

# Rockcastle Karst Conservancy Strategic Plan

Initiated March 27, 2011  
Updated February 10, 2014  
Updated September 19, 2017

## 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

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
6. Maintain Reliable Accurate Financial Management

### Present situation

1. RKC owns three properties (worth \$405,000) and has a lease on a fourth property
2. RKC has \$15,000 cash reserves available in the bank
3. RKC has over 100 members, with about half being lifetime members
4. RKC has had no growth in membership in recent years
5. RKC has written management plans for GSP, Misty, Cornhole and Skylight Preserves
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 to continue intelligence gathering about cave properties

12. RKC needs to maintain a list of high priority targets
13. RKC desires stronger grotto relationships
14. There is a perception that RKC does not represent the local community
15. There is a perception that RKC is more wealthy than is accurate
16. RKC needs to develop a way to continue the organization – informal & formal training of future leaders and workers

## **Implemented Action Plans** *(prioritized) with goals*

1. Develop several standard messages for outreach, member recruitment, land acquisition & public
  - Goal: Form Message Committee
  - Goal: Renewing and Prospective members
  - Goal: Grottos and Cavers
  - Goal: Realtors
  - Goal: Landowners
  - Goal: General Public
  - Goal: Basic message & drill down for all the above
  - Goal: Business cards
  - Goal: Powerpoint presentation for Roadshow
  - Goal: Upload these to a “Toolbox” for use by others
  - Goal: Membership Holiday Postcard template on Vistaprint
2. Increase membership and become better known
  - Goal: Form Membership Committee – Bob Yuellig, Howard Kalnitz co-chairs
  - Goal: Present the new message for renewals
  - Goal: Prepare a Poster for use at Open House and MIM
3. Develop a comprehensive fundraising plan
  - Goal: Form Fundraising Committee – Mary Gratsch, Pam Duncan co-chairs
  - Goal: Implement different forms of fundraising
    - a. Merchandise sales
    - b. Events
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
    - b. Prepare a one page hand-out for landowners - introduce RKC, utilize message
    - c. Introduce RKC to Sheriff
  - Goal: Investigate what strategy other organizations are using
    - a. Contact Nature Conservancy for tools
    - b. Contact Land Trust Alliance for tools
    - c. Adopt the LTA “*Land Trust Standards and Practices*”

## **Proposed Action Plans** *(prioritized) with goals*

### 1. Maintain Communications with Members

Goal: At least two messages to members per year

- a. Newsletters
- b. email
- c. Facebook

Goal: Increase participation by members

Goal: Reduce workload on Board

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

Goal: Develop Membership Cards

Goal: Create new business cards

Goal: Develop Social Media Strategy (Facebook, Twitter, Instagram Etc.)

Goal: Review and Update the Roadshow

### 3. Increase membership and become better known

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

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

Goal: Continue maintenance of web site, add events page & calendar

Goal: Utilize business cards

Goal: Utilize membership Cards

Goal: Update Tri-fold Poster for outreach events

### 4. Develop a comprehensive fundraising plan

Goal: Implement different forms of fundraising

- a. Bequests
- b. Grants

Goal: Establish a directed Endowment Fund

### 5. Develop a land acquisition plan

Goal: Develop strategy with owner of GSP North Entrance for long term protection

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

Goal: Become a Certified Land Trust