



## CWRT PRESERVATION MISSION SURVEY SURVEY ANALYSIS

This survey seeks to understand the diversity in CWRTs as it pertains to their mission statements and actions to achieve them. Preservation has been an important aspect of CWRT for some time. However, there are many that have developed a different understanding of what preservation means, how it is to be accomplished and whether or not it should be continued.

There was a total of 56 responses to 17 pages of 18 questions. Those who were unfamiliar with the mission of the organization were excluded from further responses. That left a total of 35 knowledgeable respondents to speak for their CWRTs.

### SUMMARY

Through this survey, we discovered the following **PROVEN PRACTICES** about CWRTs and their mission statements, their preservation actions, how they conceive of their role in preservation and the possibilities of combining fundraising and attracting new CWRT members:

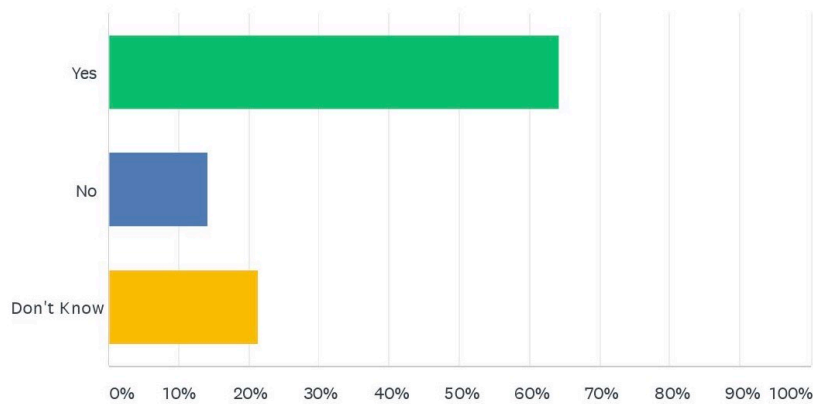
1. CWRTs should seriously consider adding *preservation and conservation* to their mission statements and incorporate supporting activities. CWRTs should do this for several reasons: It demonstrates a commitment to public history education; It can deepen the understanding of American history; and it enhances our ability to tell the story of war and its aftermath.
2. CWRTs could expand their understanding of the terms *preservation and conservation* beyond battlefields to include projects involving monuments, headstones, flags, mementos, diaries and memories of all those who contributed to their war effort.
3. Preservation is most often associated with “battlefield” preservation. And, most CWRTs simply make an annual donation to a national or regional organization.
4. Those CWRTs nearest to a Civil War battlefield or military park have the ability become park partners, i.e., “Park Day Maintenance” projects and use that as an opportunity to tell the story of their CWRT and attract new members.
5. Fundraising for preservation is most often successful given the following factors:
  - The project is specific
  - The benefits of the project are known

- A reasonable fundraising goal is established
  - Partner organizations are developed and utilized
  - A comfortable methodology is used
  - The above is widely communicated
  - The effort has rewards for participants and is fun!
6. A combined fundraising and membership campaign is the best way to become attractive to others. When potential members see that the organization is concerned enough to develop and seek funding for a worthwhile and historical project, that the members are having fun doing it and that they are also recruiting new members, the attractiveness is unmistakable.
  7. CWRTs with a positive presence in their communities attract more involved members, have an easier time bringing in top-notch speakers and have more fun in the monthly meetings, their extra-curricular meetings and their preservation projects.



### Q1 Is "preservation" part of your mission statement?

Answered: 56 Skipped: 0

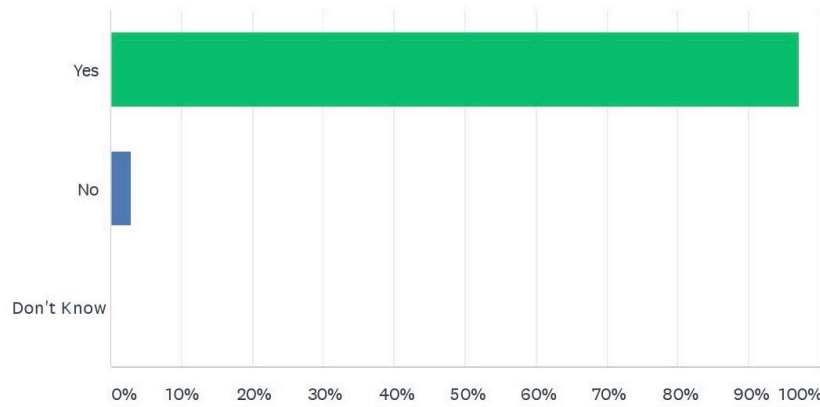


ANSWER CHOICES	RESPONSES	
Yes	64.29%	36
No	14.29%	8
Don't Know	21.43%	12
TOTAL		56

