



# Irish Georgian Society Strategic Overview 2024-28

**Enriching Heritage.  
Amplifying Influence.  
Growing Impact.**



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# Strategic Intent

To amplify the influence and impact of the Irish Georgian Society through a more concerted, strategic approach.

- Expanding relevance and influence
- Activating our core value
- Enhance meaningful participation
- Further strengthening the structures

# Strategic Aim 01

## Expand influence & relevance in academic, public and political fields

### Actions

#### RE-INVIGORATE THE MISSION

The heart of our mission has not changed, but we need to re-articulate it to meet new times, challenges and opportunities, and drive new relevance.

- Mission updated online
- Updates adopted by wider team
- Committee activities reflect updates

#### RESONATE WITH NEW AUDIENCES

Expand our reach by growing awareness of our work, its purpose and value, to connect with new audiences and increase influence with strategic partners.

- Membership review – who and why
- Target key new audience groups
- Communicate issues that reach them

#### PURSUE IMPACTFUL CONSERVATION CAUSES.

Be strategic in the causes we pursue and where we focus our work to connect with matters that are culturally, societally and politically relevant.

- Set up board working group to explore cause
- Outline relevant conservation causes
- Board agreement of annual cause

#### TARGET YOUNG PEOPLE

We will make a concerted effort to reach and engage younger people, including young professionals and students, that we want to become and stay members.

- Outline relevant conservation causes
- Focus action 1 key cause annually
- High profile activity undertaken on cause

### Objectives

- Increased press around key strategic areas
- Increase understanding of mission with key strategic partners
- Increase academic and student interest in our work

# Strategic Aim 02

## Activate core value through a joined-up programme and communications

### Actions

#### FOCUS ON THE THEME OF 'BRINGING LIFE'

'Bringing Life' to – buildings, gardens, knowledge, skills – is our core value. This people-centred activity and vitality should be evident everywhere.

- Agree key ways we deliver on this
- Implement these across core activities 'bringing life' evident in communications

#### JOINING UP ACTIVITY

An annual conservation cause, focusing on a key area of impact, will highlight our mission and allow us to reach new audiences.

- Annual conservation cause defined
- Cause reflected in annual activity
- Plan to maximise impact around cause

#### DEFINE ADVOCACY FOR THE TIMES

There's a lot of power in the planning issues we pursue. Seeking to align these with the annual conservation cause gives further weight to our words and actions.

- ACPC rep on cause working group
- Compile annual list of planning areas
- Targeted planning submissions

#### STRATEGIC COMMUNICATIONS

Our key communications, via our brand and website, will be updated to reflect our mission, show we are accessible and inclusive to a wide range of people with diverse interests.

- Update website to show diverse offerings
- Using more pictures of people in communications
- Clarify content strands for different groups

### Objectives

- Aim to present 3 key activities per annum around cause
- Aim to have 10 key pieces of communications per annum feature cause
- Establish new partnerships, funding and memberships through activity

# Strategic Aim 03

Enhance meaningful participation in activities and leverage this value more effectively

## Actions

### DEEPENING UNDERSTANDING

Build a deeper understanding of our different types of members, what membership means for them and what delivers most value for them.

- Survey members on motivations
- Define member groups based on these
- Survey targeted potential members

### EXPLORING EXPANDED OFFERINGS

Explore value propositions and offerings that allow us to target particular groups, engaging them with our mission and work and ensuring it's relevance grows in new areas.

- Identify target groups
- Trial targeted membership offerings
- Assess feasibility and value to IGS

### CLARIFY THE VALUE PROPOSITIONS

Develop a clearer range of value propositions that connect the different types of members with the work that we do and opportunities we offer them.

- Define value propositions for each group
- Assess engagement along those lines
- Update propositions in comms/online

### INTEREST DRIVEN COMMUNICATION

Tailor member communications more effectively along lines of interest to ensure members feel strongly that they get value from their continued membership and participation.

- Explore new approaches to ezine
- Test new ezine designs
- Monitor analytics and engagement

## Objectives

- Aim to offer 2 new membership categories
- Aim to increase membership to 2000 members
- Aim to reduce membership churn by 1/3

# Strategic Aim 04

Further strengthen governance structures for better cohesion, at home and abroad, and long term resilience

## Actions

### DIVERSIFYING BOARD AND COMMITTEES

To ensure they reflect the activities, mission and needs of the society, and an effort to expand demographic and geographical representation.

- Consultation between IGF chair and committee chairs

### STRENGTHENING BONDS

Strengthen alignment through the mission, and deepening understanding of what membership means in the UK and US.

- Including US and UK members in membership survey
- Engage with boards of IGS inc and IGS London

### KNOWLEDGE SHARING

Explore approaches to strengthening and expanding how and where organisational knowledge is stored and shared to ensure not concentrated among small amount of people.

- Review best practice in this area
- Develop plan for implementation

### CULTIVATING LEADERS

We will make it a priority to attract and cultivate the next generation of IGS leaders to help drive our mission and expand our relevance and impact with members and beyond.

- Encourage committees and chapters to recruit YIGS and those in 40s/50s
- Bring new recruits into strategic decision making

## Objectives

- Aim to have at least 10% under 40 board and committee participation
- Increase diversity in committees and boards (including geography & skills)
- Produce plan for knowledge capture and sharing

# Strategic Roadmap

Outlined here is a working overview of the strategic activities over a 3 year period to aid planning, sequencing and ownership of actions.

A review after 3 years of activity will allow IGS to reflect on progress made on strategic aims, and outline activities to undertake or action for the final 2 years.

