US Grail 80th

Celebrating the Past—Building the Future

Synopsis: A 365-day celebration of the US Grail as a national entity and part of an international movement of women. Fully claim the MOVEMENT action-word. The Grail tagline of "Celebrating the Past—Building the Future" will focus the year to move The Grail forward leading up to both the 80th Birthday and the 2024 GA. This is both an internal and external tool.

Goals:

1. A 2024 GA that makes decisions regarding the long-term future of the US Grail
2. Increased (and shared to National Office) mission advancement movements at the individual and Circle levels
3. Increased non-member participation in The Grail-moving folks up the engagement pyramid
4. Increased funding support by non-members

Broad Components

1. Encourage all members to embrace the idea that "The Grail IS where we ARE" –to see The US Grail as a national entity not tied to any specific property or space. Encourage celebrations in home communities (70+ at last count); promote partnerships and individual's Grail work (internally and externally, but if a member does not want to promote these efforts externally then just internally), etc.
2. Encourage members to create new topic-based Circles (like Climate Action) to share information, support, and ideas; support the regeneration of geographic Circles
3. Launch replicable activities via a shared resource space on member dashboard—for example, a how-to regarding the partnership with Warren County Juvenile Detention Center. Basically, if a Grail member is doing something in their home community—are they willing to share the how and what so that other Grail members have the opportunity to replicate the success if it resonates in their home community.
4. Celebrate/Deepen/Create community partnerships in creative ways to move The Grail deeper into the fiber of the 70+ communities. For example, in Loveland, The Grail is partnering with 2 local restaurants to create anniversary menu items inspired by The Grailville Kitchen Cookbook. The Grail is also partnering with a local clay studio to create an 80th ornament.
5. Generate non-member support by targeted outreach to foundations, corporations, local businesses, and community organizations.

Rough Timeline:

2023

June-October—Pre-launch (done)

- Created and launched Map Your Experience Campaign and engagement pyramid (done)
- Researched foundations and corporations (done)
- Cleaned up database (17k+ records eliminated) (done)
- Reenergizing social media platforms (done)

- Develop full capital campaign to support greenhouse, Crew, and Mission Initiatives (done)

November—Launch

- LMRCA Awards (done)
- Media plan implemented (Ongoing)
- Start creating celebration initiatives with local businesses (ongoing)
- Create 80th logo (done)
- Revitalize public-facing website (finished by 12/31/2023)
- Begin active 80th/Fundraising Campaign: Sept, Octo, Nov Friends of News and Friends of Business News sent; social media schedule set (Monday=Greenhouse, Tuesday=Crew/MIs, Wednesday=Volunteers, Thursday=TBT 80th, Friday=Activities); Monthly Volunteer Days started; 2 podcasts done; EOY mailings to 37 non-member donors and 11 corporate HQs; and Members. (done)

December—Internal Planning Begins

- Council approves the establishment of 2 ad hoc committees—both of which will work closely with national staff and ideally begin meeting in January (so call for volunteers December NGN). Job descriptions outlining purpose and specific goals included:
    - 2024 GA Planning Committee—to spend 6-9 months in 2024 preparing the membership for the GA. NOT LOGISTICS and NOT just the actual GA but all of the pre-work needed for members to do to be able to have the DEFINING conversations necessary for the future of The Grail at the GA (see 2014 GA as an example of this pre-work)
    - 80th Planning Committee—generate excitement, action, and forward movement for all members Create subcommittee to help locally plan the celebration at Grailville
- 2024 GA Logistics—will be handled by Staff.
    - Timeframe—ideally end of September a Thursday through Sunday
    - Location—1st choice Baton Rouge, LA, 2nd Choice New Orleans, LA. Reason—to build on the theme of the year: Celebrating the Past—honor the work done by The Grail in LA during the 50s and 60s around voter registration and civil rights (apropos for an election year) and Building for the Future—showcase ARC and UNPFII efforts related to the Pointe-Aux-Chien tribe. Four Grail members live in LA and all are an easy drive to either location. Location and date secured by 12/31/2023
    - In Person, but the option for hybrid for those who are not able to travel (as was planned for the 2020 GA that was canceled)

2024

Quarter 1

- Internal Deep-Focused Planning
    - Committees meet and map out strategies and goals, including any office support and funds needed
    - Strategies could include working with MDET, Comms, ECWG, or ARC to make sure everyone is moving towards same goals
    - Committees report an update to Council March Council meeting
- National Office continues social media and external communications
- National Office works with GA location on logistics

- National Office preps for year 2 of Map Your Experience to include 2024 activities open to non-members and creating the graphics to support the summer campaign. Goal to move folks up the engagement pyramid,

Quarter 2—Spring Push

- Internal GA Focus Action/pre-Work
    - 80th Committee—has plan in place for the 80th Celebrations
    - GA Committee launches deep member pre-work
    - Committees report an update to Council June Council meeting
- National Office
    - Promotes GA (with language from GA Planners) and launches pre-reg
    - Nails down any outstanding logistical needs
    - Greenhouse funded and building scheduled
    - Crew 2024 begins
    - MYE launches for the summer

Quarter 3—Summer Crunch

- Internal GA Focus Action/pre-Work continues and concludes
- 80th celebration ramps up promo and planning
- Committees report an update to Council September Council meeting
- National Office all 80th logistics set

Quarter 4—CELEBRATE AND BUILD

- GA Planners create on-site schedule and prepare/promote
- 80th promotion and planning conclude with celebration
- National Office supports both internally and externally
- National Office develops post-GA and Post-80th external communications plans to build on energy of 80th and GA