The vast majority of CWRTs have preservation as part of their mission statement (81.8%). Another 18.2% stated that preservation is not a part of their current mission.

**Q2 If preservation IS part of your CWRTs mission statement, does your CWRT actively participate in preservation?**

Answered: 35 Skipped: 21

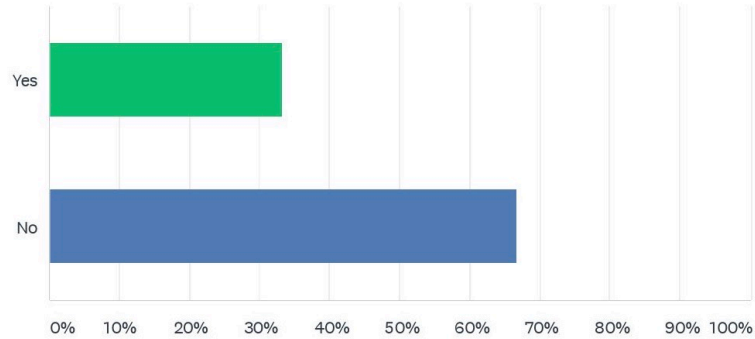


ANSWER CHOICES	RESPONSES
Yes	97.14% 34
No	2.86% 1
Don't Know	0.00% 0
<b>TOTAL</b>	<b>35</b>

Of respondents who stated that preservation is part of their mission statement, 97.1% stated that they actively participate in some preservation efforts.

### Q3 If preservation is NOT part of the mission statement, do you know why it was omitted?

Answered: 12 Skipped: 44



ANSWER CHOICES	RESPONSES	
Yes	33.33%	4
No	66.67%	8
TOTAL		12

Of the twelve respondents who stated that preservation is not part of their CWRT's mission statement, only a third know why it was omitted.

## Q4 Why was preservation omitted from your CWRTs mission statement?

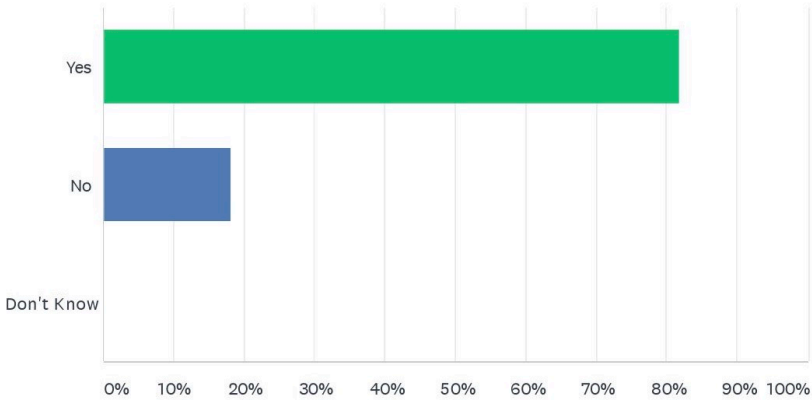
Answered: 3 Skipped: 53

Respondents provided the following information about why preservation was omitted from their CWRT mission statement:

- A. It was not considered by founders and early leaders at the time (mid 1950s) as one of the top priority tenets of our mission (they are impartial inquiry, study, and education.) Preservation was never precluded from our mission, and in fact, our CWRT supported preservation increasingly in recent decades and now.
- B. We do not have a formal mission statement (we are not an organized 501 group but rather for 20 years an informal group of Civil War buffs without officers, dues, structure, etc.). Our founder still acts as our leader with help from several attendees. Hence, no formal mission statement. That said, several attendees are heavily involved in local preservation efforts.
- C. Not applicable

