



## Friends of Oberlin Village Strategic Plan 2022 - 2023

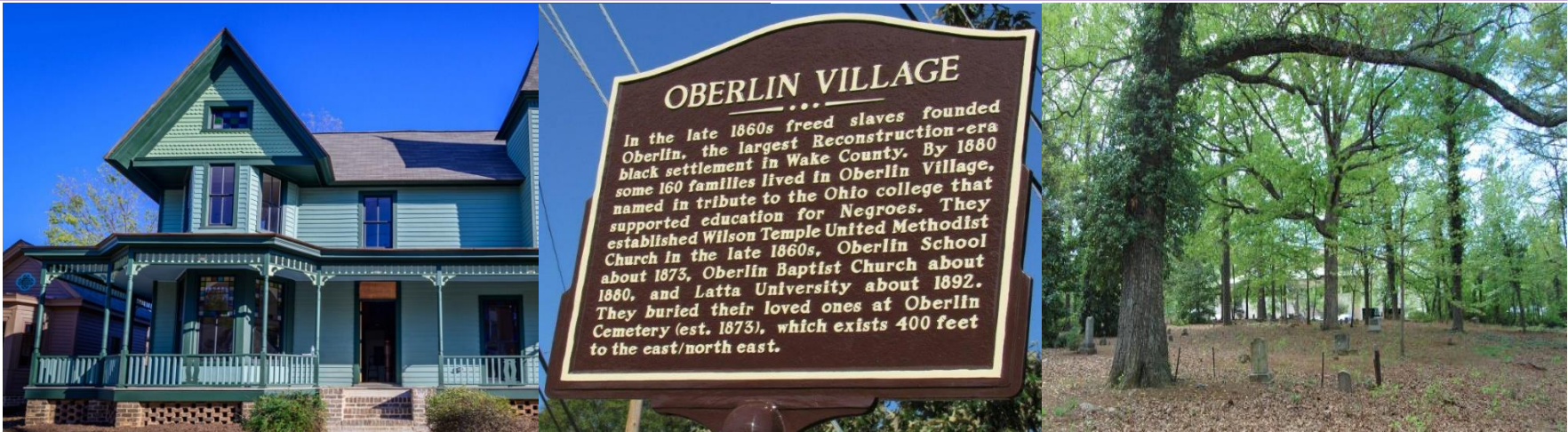
- Approved by FOV BOD - May 9, 2022

### Mission Statement:

The Friends of Oberlin Village, through preservation and education, honors Oberlin, one of the last known surviving free and freedmen's villages in the state of North Carolina that grew out of an antebellum Free Black settlement.

### Vision Statement:

We envision a world where Oberlin is a thriving diverse neighborhood, recognized publicly for its value to the community and quest to preserve and uncover its history.



Friends of Oberlin Village, C/O Wilson Temple United Methodist Church, 1023 Oberlin Road, Raleigh, NC 27605  
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Committee Priorities	Goals and Objectives
Operations	<ol style="list-style-type: none"> <li>1. Optimize the efficiency, effectiveness, and sustainability of the Friends of Oberlin Village                             <ol style="list-style-type: none"> <li>A. Develop an FOV Leadership Succession Plan</li> <li>B. Establish a deep, effective and committed volunteer pool</li> <li>C. Establish FOV internship position/s and engage interns</li> <li>D. Develop an infrastructure that can scale to the expanded impact of the organization</li> <li>E. Cultivate alliances to increase FOV’s resources</li> </ol> </li> </ol>
Education	<ol style="list-style-type: none"> <li>2. Preserve and promote the historical, physical, and strong community presence of Oberlin Village                             <ol style="list-style-type: none"> <li>A. Promote FOV</li> <li>B. Preserve Oberlin Village historic resources</li> <li>C. Cultivate alliances to increase community and key stakeholder engagement and knowledge about Oberlin Village</li> </ol> </li> </ol>
Communications & Marketing	<ol style="list-style-type: none"> <li>3. Promote the historical, physical, and strong community presence of Oberlin Village                             <ol style="list-style-type: none"> <li>A. Promote FOV</li> <li>B. Optimize digital platforms</li> <li>C. Create and manage the branding of all written and visual designs, signs, apparel, and collateral to reinforce FOV’s brand with the industry</li> <li>D. Draft press releases and communications distributed to the community</li> <li>E. Field media inquiries and coordinate interviews; monitor press coverage</li> <li>F. Cultivate alliances to increase volunteer, community and key stakeholder engagement and knowledge about Oberlin Village</li> </ol> </li> </ol>
Development & Special Events	<ol style="list-style-type: none"> <li>4. Lead a comprehensive, integrated, and self-sustaining financial development program focused on diversified revenue and increased community engagement                             <ol style="list-style-type: none"> <li>A. Augment FOV’s revenue streams</li> <li>B. Identify, plan and host FOV fundraising events</li> <li>C. Identify, plan and host FOV celebratory events</li> <li>D. Cultivate alliances to increase sponsorships, partnerships, volunteers and community and key stakeholder engagement</li> </ol> </li> </ol>

