

# **Founders Freedom Forum - Strategic Plan**

## **September 1, 2018 to August 31, 2020**



## **Introduction**

For many generations, without thought, individuals have benefited from the American entrepreneurial spirit. Throughout our history, we have had an influx of peoples seeking freedom and a place that guarantees individual liberty. America from the beginning, as a colony and then a country, provided the environment that fostered a pioneering nature. We may not think of our founding fathers as entrepreneurs but look at what they orchestrated and the direction they took this country . . . a first of its kind; rights of the individual, state's rights, a limited government, a representative government, the rule of law, a constitutional republic, and more. From one generation to the next the guardianship of this country has been passed along preserving an environment of freedom.

What has happened? Little by little, and over several generations, individuals are no longer learning our country's culture and underlying principles. This results in the failure to understand our governmental system; which was designed to ensure freedom and liberty. Concerned with this trend, a small group of people started the Founders Freedom Forum (FFF), a Michigan Domestic Non-Profit Corporation and an educational 501(c)3. It was formed on a non-stock basis and is governed with By-Laws specifying a Board of Directors (Board), elected by members of the organization. The FFF serves the people of Southwest Michigan.

The FFF is a volunteer educational organization providing historical and current information about the meaning and impact of America's cultural foundations; its founding principles, documents, and constitution. We offer our educational opportunities to the whole community utilizing Town Halls, Round Table (Liberty Tree) discussions, and other educational events. Each year we award an educational scholarship to the graduating high school senior with the winning essay. The 2018-2020 educational focus encompasses early American history and the Bill of Rights, and the 2019 scholarship essay covers a comprehensive question on tyranny. Our organizational structure includes a Board, Executive Committee, officers, members, committees, an Advisory Council and Partners.

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### **Vision**

The FFF is a highly respected non-profit organization with a reputation for educating individuals and the community about the impact and meaning of America's underlying principles and founding documents, therefore, empowering well prepared active citizens.

### **Mission**

The Founders Freedom Forum mission is to preserve liberty and our American Republic through educational opportunities.

### **Values**

Members believe:

- America must remain a constitutional Republic,
- In a true history about America's founding and its founding documents,
- In respect for the constitution and the rule of law,
- In the separation of the three branches of government thus checks and balances,
- The government is instituted by the consent of the people,
- Individuals have God given rights and with those rights come responsibilities,
- In a free market economy and an entrepreneurial spirit,
- America is a beacon of light in the world.

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### **Goals**

#### 2018-2019

1. By December 31, 2018 Complete the development of FFF Strategic and Business Plans.
2. By April 30, 2019 secure all funding to support the 2018-2019 FFF activities.
3. By April 30, 2019 recruit 7-10 Advisory Council members and 15 partners.
4. By June 30, 2019 select topics and sponsor 1-2 community Town Halls.
5. By June 30, 2019 hold 7-8 Round Table (Liberty Tree) discussions on the early American history and the Bill of Rights.
6. By June 30, 2019 award at least one educational scholarship.
7. By August 31, 2019 build the organization to 100 members.
8. By August 31, 2019 build a partnership with the home school community.
9. By August 31, 2019 hold 1-2 FFF social events.

#### 2019-2020

1. March 30, 2020 build sustainable funding for FFF.
2. By June 30, hold at 1-2 Advisory Council meetings.
3. By June 30, 2020 build the organization to 200 membership and 25 partners.
4. By June 30, 2020 select topics and sponsor 1-2 community Town Halls.
5. By June 30, 2020 hold 6-7 Round Table (Liberty Tree) discussions on the Bill of Rights.
6. By June 30, 2020 award at least one educational scholarship.
7. By June 30, 2019 update Strategic and Marketing Plans.
8. By August 31, 2020 co-sponsor 1-3 events with the home school community.
9. By August 31, 2020 hold 1-2 FFF social events.

### **2018 - 2019 Action Plan Report Summary**

Each of the FFF 2018-2019 goals have been included in an action plan and assigned to a relevant committee or group. Action plans are used to track the progress of the goal. Each action plan contains an FFF goal, sub-goal(s), objective(s), action(s), responsible person(s) and status of the goal. The 2018-2019 Action Plans are: Education and Scholarship, Finance & Fund Development, Home School Partnership, Membership, Round Table (Liberty Tree), Social Events, Strategic and Marketing/Business Plan, and Town Hall. The status of the goals will be presented to the Board. All action plans have been compiled into an Action Plan Report.