**Q5 Even though your CWRTs mission statement doesn't include "preservation", does your CWRT lead or participate in preservation projects?**

Answered: 11 Skipped: 45

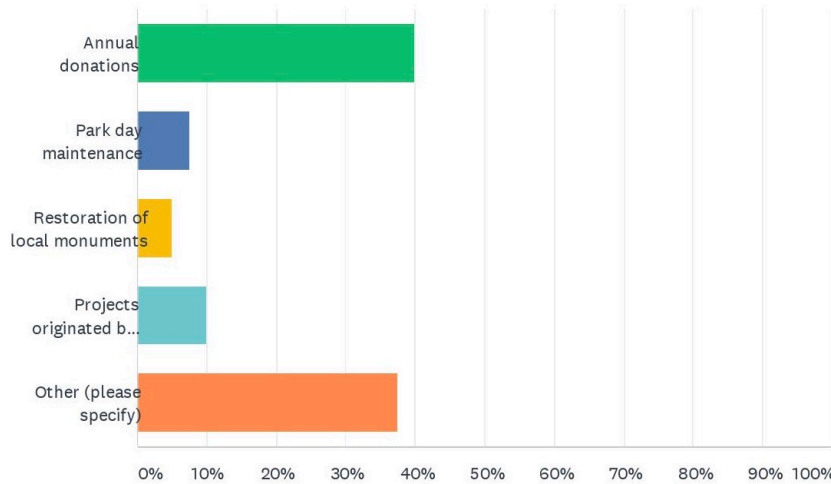


ANSWER CHOICES	RESPONSES	
Yes	81.82%	9
No	18.18%	2
Don't Know	0.00%	0
TOTAL		11

Of those without preservation in the mission statement, 81.8% stated that they nonetheless participate in preservation projects. Two (18.2) said they do not.

## Q6 How does your CWRT MOST OFTEN support preservation?

Answered: 40 Skipped: 16



ANSWER CHOICES	RESPONSES
Annual donations	40.00% 16
Park day maintenance	7.50% 3
Restoration of local monuments	5.00% 2
Projects originated by others	10.00% 4
Other (please specify)	37.50% 15
TOTAL	40

Supporting preservation is an important aspect. Forty percent said they support preservation through their annual dues, 7.5% through Park Day maintenance, 5.0% said through restoration of local monuments, 10% said through projects originated by others and 37.5% said their CWRT supports preservation by the following:

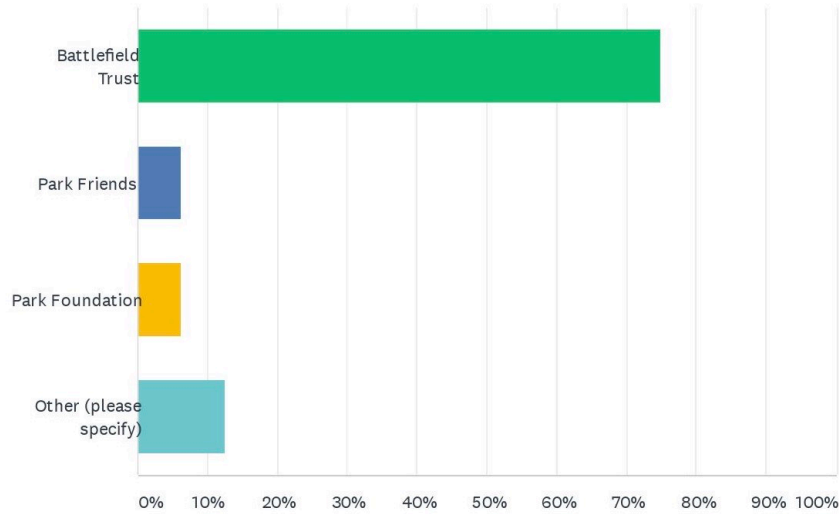
- Raise funds through sales and donate all funds
- Preservation projects from time to time of special regional interest to our members, e.g., Mansfield Battlefield, post-hurricane recoveries in separate years: Beauvoir, Confederate Memorial Hall, Sabine Pass Battlefield, etc.
- Occasional donations
- Monthly book auctions to support preservation causes
- Monthly donations
- Periodic donations
- Board selects various local projects
- After all expenses are paid from all our conferences
- Advocacy
- Sometimes, we originate a project. Other times, we just make a grant to another organization.



