

**Attachment to the Minutes of the May 10, 2018 Meeting of the Board of the Litchfield Historical Society**

**Summary of Discussion Led by Anne Greene of the Connecticut Community Foundation Nonprofit Institute [NAI] 30 Minute Workshop**

“Dashboard”            Where are we?  
                                 How are we doing?

Board must be: Happy, engaged and interested  
                  Increase Board understanding of our unique selling points:  
                          What we have                            What we do

Team Building 1. All know each other  
                          2. All know what we are doing

What do you like about being a Board Member?  
                  Camaraderie  
                  All members work / contribute  
                  Great organization  
                  Community engagement  
                  Love history  
                  Interest in projects, topics and programs  
                  Goal to involve more of the community  
                  Trust in staff

What’s happening that is exciting / interesting  
                  TR Garden  
                  Law School  
                  New ways to get our story out

Board members = “Ambassadors”  
                  Spread mission statement / vision / purpose  
                  Tell the public a story of why Society is important

What does the Society do:  
                  Exhibits  
                  Programs  
                  Parties  
                  Show history has meaning today  
                          History Relevance Campaign

Anne = all area organizations going after the same money  
                  Talk about organization’s impact = most important story to tell to raise money

Example = Children’s program in TR Garden  
                  For children  
                  Tell parents  
                  Family Community Day

Cathy = everything we do = EDUCATION in some way  
TR Meadow = everything an opportunity to teach history  
Walls, trees, crops, food all "bring history alive"

#### Goals of Strategic Plan

TR / LLS

Local involvement = increase

Sustain organization financially

Serve community

Questions to ask to evaluate 1. Board as whole      2. Self as Board member

1. Why are we here? Why should we exist?
2. Whom do we serve? What are their needs?
3. What does success look like? How to evaluate?
4. What are we tracking?
5. Current Board membership = How to make of most value?  
How we use time? What = total responsibility?
6. How to evaluate
7. Can you increase your donation?