**GOAL 1: OPTIMIZE THE EFFICIENCY, EFFECTIVENESS, AND SUSTAINABILITY OF THE FRIENDS OF OBERLIN VILLAGE (FOV)**  
 (Operations Committee – Michelle McLean, BOD Liaison)

Objectives	Strategy	Who	Due Date
A. Develop an FOV Leadership Succession Plan	1. Identify potential FOV Leaders for the future	Operations Committee	
	A. Review and revise as necessary the FOV Bylaws as related to FOV Board of Directors’ number and qualifications, term of office, term limits, etc.	Michelle McLean	July 31, 2022
	B. Ensure board leadership roles and responsibilities are clearly spelled out and are up-to-date for distribution to interested individuals	Michelle McLean	July 31, 2022
	C. Cultivate relationships with FOV volunteers who may have an interest in serving in a leadership role	All Board Members	Ongoing
B. Establish a deep, effective and committed volunteer pool	1. Optimize FOV’s volunteer pool	Operations Committee	
	A. Identify volunteer recruitment resources		
	B. Evaluate committee volunteer needs and the passion/experience of individuals expressing interest in volunteering	Sabrina Goode	Ongoing
	C. Hold volunteer onboarding and training sessions, including Historic Oberlin Village Roadshow presentation	Sabrina Goode & Operations Consultant	As Needed
	D. Establish ways in which to routinely welcome and recognize volunteers (e.g., monthly FOV newsletter)	Sabrina Goode & Operations Consultant	
E. Conditions permitting, coordinate a year-end volunteer appreciation event	Michelle McLean & Karen Throckmorton	December 2022	

FRIENDS OF OBERLIN VILLAGE STRATEGIC PLAN FOR 2022-2023

	F. Ensure committee roles and responsibilities are clearly spelled out and are up-to-date for distribution to BOD liaison and volunteers	Michelle McLean Sabrina Goode	6/30/22
C. Establish FOV internship position/s	<ol style="list-style-type: none"> <li>1. Develop relationships with key academic institutions to establish opportunities for meaningful FOV internships <ol style="list-style-type: none"> <li>A. Confirm physical office space for intern/s</li> <li>B. Develop intern position descriptions</li> <li>C. Identify point person at local academic institutions with oversight for the institutions intern program and reach out to them to discuss FOV internship opportunities</li> <li>D. Hire and train at least one intern each semester</li> </ol> </li> </ol>	Karen Throckmorton & Operations Consultant Michelle McLean	6/30/22 6/30/22
D. Develop an infrastructure that can scale to the expanded impact of the organization	1. Develop annual FOV Budget	Von Carter	Budget is submitted to Board for approval at December 2022 Board meeting
	2. Transition FOV's financial operations from Excel to Quicken	Von Carter	6/30/22
	3. Continue to explore potential low cost sites for dedicated FOV office & storage space	Karen Throckmorton	6/30/22
	4. Develop position description and engage a part-time grants writer	Michelle McLean	7/1/22
E. Cultivate Alliances	1.	All Board of Directors	Ongoing

**GOAL 2: PRESERVE AND PROMOTE THE HISTORICAL, PHYSICAL, AND STRONG COMMUNITY PRESENCE OF OBERLIN VILLAGE**  
 (Education and Communications & Marketing Committees – Hank Debnam and Sabrina Goode, BOD Liaisons)