- CWT Marker sponsorship, Park Day maintenance, Preservation projects - originated by others and our own, Extremely Active Preservation Committee
- Annual work week at Antietam Battlefield also have restored and cleaned monuments and gravestones in local cemeteries.
- Occasional donations in memory of a deceased member
- Periodic donations to Battlefields.org for Civil War sites
- F by gas as...

### Q7 If you checked "Annual donations", what type of organizations does your CWRT support?

Answered: 16 Skipped: 40



ANSWER CHOICES	RESPONSES
Battlefield Trust	75.00% 12
Park Friends	6.25% 1
Park Foundation	6.25% 1
Other (please specify)	12.50% 2
TOTAL	16

CWRT respondents advised that 75% make their donations to the Battlefield Trust, 6.3% said through park friends' organizations, 6.3% said through park foundations and 12.5% stated as follows:

- Battlefield trust, state supported sites and museum artifacts
- Local Preservation projects

## Q8 If you checked "Park day maintenance", what park does your CWRT support?

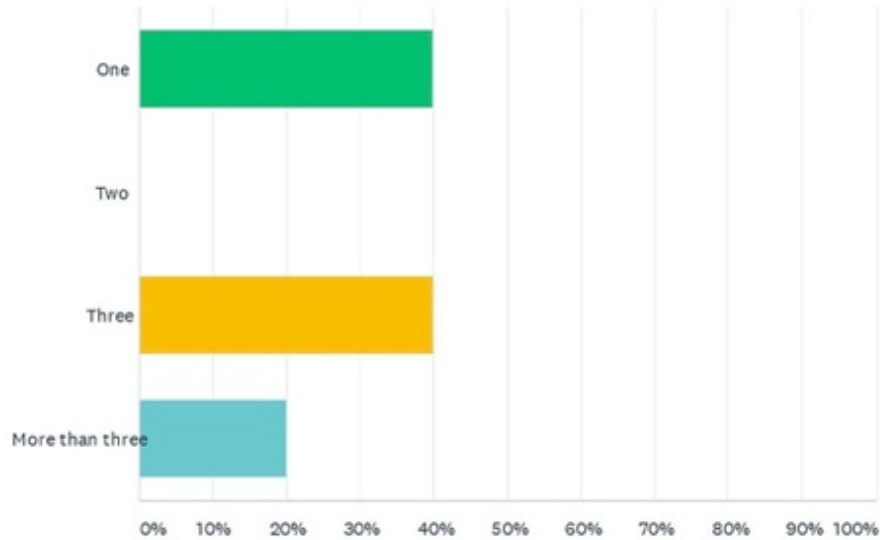
Answered: 5 Skipped: 51

The five respondents who chose Park day maintenance support the following:

- Gettysburg NP and local organizations
- Perryville
- Adopt-a-position of a monument at Gettysburg National Military Park
- Monocacy National Battlefield
- Gettysburg

Q9 If you checked "Restoration of local monuments", how many monuments has your CWRT restored in the past 5 years?

