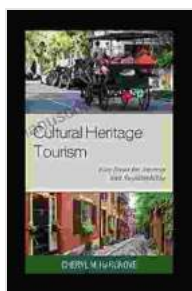


Five Steps for Success and Sustainability: A Guide for the American Association for State and Local History

The American Association for State and Local History (AASLH) is a national membership organization dedicated to the preservation and promotion of history at the state and local levels. Founded in 1940, AASLH has a long and distinguished history of supporting historical organizations and individuals, and it plays a vital role in the field of history today.

In recent years, AASLH has undergone a period of significant change, including the development of a new strategic plan. This plan outlines a vision for the future of AASLH and identifies five key steps that the organization must take to achieve its goals. These steps are:



Cultural Heritage Tourism: Five Steps for Success and Sustainability (American Association for State and Local History) by Cheryl M. Hargrove

★★★★☆ 4.6 out of 5

Language : English
File size : 72760 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting: Enabled
Word Wise : Enabled
Print length : 444 pages



1. Develop a strong and sustainable financial base

2. Build a strong and engaged membership
3. Develop and deliver high-quality programs and services
4. Build a strong and effective team
5. Develop and implement a strong marketing and communications plan

This guidebook provides a detailed overview of each of these steps, and it offers practical advice and resources to help AASLH achieve its goals. By following these steps, AASLH can ensure its long-term success and sustainability, and it can continue to play a vital role in the field of history.

Step 1: Develop a Strong and Sustainable Financial Base

A strong financial base is essential for any organization, and AASLH is no exception. In order to achieve its goals, AASLH must develop a sustainable financial plan that will allow it to operate effectively and efficiently. This plan should include a mix of revenue sources, such as membership dues, program fees, grants, and donations.

AASLH should also explore new and innovative ways to generate revenue. For example, the organization could develop online courses or webinars, or it could partner with other organizations to offer joint programs. By diversifying its revenue streams, AASLH can reduce its reliance on any one source of income and ensure its long-term financial stability.

Step 2: Build a Strong and Engaged Membership

AASLH's members are its most valuable asset. They are the people who support the organization's mission and vision, and they are the ones who will ultimately determine its success. AASLH must therefore make a concerted effort to build a strong and engaged membership.

One way to do this is to offer members a variety of benefits and services. These benefits could include access to exclusive content, discounts on programs and services, and opportunities to network with other members. AASLH should also make sure that its members are informed about the organization's activities and accomplishments. This can be done through regular communication, such as newsletters, emails, and social media.

Step 3: Develop and Deliver High-Quality Programs and Services

AASLH's programs and services are essential to its mission. They are the ways in which the organization helps its members achieve their goals and advance the field of history. AASLH must therefore make sure that its programs and services are high-quality and relevant to the needs of its members.

One way to do this is to involve members in the development of programs and services. AASLH should also seek out feedback from members on a regular basis to ensure that its programs and services are meeting their needs. AASLH should also make sure that its programs and services are affordable and accessible to all members.

Step 4: Build a Strong and Effective Team

AASLH's staff is its most important asset. They are the people who carry out the organization's mission and vision, and they are the ones who make a difference in the lives of AASLH's members. AASLH must therefore make a concerted effort to build a strong and effective team.

One way to do this is to provide staff with the training and resources they need to be successful. AASLH should also create a positive and supportive

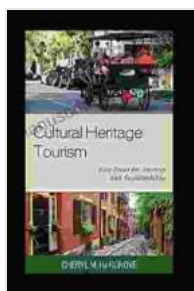
work environment. AASLH should also make sure that its staff is compensated fairly and that they have opportunities for advancement.

Step 5: Develop and Implement a Strong Marketing and Communications Plan

A strong marketing and communications plan is essential for any organization that wants to achieve its goals. AASLH must therefore develop a plan that will help it raise awareness of its mission and vision, and that will attract new members and supporters. The plan should include a mix of traditional and online marketing strategies.

AASLH should also make sure that its marketing and communications materials are high-quality and consistent with the organization's brand. AASLH should also track the results of its marketing and communications efforts to ensure that they are effective.

By following these five steps, AASLH can ensure its long-term success and sustainability. AASLH can continue to play a vital role in the field of history, and it can continue to make a difference in the lives of its members.



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