



# American Independence Museum

## Strategic Plan - Towards 2021



### EXPERIENCE REVOLUTIONARY HISTORY!

#### – OUR MISSION –

The American Independence Museum promotes awareness, increases understanding and celebrates the achievement of American Independence so as to recognize the many facets of the founding of our Nation, and to encourage and inspire civic engagement today.

#### – OUR VISION –

To establish AIM as a premier center for education, study and celebration of events, people, places and ideas that played a role in the struggle for American Independence and the founding of our Nation.

#### – OUR PRIORITIES –

We identified the following organizational priorities as critical to our Museum's future health and sustainability:

- Offer a relevant, engaging, and educational experience.
- Provide adequate care and conservation of artifacts, archives, and the library.
- Ensure effective infrastructure, a stable campus, and a safe environment for visitors.
- Staff and volunteers with expertise in the Museum's mission.
- Build a diverse and sustainable financial foundation.

## – OUR GOALS –

The strategies and goals of our Plan outline key initiatives that will shape much of our work for the next five years, and include:

- **EDUCATE**

Significantly increase visitation to our property and visibility of our resources through new and engaging exhibits and programs, and by becoming a community resource to the Seacoast of NH.

- **PRESERVE**

Elevate the care and conservation of our precious artifacts, archives and library; the preservation of our National Historic Landmark Building and our 1775 Folsom Tavern; and of the stories these items tell.

- **INSPIRE**

Look to new audiences to share our mission and our work and engage new members of the community in the story of our country's past, and the importance of civic engagement.

- **CELEBRATE**

Attract and celebrate a diverse group of staff & volunteers who can help make the objects, the stories, and the buildings come alive to all who visit.

- **ENSURE**

To fuel the Museum's future success and long-term sustainability, we must continue to build and expand the Museum's revenue programs, and create a solid financial foundation by building an endowment for our work.

**You can help us to reach these goals today!**

For more information, please contact our Executive Director at (603) 772-2622 or visit [www.independencemuseum.org](http://www.independencemuseum.org)



 **AMERICAN INDEPENDENCE MUSEUM**

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