physical memorial through relationships with a local financial institution(s).
- Work with SVMO Design working group to insure best price / best practices from all contractors.
- Find creative ways to raise money while raising public interest and awareness.
- Communicate with legislators and local officials regarding needed funding.

- Obtain all necessary charity designations to aid in funding.
- Work with the SVMO PR working group to publicize all fund raising events.
- Establish a “level of giving” method of recognition for donors of cash or in-kind support:

• Benefactor	\$500,000
• Diamond	\$100,000
• Platinum	\$50,000
• Gold	\$25,000
• Silver	\$10,000
• Bronze	\$5,000
• Patriot	\$1,000

4. SVMO Education Working Group:

- The mission of the SVMO Education Working Group is to cover visioning aspects of education to preserve history and traditions, traditional values based on service to community and others, provide an educational site for community, a complex that educates on the meaning of service and sacrifice
- Establish education content for VM supporting themes of service and sacrifice
 - o Enhance efforts to document veteran’s contributions
 - o Collect and document activities
- Support education venues that complement the memorial itself
 - o Education content on web site
 - o Brochures for awareness and fund raising
 - o Establish a virtual and real library of sources collected, encourage use
- Interact with local schools and places of education (libraries)

- o Recruit students and faculty to submit proposals for design or help in other ways to build VM (fund raising, outreach, history, building activities)
- o Visit superintendents and chancellors of local institutions
- o Propose real problem solutions and opportunities as intern
- o History - document local and military historical events
- o Architecture and drafting - design, build challenges
- o IT – web site content build
- o Art – render line sketches for brochures etc.
- o Local school lessons and outreach, coordinate veterans visits
- o Advise use of and compile items for possible use in:
 - o Book of the history of the Springdale veterans
 - o To draw crowds at events and when participating in festivals
 - o Showcase items in public places like libraries
 - o Advise on educational uses of SVM
 - o Devise a succession plan to keep education relevant after project complete
 - o Use veteran’s groups, internship, etc.
 - Devise methods/procedures for proper use of memorial
 - o Veteran’s, Memorial, Independence Day celebrations
 - Military Promotion, Retirement, memorial ceremonies

Approved by the SVMO Board October 4th, 2018.
Board President