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-notched speakers and have more fun in the monthly meetings, their extra-curricular meetings and their preservation projects.
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?

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<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
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<tbody>
<tr>
<td>Yes</td>
<td>97.14%</td>
</tr>
<tr>
<td>No</td>
<td>2.86%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>0.00%</td>
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<td>TOTAL</td>
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Of respondents who stated that preservation is part of their mission statement, 97.1% stated that they actively participate in some preservation efforts.
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?

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
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.
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...
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?

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
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<tbody>
<tr>
<td>One</td>
<td>40.00%</td>
</tr>
<tr>
<td>Two</td>
<td>0.00%</td>
</tr>
<tr>
<td>Three</td>
<td>40.00%</td>
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<tr>
<td>More than three</td>
<td>20.00%</td>
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<tr>
<td>TOTAL</td>
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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.
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
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)

<table>
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<tr>
<th>Answer Choices</th>
<th>Responses</th>
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<tbody>
<tr>
<td>Our members are too old</td>
<td>8.00%</td>
</tr>
<tr>
<td>We have never done that</td>
<td>36.00%</td>
</tr>
<tr>
<td>It's too hard to coordinate</td>
<td>16.00%</td>
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<tr>
<td>Fundraising isn't fun</td>
<td>4.00%</td>
</tr>
<tr>
<td>Leadership void</td>
<td>8.00%</td>
</tr>
<tr>
<td>Wouldn't know where to start</td>
<td>4.00%</td>
</tr>
<tr>
<td>We don't have a fundraising culture</td>
<td>40.00%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>40.00%</td>
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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.
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.
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.
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
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