Answered: 5 Skipped: 51

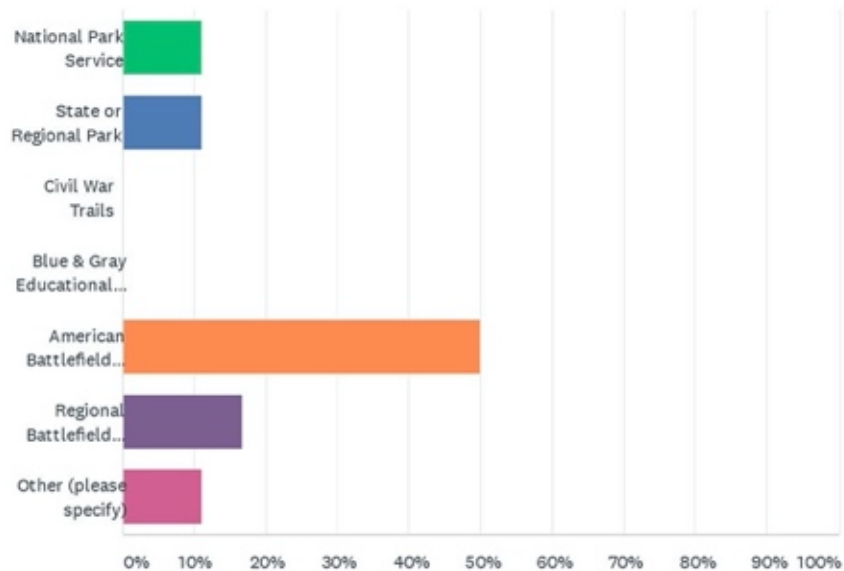


ANSWER CHOICES	RESPONSES	
One	40.00%	2
Two	0.00%	0
Three	40.00%	2
More than three	20.00%	1
TOTAL		5

Of those who responded Restoration of Local Monuments, 40% stated they have restored one monument in the past 5 years, 40% said three monuments in the past five years and 20% said their CWRT has restored more than three monuments in the past five years.

## Q10 What project originating organization does your CWRT primarily rely on?

Answered: 18 Skipped: 38



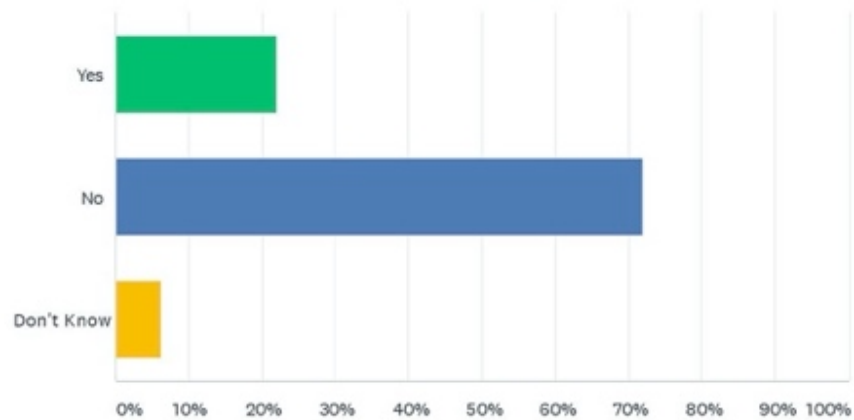
ANSWER CHOICES	RESPONSES
National Park Service	11.11% 2
State or Regional Park	11.11% 2
Civil War Trails	0.00% 0
Blue & Gray Educational Society	0.00% 0
American Battlefield Trust	50.00% 9
Regional Battlefield Trust	16.67% 3
Other (please specify)	11.11% 2
<b>TOTAL</b>	<b>18</b>

Of the organizations that CWRTs rely on for project development, 50% rely on the American Battlefield Trust, 16.7% rely on a regional battlefield trust, and 11.1% rely on either the National Park Service or a state or regional park. Another 11.1% stated:

- Could be any of the above, plus other local organizations. Nearby state parks are primary among the list above.
- Local projects