# Roadmap 2024

Aim	Action Area	Action Point
01	RE-INVIGORATE THE MISSION	<ul style="list-style-type: none"> <li>• Mission update</li> <li>• Update adopted online and by wider team</li> <li>• Committee activities reflect updates</li> </ul>
	PURSUE IMPACTFUL CAUSES	<ul style="list-style-type: none"> <li>• Set up working group to agree cause</li> <li>• Outline relevant conservation causes</li> <li>• Agree 1st key issue for 2025</li> </ul>
	RESONATE WITH NEW AUDIENCES	<ul style="list-style-type: none"> <li>• Membership review – who and why</li> <li>• Target key new audience groups</li> </ul>
	TARGET YOUNG PEOPLE	<ul style="list-style-type: none"> <li>• Understand conservation causes that resonate</li> </ul>
02	FOCUS ON 'BRINGING LIFE'	<ul style="list-style-type: none"> <li>• Agree key ways we deliver on this</li> </ul>
	JOINING UP ACTIVITY	<ul style="list-style-type: none"> <li>• Conservation 'cause' activity for 2025</li> <li>• Conservation 'cause' communications for 2025</li> </ul>
	DEFINE ADVOCACY FOR THE TIMES	<ul style="list-style-type: none"> <li>• ACPC representation on cause working group</li> </ul>
03	DEEPENING UNDERSTANDING	<ul style="list-style-type: none"> <li>• Survey members on motivations</li> <li>• Define member groups based on these</li> <li>• Survey targeted potential members</li> </ul>
04	DIVERSIFYING COMMITTEES	<ul style="list-style-type: none"> <li>• Consultation between IGF chair and committee chairs</li> </ul>

# Roadmap 2025

Aim	Action Area	Action Point
01	PURSUE IMPACTFUL CAUSES	<ul style="list-style-type: none"> <li>Launch first cause</li> <li>Plan second cause</li> </ul>
	RESONATE WITH NEW AUDIENCES	<ul style="list-style-type: none"> <li>Communicate causes to reach target audiences</li> <li>Communicate 2025 cause activity</li> </ul>
	TARGET YOUNG PEOPLE	<ul style="list-style-type: none"> <li>YIGS 'conservation cause' activity planned</li> <li>Communicate causes to reach young people</li> </ul>
02	FOCUS ON 'BRINGING LIFE'	<ul style="list-style-type: none"> <li>Further activities that 'bring life'</li> <li>Making 'life' evident in communications</li> </ul>
	JOINING UP ACTIVITY	<ul style="list-style-type: none"> <li>Planning 'cause' activity for 2026</li> <li>Planning 'cause' communications for 2026</li> </ul>
	DEFINE ADVOCACY FOR THE TIMES	<ul style="list-style-type: none"> <li>ACPC representation on cause working group</li> <li>Compile annual list of planning areas</li> <li>Targeted planning submissions</li> </ul>
	STRATEGIC COMMUNICATIONS	<ul style="list-style-type: none"> <li>Update website to show diverse offering</li> <li>Plan content strands for different groups</li> </ul>
03	CLARIFY THE VALUE PROPOSITIONS	<ul style="list-style-type: none"> <li>Define value propositions for each group</li> <li>Assess engagement along those line</li> <li>Update propositions in comms/online</li> </ul>
04	STRENGTHENING BONDS	<ul style="list-style-type: none"> <li>Including US and UK members in membership survey</li> <li>Engage with boards of IGS inc and IGS London</li> </ul>

# Roadmap 2026

Aim	Action Area	Action Point
01	PURSUE IMPACTFUL CAUSES	<ul style="list-style-type: none"> <li>Launch second cause</li> <li>Plan third cause</li> </ul>
	RESONATE WITH NEW AUDIENCES	<ul style="list-style-type: none"> <li>Communicate causes to reach target audiences</li> <li>Communicate 2026 cause activity</li> </ul>
	TARGET YOUNG PEOPLE	<ul style="list-style-type: none"> <li>YIGS 'conservation cause' activity planned</li> <li>Communicate causes to reach young people</li> </ul>
02	FOCUS ON 'BRINGING LIFE'	<ul style="list-style-type: none"> <li>Further activities that 'bring life'</li> <li>Making 'life' evident in communications</li> </ul>
	JOINING UP ACTIVITY	<ul style="list-style-type: none"> <li>Planning 'cause' activity for 2027</li> <li>Planning 'cause' communications for 2027</li> </ul>
	DEFINE ADVOCACY FOR THE TIMES	<ul style="list-style-type: none"> <li>ACPC representation on cause working group</li> <li>Targeted planning submission</li> </ul>
	STRATEGIC COMMUNICATIONS	<ul style="list-style-type: none"> <li>Launch content strands for different groups</li> </ul>
03	EXPLORING EXPANDED OFFERINGS	<ul style="list-style-type: none"> <li>Define value propositions for each group</li> <li>Assess engagement along those lines</li> <li>Update propositions in comms/online</li> </ul>
	INTEREST DRIVEN COMMUNICATION	<ul style="list-style-type: none"> <li>Explore new approaches to ezine</li> <li>Test new ezine design</li> <li>Monitor analytics and engagement</li> </ul>
04	KNOWLEDGE SHARING	<ul style="list-style-type: none"> <li>Review best practice in this area</li> <li>Develop plan for implementation</li> </ul>
	CULTIVATING LEADERS	<ul style="list-style-type: none"> <li>Encourage committees &amp; chapters to recruit YIGS &amp; 40s/50s</li> <li>Bring new recruits into strategic decision making</li> </ul>