

Rockcastle Karst Conservancy – Strategic Plan

February 12, 2011

Mission Statement

Protecting Kentucky's karst environments and supporting access to caves in the Rockcastle County Region.

Vision Statement

Be the leading non-profit organization owning and protecting significant cave and karst resources.

Core Values

Manage cave resources to support continuing enjoyment by the community through wise stewardship and ownership.

Tag line (proposed by Bob Yuellig)

Protecting Kentucky's Interior

Strategic Plan

Objectives (*and goals*)

1. Acquire and manage cave properties
2. Control properties through special agreements
3. Raise funds
4. Increase membership (workers)
5. Become known

Present situation

1. RKC owns two properties (worth \$350,000) and has a lease on a third property
2. RKC has \$20,000 cash reserves available in the bank
3. RKC has 90 members
4. RKC has had a steady decline in membership
5. RKC has written management plans for GSP, Misty & Cornhole
6. RKC has a number of talented, dedicated workers in the organization
7. RKC has a website with prominent donate and membership buttons
8. RKC has a newsletter/annual report
9. RKC has 501(c)(3) designation
10. RKC needs a stronger fundraising plan
11. RKC needs intelligence gathering about cave properties
12. RKC needs a list of high priority targets
13. RKC desires stronger grotto relationships
14. There is a perception that RKC is rich outsiders (fears)
15. RKC needs to develop a way to continue the organization – informal & formal training of future leaders and workers

Proposal Action Plans (prioritized) with goals

1. Develop several standard messages for outreach, member recruitment, land acquisition & public

Goal: Form Message Committee – Tammy Otten, Rob Coomer co-chairs

Goal: Renewing and Prospective members *by March 15, 2011*

Goal: Grottos and Cavers *by June 1, 2011*

Goal: Realtors *by March 31, 2011*

Goal: Landowners *by May 14, 2011*

Goal: General Public *by May 14, 2011*

Goal: Basic message & drill down for all the above

Goal: Powerpoint presentation for Roadshow

Goal: Business cards

Goal: Upload these to a “Toolbox” for use by others

2. Increase membership and become better known

Goal: Form Membership Committee – Bob Yuellig, Howard Kalnitz co-chairs

Goal: Present the new message for renewals *by March 25, 2011*

Goal: Prepare a Poster for use at Open House and MIM

Goal: Take Roadshow to nearby Grotto meetings or send on DVD

Goal: Ask Grottos to include “We support RKC” in their newsletters

Goal: Continue development of web site

Goal: Utilize business cards

3. Develop a comprehensive fundraising plan

Goal: Form Fundraising Committee – Mary Gratsch, Pam Duncan co-chairs

Goal: Implement three different forms of fundraising *by March 2012*

a. Merchandise sales

b. Events

c. Bequests & gifts *by September 2011*

d. Grants *by September 2011*

4. Develop a land acquisition plan

Goal: Form Land Acquisition Committee – Pete Stow, Werner Jud co-chairs

Goal: Target properties by putting out feelers

a. Utilize the message for an introduction to a realtor’s office *by June 1, 2011*

b. Prepare a one page hand-out for landowners - introduce RKC, utilize message

c. Introduce RKC to Sheriff

Goal: Investigate what documents other organizations are using

a. Contact Nature Conservancy for tools *by June 1, 2011*

b. Contact Land Trust Alliance for tools *by June 1, 2011*

Goal: Develop standard documents for discussion with Realtors & Landowners

a. Right of Last Refusal Agreement

b. Conservation Easements

c. Standard Lease Agreement

Goal: Upload these to a “Toolbox” for use by others *by June 1, 2011*