

STRATEGIC PLAN ADOPTED BY OPERATION BLACK HILLS CABIN  
BOARD OF DIRECTORS  
2019-2023

The ultimate goal and mission of Operation Black Hills Cabin is to provide a one-week respite to combat wounded veterans and their family to reconnect and begin the healing process needed due to their absence and injuries at no cost to them. In order to accomplish this, we must fill each week from Memorial Day weekend through September with a new family. Getting the word out has always been our number one challenge. The following will be used to reach our Goals and accomplish our mission:

1. Continued web presence with regular updates.
2. Active social media presence.
3. Continued personal presentations to groups and organizations.
4. Spring and Fall Newsletters sent to all in our data base.
5. Regular Letters to the Editor published in local newspaper.
6. Continued Chamber of Commerce affiliation and participation.
7. Floats in all local parades and celebrations.
8. Booths at trade shows, home shows, etc.
9. Support of all sponsors and businesses.
10. Continued communication with previously hosted families.
11. Participation in any military type activity in the area.
12. Continued communication with Veteran Services Officers.
13. Regular communication with donors.
14. Annual Appeal Letter.
15. End of season Appreciation Event for all donors, volunteers and sponsoring businesses.
16. Fundraising events as needed.
17. Continued use and promotion of Ambassador Program.

In addition to the above specific items, we will continue to remain visible in the area in any other opportunity that arises to the best of our ability.

Approved and adopted by the Board of Directors on September 25, 2019.

