

Strategic Plan

Mission Statement

To educate the public about the history, ethics, manufacturing ingenuity, and popular culture through the study, preservation, collection, and promotion of fishing reels from the earliest times through the present day.

Strategic Goals

- 1) To become the focal point for all collectors who are interested in the history of fishing reels.
- 2) To promote interest in the history of fishing reels to the general public.
- 3) To provide services and events that address the interests and continuous collecting and educational growth of our members.
- 4) To communicate with members as efficiently and effectively as possible.
- 5) To be an economically and participatory responsible and sustainable club.
- 6) To actively communicate and cooperate with other prominent vintage fishing tackle history-related clubs and organizations.

Key Initiatives (with addressed goals in parenthesis)

- Increase total membership by 10% per year, with at least 20% of new members being ≤ 18 years old and 40% ≤ 40 years old (1, 5).
- Double international (non-U.S.) membership within the allotted period (1, 4).
- At least double the number of members who hold assigned or elected positions within the club (3, 4, 5).
- Have a succession plan and/or backup personnel for all key staff (with key staff identified through concurrence of ORCA officers and Board) (4, 5).
- Increase annual revenue at least 20% annually through:
 - The sale of lifetime and associated memberships,
 - Donation of reels for eBay sales and annual meeting auction
 - Donations and estate gifting from members, and
 - Corporate sponsorship and grants (5).
- Maintain and increase our visibility online and through social media (1, 2, 3, 4, 6)
 - Expand use of social media with Facebook and by starting and developing a Twitter persona. (1,2,3,4,6)
- Develop a Press Release and a related Marketing Plan plan to announce the new ORCA Administration with the main objective of promoting the Club's Purpose, Mission and 501(c)(3) status.
- To survey existing and perspective members regarding their impressions of club accessibility, relevance and performance (1, 4, 5).
 - Ongoing, routine member outreach by telephone (at an average pace of 10 connections per week, it would take about 2 years to speak to every member, based on 600.)
- To sponsor at least one ORCA member event yearly (1, 3, 4).
 - The financial objective for the show is to break-even through registration, auction revenues, and table fees.

- To maintain and improve as necessary the quality, efficiency, and accessibility of current club services (3, 4, 5).
- To increase the number of contributing authors for the Reel News and encourage the development of articles (1, 2, 3, 5).
- To make membership in ORCA desirable through access to member-exclusive services and opportunities (1, 3, 5).
- To enhance electronic accessibility and ordering of the ORCA catalog library.
- Membership growth through targeted outreach to large pools of niche reel-type and brand collectors currently under-represented within ORCA e.g. Collectors of Ambassadeur, Mitchell, spinning reels in general, mid-century brands like Shimano, closed face reels, early Swedish reels, etc. (1,2,3,4,6)
- At least once each year, challenge existing members to organize and install short-term mini-reel history displays at their local library/community center/school facility.
- At least once each year. challenge existing members to include a (self-printed) paper copy of the ORCA membership flyer inside their shipments of reels sold, regardless of the selling platform e.g. eBay, Facebook, private sale (1,2,3,5,6).
- At least once each year, challenge existing members to add links on their own reel websites to the ORCA site (2, 4, 6).
- Improve internal financial management planning (5).