## Q11 Does your CWRT seek preservation funds from outside the CWRT?

Answered: 32 Skipped: 24

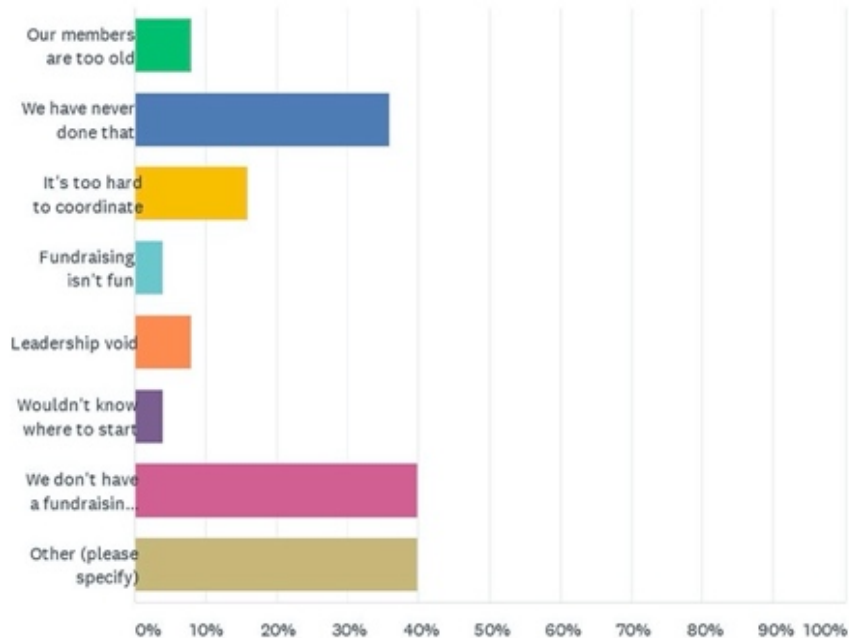


ANSWER CHOICES	RESPONSES	
Yes	21.88%	7
No	71.88%	23
Don't Know	6.25%	2
TOTAL		32

When it comes to seeking preservation funding outside the CWRT, most (71.9%) do not do fundraising outside their organization. Of the other respondents, 21.9% say they do seek outside funds and 6.3% didn't know.

## Q12 Why doesn't your CWRT have an external fundraising campaign for Civil War preservation? (Check all that apply)

Answered: 25 Skipped: 31



ANSWER CHOICES	RESPONSES
Our members are too old	8.00% 2
We have never done that	36.00% 9
It's too hard to coordinate	16.00% 4
Fundraising isn't fun	4.00% 1
Leadership void	8.00% 2
Wouldn't know where to start	4.00% 1
We don't have a fundraising culture	40.00% 10
Other (please specify)	40.00% 10
Total Respondents: 25	

The reasons as many and varied why CWRTs do NOT fundraise for preservation outside their organization. Of those respondents, 40% said they don't have a fundraising culture, 36% said their CWRT has never done that, 16% said it is too hard to coordinate that kind of fundraising, 8% said their members are too old, another 8% said they have a leadership void, 4% said fundraising isn't fun and another 4% said they wouldn't know where to start.

Another 40% said there were other reasons and they listed them as:

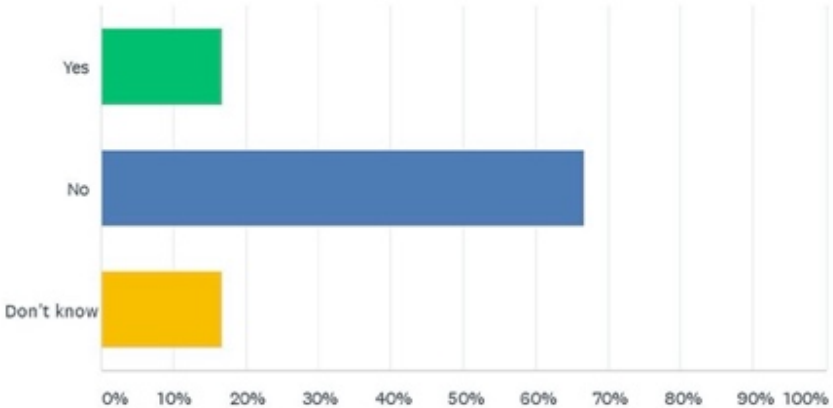
- WE do!

- Field trip fees, when we sponsor such tours, contribute to our preservation fund.
- My CWRT donates to battlefield preservation from our donations and membership fees
- We rely on individual fundraising rather than contributing as our CWRT. That said, we have made a few contributions under the CWRT name to preservation organizations.
- I do not know
- We don't need it.
- Do it on our own
- We do fundraising campaigns for specific preservation projects
- we focus on speakers for meetings
- Again, not being an organized group and all-volunteer leadership, this has not been a focus other than the monument maintenance at Gettysburg



**Q13 Fundraising for preservation can be an excellent method for also attracting members. Has your CWRT integrated preservation fundraising into a membership campaign?**

