Buffalo Soldiers
National Museum
3816 Caroline Street
Houston, Texas 77004

Grant Term:
10/2012 – 09/2013

Contact:
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ACC/SUS Program – Phase I
Buffalo Soldiers National Museum

Founded January 5, 2001
Mission and Vision

Mission

To educate, preserve, promote and perpetuate the history, tradition and outstanding contributions of America’s Buffalo Soldiers from the Revolutionary War to present. The Museum achieves its mission through educational programs, historic research, the arts, the environment, school tours, performing arts, teacher workshops; youth outreach programs, school appearances, and exhibits.

The Museum attracts visitors from across the United States and around the world.

Vision

To help build pride and patriotism in everyone as they review the historic contributions of men and women across all cultures and ethnicities who have served in America’s Armed Forces.
Use of Funds

To hire consultants to provide strategic advisory services to executive director and board of directors, and create a twelve month Strategic Plan. These services are designed to develop capacity within the Museum’s staff and volunteer base.

Consultant Selection

- Interviewed by executive team
- Credentials and experience
- Individual and institutional clients
- 30 years of financial advisory and business management experience
- Managed $800 million in assets and liabilities for U.S. financial firms
  - JP Morgan Chase
  - Merrill Lynch
  - Wells Fargo
- Texas-based and headquartered in Houston

Planning Process

- Initial planning meeting 12-17-2012
- Established monthly meeting with director, Capital Maverick president and selected board members
- Establish goals and objectives
- Develop implementation process
- Establish monthly meeting to discuss
- Achievements to Objectives
- Adoption of Strategic Plan by BoD
Goal 1: Develop a Comprehensive Financial Strategy

- Analysis of historical and current sources of income:
- Review of admission fee: relationship of tour time and exhibit space (adult fees increased by 100%, students by 50%)
- Established marketing committee to review utilization of rental space
- Established partnership with 100 Black Men of America Houston Chapter to enhance fund raising opportunities
- Established partnership with Jack & Jill Organization for monthly rental
- Implementation of 2013 – 2014 Development Plan
Goal 2: Increase Museum Membership

- Development of comprehensive marketing campaign
- Online Campaign: contract with 3D Multimedia and Houston Informer Press to promote Annual Gala
- Print: BSNM has run ads with Houston Press, True West Magazine and News Wire
- Radio: BSNM has purchased spots with Radio One, Magic 102, KCOH and KTSU
- Television: BSNM is negotiating with KHOU TV and KTRK TV for airtime trade-off.
- Collateral Material: Developed new promotional brochure
- Website: BSNM website update with virtual tour and interactive exhibits
Goal 3: Reduce Wells Fargo Loan by 25%

- Research and develop loan proposal for selected funding institutions
- Chevron 250,000, Brown $100,000, HEB $75,000
- Board of Directors pledge of $25,000
- Application of funds ($295,000) from sale of property (Southmore)
- Achievement to OBJ: loan reduced by $354,726 (19%)
Goal 4: Establish National Recognition

- Establish and implement programs statewide, national & international:
  - Established Buffalo Soldiers Lecture Series at Prairie View A&M University
  - BSNM Inaugural Lectures Series featured on C-SPAN
  - Selected Top Ten western history museum by True West Magazine
  - BSNM Traveling Exhibit & Re-enactment
    - Jacksonville, FL  AUG 2013
    - Waco, TX  SEP 2013
    - Lubbock, TX  FEB 2013
    - Paris, France MAR 2014
    - ΚΑΨ Grand Chapter Meeting  AUG 2013

Amarillo, TX
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Goal #5 Communication Plan

• Brand Roll-out
  • Veteran’s Day program
  • PSA
  • Media Tour
  • Partnership with GHCVB

• Viral Online Media
  • Series of video contest

• Fundraising Events
  • At Ease on the Plaza
  • Astronauts
Goal # 6 Capital Campaign

- Internet Based Solicitations
  - 40,000 test mailer March 2014
- Media Partners
- Corporate Giving
- Annual Fundraiser
  - 15th Annual Gala
- Radio/TV Vignettes
Goal # 7 Interactive Technology Wall

• Provide visitors with a fun high-tech experience with digital displays and Smart Phone interface
• Wide Screen Monitors
Keys to Success

- Achievement to Objectives
- Adoption of 2014 Strategic Plan
- Established ongoing marketing opportunities with mass media: print, television, radio & online
- Established rapport and communications with executives from funding institutions and national organizations
- Raised more than $500,000
Lessons Learned

- Ensure staff, volunteers and board members understand and appreciate the mission of the BSNM
- Avoid mission creep
- Provide incentives for corporate partners, board members and other significant financial participants
- Seek, accept and analyze constructive feedback
- Recognize and reward volunteers
Summary of Future Plans

• Research and submit new grant request that align with mission

• Set up affinity programs with local restaurants and other businesses

• Maintain and establish rapport with executives from funding institutions

• Produce annual report and distribute to corporate and foundation executives

• Year-End Mail Appeal: develop target list from sign-in sheets

• Open House: Invite civic leaders, donors, media contacts and general public

• Avoid mission creep

• And Always Stay: Ready & Forward
Buffalo Soldiers BBQ Sauce Commercial

Rich in Tradition
American Favor
Buffalo Soldier Sauce