Objectives	Strategy	Who	Due Date
A. Promote FOV	1. Develop a targeted marketing and social media campaign to raise awareness of FOV and its resources	Communications & Marketing Committee	
	2. Identify and train FOV spokespersons A. Develop FOV talking points B. Incorporate key information C. What we do D. Why we do it E. Impact on the City of Raleigh	Hank Debnam Sabrina Goode	6/30/22
	3. Leverage media relations A. Establish and maintain media contact list B. Develop press packages, releases and feature stories for various publications	Education Committee  Sabrina Goode	
	4. Develop a list of Oberlin Village residents and key stakeholders with whom we have relationships; increase or further develop relationships and maximize communication with each A. Build relationships with Oberlin Village residents through direct outreach to three residents each month B. Build relationships with key stakeholders through one to two outreach or boots-on-the ground meetings each month C. Recruit two new volunteers each month	Education Committee  Hank Debnam Kendall Harris  Hank Debnam Sabrina Goode  Kendall Harris	Ongoing  Ongoing  10/30/22

FRIENDS OF OBERLIN VILLAGE STRATEGIC PLAN FOR 2022-2023

	<ol style="list-style-type: none"> <li>5. Host and participate in educational events and make educational presentations             <ol style="list-style-type: none"> <li>A. Sponsor monthly Historic Oberlin walking tours</li> <li>B. Expand grassroots efforts for educational presentations at local organizations, churches, universities, etc. (target 1 presentation each month)</li> </ol> </li> </ol>	Education Committee	
B. Preserve Oberlin Village historic resources	<ol style="list-style-type: none"> <li>1. Host preservation events             <ol style="list-style-type: none"> <li>A. Sponsor three Historic Oberlin Cemetery clean-ups</li> </ol> </li> </ol>	Cemetery Committee	
	<ol style="list-style-type: none"> <li>2. Advocate to preserve original homes</li> </ol>		
	<ol style="list-style-type: none"> <li>3. Create spreadsheet with the complete name of each person buried in the 1/3 area of the cemetery without ownership</li> </ol>		7/30/22
	<ol style="list-style-type: none"> <li>4. Advocate/support naming of Oberlin Village schools, streets and businesses</li> </ol>		Ongoing
C. Cultivate Alliances	<ol style="list-style-type: none"> <li>1.</li> </ol>	All Board of Directors	Ongoing

**GOAL 3: LEAD A COMPREHENSIVE, INTEGRATED, AND SELF-SUSTAINING FINANCIAL DEVELOPMENT PROGRAM FOCUSED ON DIVERSIFIED REVENUE AND INCREASED COMMUNITY ENGAGEMENT**  
 (Development and Special Events Committee – Chris Mincey, BOD Liaison)

Objectives	Strategy	Who	Due Date
A. Augment FOV's revenue streams	1. Pursue grants A. Identify potential grants B. Develop grants calendar C. Develop standard grant language 2. Launch a recurring donations campaign	Development and Special Events Committee	9/30/22
B. Host FOV fundraising events	1. Oberlin Village Heritage 5K run/walk A. Continue soliciting sponsors B. Continue soliciting volunteers C. Confirm Pop-up Museum materials/merchandise 2.	Development and Special Events Committee	6/18/22 Event Date
C. Host Oberlin Community celebratory events	1. Host Oberlin Village BBQ – Fall 2022 A. Confirm date B. Confirm venue availability C. Solicit sponsors D. Solicit volunteers E. Engage food vendor and band F. Confirm trolley and port-a-potty G. Merchandise for sale 2.	Development and Special Events Committee	
D. Cultivate Alliances	1.	All Board of Directors	Ongoing

**FRIENDS OF OBERLIN VILLAGE COMMITTEES**

**Communications and Marketing**

Sabrina Goode, BOD Liaison

**Development and Special Events**

Chris Mincey, BOD Liaison

**Celebratory Events - BBQ**

Kathy Huffstetler  
Cam Lewis  
Karen Throckmorton

**Fundraising Events - Oberlin Village Heritage 5K Run and Walk**

Chris Mincey  
Heather Doyle

**Grants**

Chris Mincey

**Education**

Hank Debnam, BOD Liaison

**Cemetery Stewardship**

Becky Boston  
Sarah Huffstetler  
Doug Jenette  
Dru McGill  
Scott Shore  
Cheryl Williams

**Community Outreach**

Kendall Harris  
Gaston Williams

**Presentations**

Hank Debnam  
Sabrina Goode

**Research**

Ruth Little  
Alicia McGill  
Dru McGill  
Kathy Staley  
Cheryl Williams

**Tours**

Becky Boston  
Lee & Phillip Hoffman  
Ruth Little  
Kathy Staley  
Cheryl Williams  
Gaston Williams

**Operations**

Michelle McLean, BOD Liaison  
Von Carter  
Karen Throckmorton  
Operations Consultant