Answered: 30 Skipped: 26

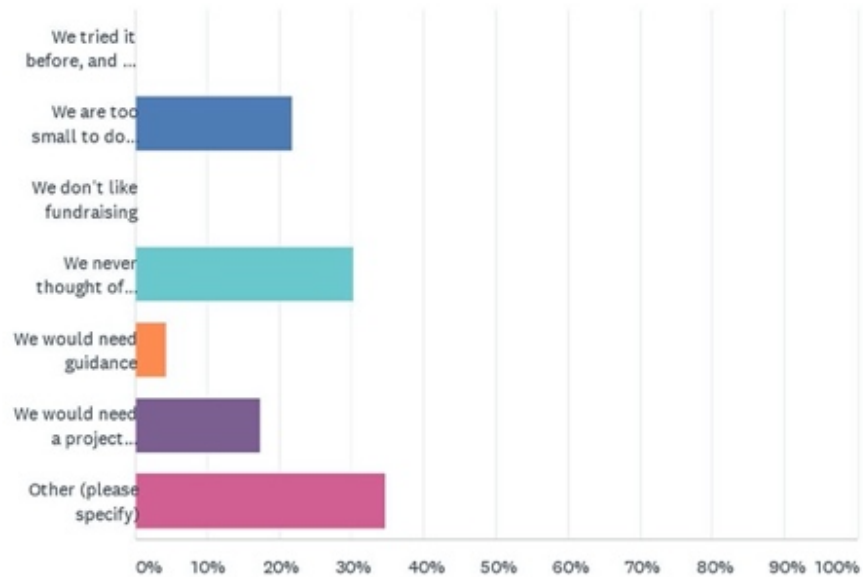


ANSWER CHOICES	RESPONSES	
Yes	16.67%	5
No	66.67%	20
Don't know	16.67%	5
<b>TOTAL</b>		<b>30</b>

Not surprisingly, two-thirds of respondent CWRTs do NOT combine their preservation fundraising with a membership campaign. However, 16.7% said they do integrate both preservation fundraising and membership and another 16.7% didn't know.

## Q14 If your CWRT has NOT utilized a combined Preservation fundraising and Membership campaign, why not?

Answered: 23 Skipped: 33



ANSWER CHOICES	RESPONSES	
We tried it before, and it didn't work	0.00%	0
We are too small to do that	21.74%	5
We don't like fundraising	0.00%	0
We never thought of doing that	30.43%	7
We would need guidance	4.35%	1
We would need a project partner	17.39%	4
Other (please specify)	34.78%	8
Total Respondents: 23		

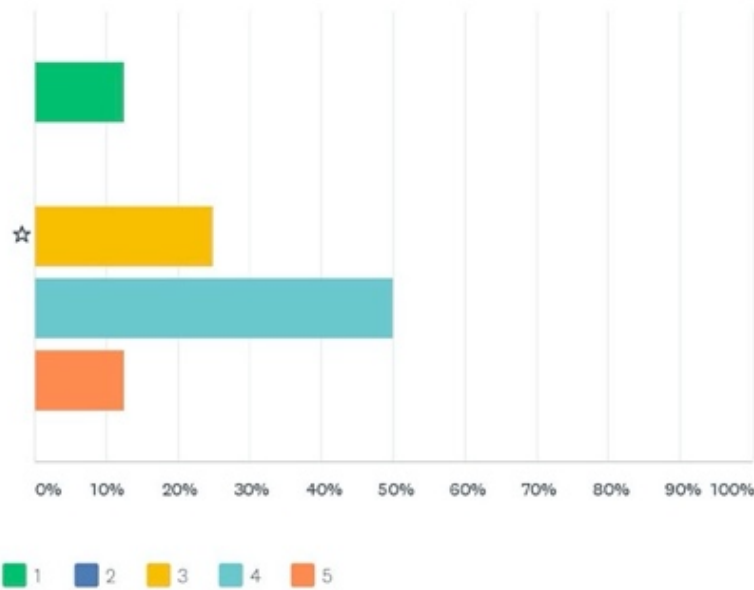
When asked why they haven't combined preservation fundraising with a membership campaign, 30.4% of respondent CWRTs said they never thought of doing that, 21.7% said they are too small, 17.4% said they need a project partner and 4.4% said they would need further guidance. The majority (34.8%) gave the following reasons:

- Preservation is not one of the 3 basic tenets of mission (impartial inquiry, study, and education of the Civil War, its causes, and aftermath).
- I would assume because we are very small but don't know
- I've personally found that many people do not really like fundraising events, nor like to be approached regarding fundraising.
- We've simply focused upon obtaining quality speakers

- By doing auctions monthly, we are exposing new members/guests to the process
- I do not know
- We don't need it.
- We do not have membership drives. We heavily use local publicity to attract new members (we are sponsored by the local historical society, which advertises our meetings heavily to the local community). We do support their preservation activities.

