

Toward 50: Positioning Landmarks Illinois for its 50th Anniversary

Landmarks Illinois' (LI) Strategic Plan for 2016-2021

Our Vision: People value places of the past as vital to the future.

GOAL 1

Express why historic preservation matters

- Demonstrate that historic preservation is community placemaking
- Position historic preservation as community and economic development
- Develop and share relevant and informative case and data studies and talking points demonstrating preservation's impact
- Provide a platform for local preservationists to tell their stories



GOAL 2

Engage and inspire more people across Illinois to save historic places

- Expand and grow relationships with new and existing partners
- Increase diversity throughout our work
- Expand regional advisor network
- Increase proactive advocacy efforts based on statewide decision-making matrix
- Investigate crowdsourced tools as an engagement and planning strategy



GOAL 3

Deliver solutions that save more historic places

- Expand our toolbox with augmented education, training and financial resources
- Strategically leverage LI's resources through key partnerships
- Reaffirm commitment to Preservation Easement program
- Establish a Reinvestment Program



GOAL 4

Tell our story

- Broaden LI's public profile as the known preservation organization in Illinois
- Regularly communicate the ongoing work and impact of LI
- Ensure that LI has clear and consistent branding and messaging
- Enhance LI's digital presence
- Engage more regularly with the news media to increase our coverage



GOAL 5

Raise the financial support needed for LI to grow and succeed

- Organize and staff an efficient and successful resource development program
- Train and engage our strong, diverse and well-connected board in fundraising
- Increase giving to our general operating fund by 25%
- Grow major gifts and foundation support as a proportionate share of the budget
- Establish a planned giving program and an endowment fund by 2021
- Prepare to launch a capital campaign in conjunction with LI's 50th Anniversary in 2021

