

ISPHF Vision, Mission & 2024-2026 Strategic Plan:

Vision Statement: The vision of the Foundation is to be recognized for its service to the people of the Illinois State Police.

Mission statement: The Illinois State Police Heritage Foundation preserves, educates, and honors the history of the Illinois State Police and its people.

1. Develop and Market a Brand Identity for the Foundation

- a. Identify the target audiences
- b. Create opportunities for outreach & engagement
- c. Implement a state-wide marketing campaign

2. Sustain/Secure/Ensure the Future of the Foundation

- a. Develop & expand funding streams
- b. Hire staff
- c. Develop operational directives
- d. Expand and educate the volunteer base

3. Build a museum preserving the legacy of the ISP & planning for the future of policing

- a. Develop a long range plan
- b. Develop major donor program
- c. Implement a capital campaign

Strategic Goals brainstorming

Build a museum

Create/establish/clarify a brand identity

- Fundraising

- Museum

- Grow

- First thing people think about – know who we are

hire an executive director (funding stream to support it)

Policy manual (on accepting money, giving money, what a member is)

Fundraising

Growth for the future

- Grown as much as can and now starting to drop balls

Be cohesive about what you do and why you do it

Parking lot

Redirect efforts of park volunteers to support the entire foundation/museum needs

Thank you for volunteers' event – up north, down south (like what was done here) run by local board member

- Do presentation on past accomplishments and future goals – and do it similar north, central & south. Partner w RSPA?

Create opportunities for outreach & engagement

- a. Virtual
 - a. Social Media for younger generation
- b. In person
 - a. Marathons, Top Shot, car shows, golf outing

Develop & expand a volunteer base

- a. Determine volunteer needs to achieve goals
- b. Ensure each volunteer has a common & comprehensive understanding of the foundation

Develop operational directives

- c. Policies & procedures

LDALL for payroll deduction

Scam websites solution

Increase department reliance on foundation

Spirit of rotation/Succession planning

Museum purpose

Fill w old stuff

Interactive museum

Usable hosting Space

By using experiences & events of the past, can we engage the users of the present to make decisions for the future

Bouche – develop a museum that discusses the policing of the future