Q15 If you have combined preservation and membership campaigns, please rate how successful it was for your CWRT.

Answered: 8 Skipped: 48



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	12.50%	0.00%	25.00%	50.00%	12.50%	8	3.50
	1	0	2	4	1		

Those CWRTs that combine preservation fundraising with membership campaigns rate their efforts pretty successful at 3.5 out of a possible 5.0. If, however, the single CWRT response were to be removed, the response is overwhelming success.

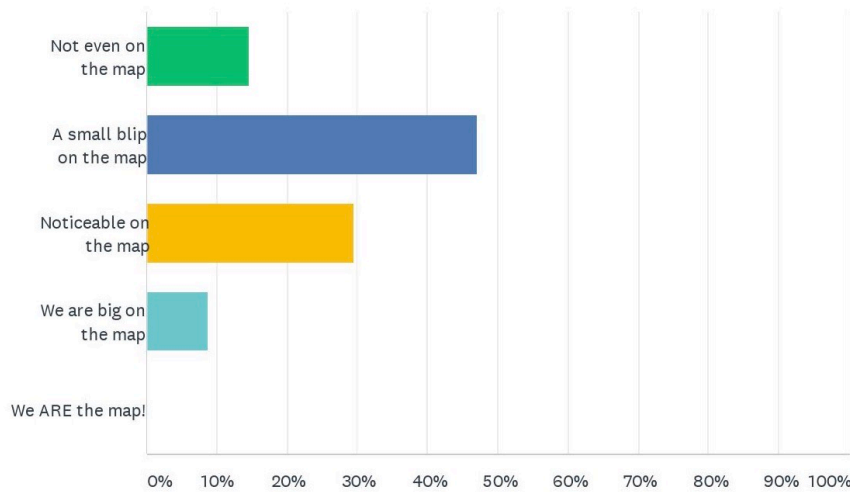
## Q16 Please explain why you rated the combined campaign as you did.

Answered: 9 Skipped: 47

- Return members and interest in what they can accomplish
- It could be better, but young people today aren't as interested as in years past.
- My CWRT uses membership fees and our holiday party as fundraising events for battlefield preservation.
- The combined campaign concept is not one that we have implemented. Our CWRT has grown primarily by word of mouth, based upon the quality of our presentation programs.
- I meant 4 stars
- We don't have one.
- It is always successful
- Still a new RT
- Moderate success

## Q17 Finally, please rate your CWRTs "presence" in your community.

Answered: 34 Skipped: 22



ANSWER CHOICES	RESPONSES	
Not even on the map	14.71%	5
A small blip on the map	47.06%	16
Noticeable on the map	29.41%	10
We are big on the map	8.82%	3
We ARE the map!	0.00%	0
<b>TOTAL</b>		<b>34</b>

Of those respondent CWRTs, 47.1% said their community presence is a small blip on the map, 29.4% said it is noticeable on the map, 14.7% said their CWRT isn't on the map and 8.8% said their CWRT is big on the map. Community presence is actually a subjective concept. However, we are pretty sure these responses are representative of many, if not most, CWRTs in their communities.

Q18 – Respondent CWRTs include the following:

- Echoes though time Springville, NY
- Delaware Valley CWRT
- Houston CWRT
- Buffalo CWRT
- Kansas City CWRT
- Indianapolis CWRT
- Capital District CWRT
- Salt Creek CWRT
- South Suburban CWRT
- Williamsburg (VA) CWRT
- Pasadena CWRT
- Shippensburg Area CWRT
- Brandywine Valley CWRT
- Cape Fear CWRT
- Sacramento CWRT
- Baltimore CWRT
- Tennessee Valley CWRT
- Raleigh CWRT
- San Jose Valley CWRT
- Civil Warriors of West San Fernando Valley
- North Alabama CWRT
- Bull Run CWRT
- Connecticut CWRT
- Cincinnati CWRT
- CWRT of Chicago
- Rocky Mountain
- York (PA) CWRT
- Augusta CWRT
- Inland Empire CWRT
- Central Ohio CWRT