



Colorado National Monument Association



2024-2027 Strategic Plan

INTRODUCTION



Colorado National Monument Association (CNMA) was established in 1964 as the official 501(c)3 nonprofit partner to Colorado National Monument.

CNMA raises awareness of the Monument's needs by serving as a conduit to the community through membership and other outreach. CNMA also fundraises to secure resources for the park.

CNMA curates and operates the park store in the Visitor Center which connects visitors to the park by providing essential educational and interpretive support through books, maps, outdoor gear, safety equipment, educational games, and souvenirs. Proceeds support prioritized education, scientific research and preservation initiatives in the park.

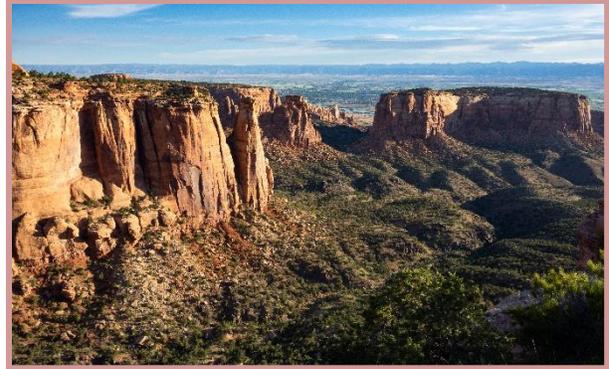
CNMA hosts signature education, events, and experiences that provide deeper connections and stewardship to the Monument through workshops, lectures, and other special events tied to park themes, gateway partners, and resources.

MISSION STATEMENT

The Colorado National Monument Association provides financial support to Colorado National Monument through a variety of community engagements and sales from our gift shop. This support fosters knowledge, passion, and dedication to enable stewardship and preservation of Colorado National Monument.

VISION

By supporting Colorado National Monument and engaging with the community, we aim to create a healthier ecosystem within the park boundaries and beyond.



VALUES

Colorado National Monument Association's values guide our organization, provide direction and help us make decisions on a daily basis.

Protection & Preservation

We are committed to the conservation and safeguarding of the natural and cultural resources of Colorado National Monument, ensuring its legacy for future generations.

Inspiration Through Education

We believe in the power of knowledge while actively supporting the National Park Service educational endeavors. Simultaneously, we strive to ignite a sense of wonder and awe in every visitor, forging a lasting bond between individuals and the natural world.

Collaboration

We actively seek partnerships and collaborations with stakeholders, both within and outside of the park, to maximize the impact of our efforts.

Community Engagement

We cultivate connections through many channels and understand the importance of linking our community with their backyard National Park.

Service

We are driven by a deep sense of service, striving to meet the needs of the Monument and its visitors with dedication and integrity.

GOALS & OBJECTIVES

1. Strengthening Revenue Streams:

Goal: Ensure a sustainable and diversified financial foundation to better support the Monument.

Objectives:

- In concert with NPS leadership identify funding priorities and needs then communicate the priorities and needs with potential donors.
- Develop and implement a multi-year fundraising plan that includes both existing strategies and innovative initiatives.
- Increase revenue from gift shop sales annually.
- Increase membership annually as this serves as a source of ongoing support and an important method for community engagement.

2. Organizational Storytelling and Awareness

Goal: Increase awareness of Colorado National Monument Association and its mission by effectively communicating our story.

Objectives:

- Create a compelling storytelling strategy that highlights the impact of our work in the monument and the community.
- Utilize digital and social media platforms to share stories, updates and educational content.
- Collaborate with local media outlets and other avenues to amplify our message and reach a wider audience.

3. Personnel Support for the Monument

Goal: Provide vital support to the Monument by ensuring they have adequate personnel and assisting with employee needs.

Objectives:

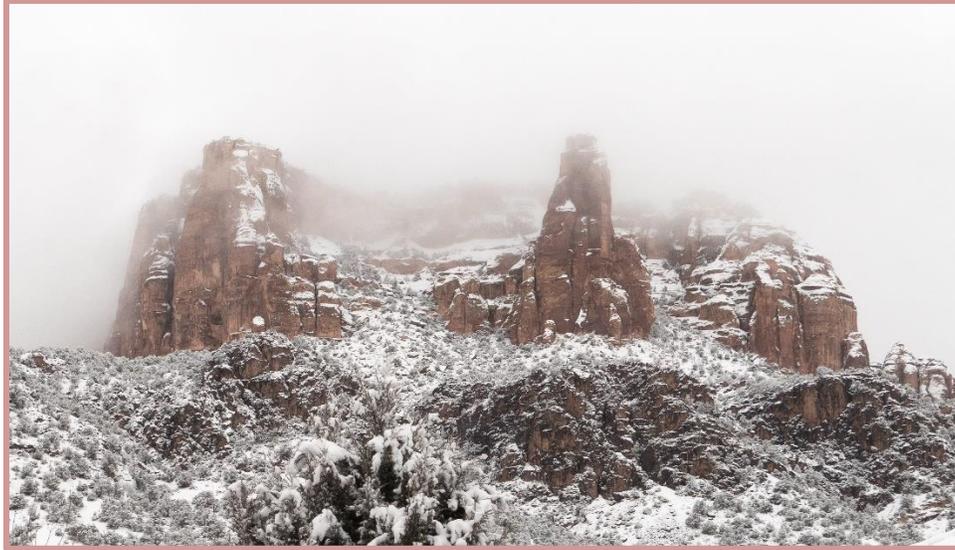
- Provide funding for seasonal staff and interns for the monument.
- Research affordable and sustainable housing solutions for seasonal staff and implement a plan to secure the best option(s).
- Work with the Monument staff to find ways to create the best possible work environment for NPS and CNMA staff.

4. Volunteer Engagement

Goal: Explore and implement ways to utilize volunteers to strengthen our organization and engage with our community.

Objectives:

- Develop a CNMA volunteer program.
 - Identify key areas where volunteer support can augment CNMA organizational capacity and effectiveness.
 - Foster a strong sense of community among both Colorado National Monument Association and Colorado National Monument volunteers, recognizing their contributions and providing opportunities for growth and leadership.
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IMPLEMENTATION PLAN

The measure of success of any plan is the extent to which it is implemented. Initial implementation of strategies needs to be both realistic and flexible. Because funding opportunities and priorities often change, the implementation strategies may need to be adjusted to adapt to changing conditions. Recognizing that collaboration is a key feature of this Plan, flexibility is extremely important to allow everyone the opportunity to try new and different ideas and to make adjustments as necessary.

CNMA board members and staff will create an action plan based from this Strategic Plan with specific steps and measurable goals. Each month's board meeting serves as an opportunity to check in with actions taken and measures of success. CNMA board members and staff along with Colorado National Monument leadership will also meet semi-annually to assess progress of the goals and objectives of this Plan, to modify implementation timeframes if needed, and to coordinate the approved projects based on available funding.

