



Gettysburg Foundation Strategic Plan, 2018-2023

Mission

The Gettysburg Foundation is a non-profit philanthropic, educational organization operating in partnership with the National Park Service (NPS) to preserve Gettysburg National Military Park and the Eisenhower National Historic Site, and to educate the public about their significance.

Vision

Gettysburg will become a leading place in the nation for non-partisan, constructive dialogue about citizenship, leadership, conflict, and conciliation in American democracy. This dialogue will have as its foundation the stories of: 1) the epic battle in the history of North America; 2) President Lincoln's Gettysburg Address, the most known and celebrated speech delivered by an American president; 3) President Eisenhower's residence, reflecting his standing as a military hero, statesman, and international diplomat.

The Gettysburg Foundation is committed to historical authenticity and an inclusive environment consistent with serving diverse audiences. We partner with the NPS to preserve, protect, and interpret for this and future generations the resources associated with the 1863 Battle of Gettysburg, the Soldiers' National Cemetery, and their commemorations. In that vein, we endeavor to acquire additional land, structures, and documentable artifacts related to the Civil War and the Gettysburg battle; to ensure the preservation of an extensive collection of Civil War-era archival materials, objects, and artifacts; and, to conserve and interpret the iconic Gettysburg Cyclorama painting. Our deep commitment to authenticity encompasses our nation's intellectual and cultural history, the battle, and its aftermath.

Goals

1. Acquire and preserve the authenticity of battlefield lands, buildings, and artifacts.

This work will be undertaken in consultation and cooperation with the NPS. The Gettysburg Foundation will ordinarily acquire and keep possession only until the NPS is able to receive our donation.

2. Improve the visitor experience

In close connection with our colleagues in the NPS, the Gettysburg Foundation will broaden its reach to new audiences while remaining committed to serving and educating members of the general public at the Museum and Visitor Center, Wills House, Train Station, Eisenhower site, and on the battlefield. We will create compelling reasons for visitors to return to Gettysburg and the Museum and Visitor Center on a regular basis.



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3. Educate the public about democracy

Consistent with our vision, we will educate the public about democracy. We will continue current leadership programs while exploring new educational opportunities with other partners, such as Gettysburg College (including its Eisenhower Institute and Civil War Institute), the Civil War Trust, Gilder-Lehrman Institute of American History, Lincoln Leadership Institute at Gettysburg, and the Journey Through Hallowed Ground. We will do so in consultation with the National Park Service.

We will develop a week-long residential (and replicable) program for talented students from across the nation that emphasizes citizenship and democracy; we will develop shorter programs for other constituencies, such as local or disadvantaged youth, or seminars for schoolteachers.

4. Strengthen the financial model by a revamped and sustainable major gifts program, planned giving, and grants, while also exploring new revenue sources.

The quest to raise private dollars for Gettysburg National Military Park and Eisenhower National Historic Site requires a methodical, mission-centered approach.

APPROVED BY THE GETTYSBURG FOUNDATION BOARD OF DIRECTORS, AUGUST 7, 2017