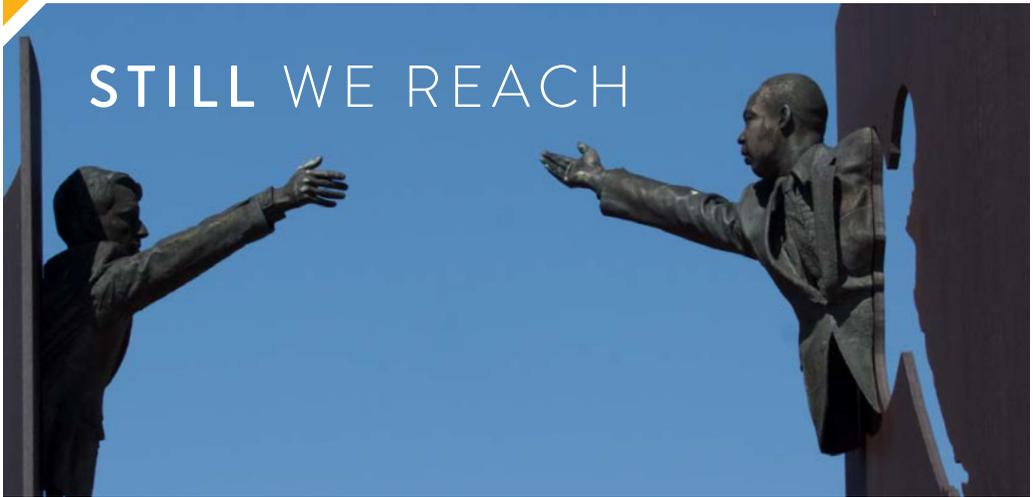


STRATEGIC PLAN | 2016-2019

KENNEDY KING MEMORIAL INITIATIVE

STILL WE REACH



**KENNEDY
KING**
MEMORIAL INITIATIVE





peace



Mission:

The Kennedy King Memorial Initiative builds on the historical events of April 4, 1968, to raise awareness, provoke thought and inspire action to eliminate division and injustice.

Vision:

Peaceful dialogue replaces hate and violence.

In 2016, the **Lilly Endowment** funded a comprehensive effort to assess the community's unmet needs and the Kennedy King Memorial Initiative's potential to address them. This Strategic Plan is the result of that effort and the guiding document for the work of the Initiative as we move forward.



Goal 1:

Develop a management and governance model that moves KKMI toward sustainable growth.

KEY STRATEGIES:

- Identify, recruit, orient, and involve additional board members who bring strong connections and expertise to KKMI.
- Develop and engage strategic board committees and task groups that address organizational priorities.
- Hire staff to work with and support the Board of Directors in implementing the strategic plan.

Goal 2:

Create an inspiring space that connects visitors with the values and legacy of Robert F. Kennedy and Dr. Martin Luther King Jr.

KEY STRATEGIES:

- Negotiate with strategic partner, Indy Parks, to expand the use of the Dr. Martin Luther King Jr. Park Center for KKMI operational presence and a location for programs delivery.
- Partner with the Indiana Historic Society to transform the exterior and first floor of the Dr. Martin Luther King Jr. Park building into a graphic interpretation that tells the story of April 4, 1968, and showcases the historic site of the Kennedy King Memorial.
- Create appropriate partnerships to enhance the facilities, monuments, and landscaping on the Dr. Martin Luther King Jr. Park campus and to provide directional signage and appropriate parking for increased access to the Memorial site and to Park facilities.
- Convene and facilitate a coalition to build a strong and vital neighborhood which is valued and recognized by the City, funders and neighborhood development intermediaries.

Goal 3:

Make the events and experience associated with April 4, 1968 relevant to the community today.



KEY STRATEGIES:

- Leverage the 50th anniversary of the April 4, 1968, event to achieve greater awareness of KKMI's emerging role in addressing issues facing urban communities today.
- Expand KKMI's current signature programs:
 - April 4 commemorations of the Kennedy speech/King assassination
 - June 6 commemorations of Kennedy assassination
 - Dream Keepers Camp
 - Speak Truth to Power teacher trainings
- Collaborate with partner organizations to provide forums and programs where dialogue and reconciliation can take place.
- Work with the Indiana Historical Society to preserve the stories of individuals who attended the April 4, 1968 event, and prepare a public display of their memories.
- Create and gain funding for a 50th Anniversary Legacy Project to be unveiled to the community on April 4, 2018.
- By the 50th Anniversary, develop materials for an Historic Trail Map to highlight:
 - Robert F. Kennedy's April 4, 1968 speech
 - Dr. Martin Luther King Jr.'s speeches, visits to and work in Indianapolis.
 - Significant Civil Rights historic sites in central Indiana.
- Develop a KKMI Public Service Education Component that includes curriculum and training for emerging youth leaders to prepare/inspire students to explore, serve and advocate for the public good and create unique KKMI public service internships and service learning opportunities.



Goal 4:

Gather the resources necessary to expand KKMI's impact within the community.

KEY STRATEGIES:

- Establish a resource development plan with defined priority programs.
- Identify and cultivate local and national donor prospects for the specific initiatives.
- Create a comprehensive communications plan and marketing strategies that include publicity for events, brochures and other means to showcase the park and monument for visitors and residents across the city and state.
- Partner with key broad base community marketing initiatives to ensure the Memorial and KKMI programming are included in significant statewide promotional efforts.
- Create a special targeted marketing strategy with Dr. Martin Luther King Jr. Park-area businesses, developers, organizations and residents to promote KKMI events, programs, exhibits, etc.



We are:

Creating original programs that teach, support, and inspire

Convening candid and courageous conversations

Collaborating with organizations that align with our mission

Cultivating a strong and vital King Park community





KENNEDY KING MEMORIAL INITIATIVE

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1968–2018
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