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### **Business Plan – Summary**

The Business Plan outlines the opportunity for the FFF and lays out how we plan to constitute the organization to include; marketing, operations, technology and key assumptions and risks. The launch team is profiled as well as an organization overview, mission statement, legal structure, and our geographical location. It ends with a fiscal estimate of the startup costs.

### **Marketing Points**

The FFF is a volunteer educational 501(c)3 organization providing historical and current information about the meaning and impact of America’s founding principles and documents. We sponsor and co-sponsor; Town Halls, Round Table (Liberty Tree) discussions, community education events, and award an annual educational scholarship.

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### SWOT

#### **Strengths**

- FFF has a group of committed volunteers
- FFF educational opportunities are an in-depth look at early American history, its underlying principles and the founding documents.
- FFF educational opportunities bring people in the community together
- FFF educational events are mostly free or low-cost
- FFF is a qualified 501(c)3

#### **Weakness**

- FFF is a new organization
- FFF has a small number of members, need to increase membership
- FFF needs to develop on going funding sources
- FFF needs to increase its donor base for scholarship program
- FFF needs to create partnerships in the community
- FFF needs to increase contacts in the minority communities

#### **Opportunities.**

- The Home-school families have difficulty finding teachers of US History
- The area has several immigrant communities and groups.
- Public school students desire more information about our Republic
- Many civic and political groups in the local area
- There is a potential to build partners with organizations with common interest
- Partner with on-line educational programs
- The possible opportunity to develop a “How To” booklet (template) to start FFF in other communities
- Build relationship with local universities and colleges (Hillsdale, WMU, K College)
- Fill a void of originalist U.S. history

#### **Threats.**

- Access to U.S. history, without guidance, via cell phones, computers and websites
- Possible attacks from those who see us as a threat

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### **FFF Team & Leadership Structure**

Membership: Student \$10.00, Individual \$25.00, Family \$35.

Members. Members are an integral part for the success of FFF. Members are encouraged to serve on at least one FFF committee. The community educational activities are sustained by the volunteer's time and skills. Members renew their membership annually.

Board of Directors, Officers and /Executive Committee. The Board of Directors manages the affairs of the FFF. The Board has at least four (4) members and no more than fifteen (15) with the following officers: President, Vice President, Secretary, Treasurer. Board Members serve a three (3) year term. The Board officers make up the Executive Committee.

Advisory Council. The members of the Advisory Council are elected annually by the Board. The Council supports the work of the FFF by providing expertise and professional knowledge. The Council members have no duties, voting privileges, nor obligation to attend the regular meetings of the Board.

Partners. FFF Partners are individuals, groups, or organizations that voluntarily support the purpose of the FFF. The Partner may write a letter of support, be listed as a Partner, co-sponsor or participate in an FFF Event. Partners have no required duties, voting privileges, nor obligation to attend any FFF meetings or events; however, they are welcome to be active members.

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### Committees

Education Committee. It works with other committees. The Education committee organizes educational events that fall outside of other committee responsibilities; such events may include but not limited to working with community groups, schools, or home schoolers.

Finance and Fund Development Committee. It assists with the development of the annual FFF budget. Along with the Treasurer prepares a monthly finance report and submits it to the Board. It monitors: FFF's monthly income and expenses; required IRS forms; and other required reports. It works with the Board and committee chairs to seek the necessary funding to support the FFF's operations and activities. It seeks potential sources of funding, develops fund raising events and applies for potential grant funding.

Membership Committee. It organizes and facilitates membership drives, member sign-up and member renewals. It maintains the membership list.

Round Table Committee. It organizes the Round Table (Liberty Tree) discussions, presents ideas to the Board and facilitates the events. Committee members assist committee chair and presenter(s) by gathering materials and information on the topic.

Scholarship Committee. The Scholarship committee organizes and facilitates the FFF's scholarship program. Committee members select the annual scholarship essay question, conduct a blind review of essays, selects the winner, and organizes the award ceremony.

Town Hall Committee. It organizes the 1-3 annual Town Halls. The committee presents topics and speakers to the Board for approval and facilitates the events. It develops event budgets. Committee members assist committee chair and presenter(s) by gathering materials and information on the topic.