

National Pony Express Association



Strategic Plan

2024-2029

**National Pony Express Association
P.O. Box 236
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Strategic Plan

Introduction

The National Pony Express Association (NPEA) was established in 1978 to honor the memory and endeavors of the Pony Express riders of 1860-1861 and to identify, preserve, and mark the original Pony Express route through the eight states it crossed: California, Nevada, Utah, Wyoming, Colorado, Nebraska, Kansas, and Missouri. With the creation of the Pony Express National Historic Trail in 1992, the association became the primary non-federal advocate for the preservation of the designated national historic trail.

The first strategic plan was developed by the association on May 16 and 17, 2014 by the NPEA's strategic planning committee during a workshop in Tooele, Utah. The National Park Service, National Trails Intermountain Region facilitated the strategic planning workshop. The proposed strategic plan was approved by the association's membership at the September 2014 annual meeting in Sacramento, California. The strategic plan was revised on September 12, 2019, in Julesburg, Colorado and again on September 7, 2024.

This strategic plan describes the future direction for the association. The NPEA mission, vision, and goals for future achievement are included, along with objectives and related tasks. These provide the foundation for a strategy that will implement the specific goals, objectives, and tasks that support the vision and mission of the association. These goals, objectives, and tasks are considered critical, and therefore of the highest priority, for realizing the NPEA mission.

This strategic plan is expected to have a five-year time frame and will be reviewed annually at the national delegates meeting. The state divisions of the association are encouraged to review and develop activities for fulfillment and support of the national association plan. The strategic goals, objectives, and tasks have been developed such that the state divisions of the association will maintain their ability to carry out local commemorative events, educational programs, trail work, parades, trail rides, and other activities that complement and affirm NPEA's vision and mission, with the annual re-ride of the Pony Express a major focus of the association's activities.

While the goals, objectives, and tasks identified in the strategic plan are of highest priority, there are still other important activities that are on-going and conducted year-round and association wide. These other local, state, and national events and activities represent the wide range of accomplishments undertaken annually and carried out by dedicated NPEA volunteer members in support of the association mission.

Vision

The National Pony Express Association will keep the spirit and memory of the Pony Express alive for future generations.

Mission

Identify, preserve, and raise awareness of the Pony Express past and present and the Pony Express National Historic Trail.

Mission Goals

Four broad goals describe how NPEA will achieve its mission. These address trail preservation, education, partnerships, organizational effectiveness, and membership. Each goal is supported by objectives and implemental tasks.

- Goal 1.** Identify and preserve the Pony Express National Historic Trail resources.
- Goal 2.** Educate the public about the Pony Express history, heritage, legend, and legacy.
- Goal 3.** Promote public awareness, enjoyment, and stewardship of the Pony Express National Historic Trail.
- Goal 4.** Ensure organizational accountability and sustainability.

Goal 1. The National Pony Express Association will identify and preserve the Pony Express National Historic Trail resources.			
Objectives	Tasks	Lead [Point of Contact] *	Year
A. Identify potential risks to resources	i. Collaborate with agency planners, partners, and private landowners to identify and protect trail resources.	State Presidents	on-going 2024-2029
	ii. Conduct protection activities for resources at risk.	State Presidents	on-going 2024-2029
B. Verify trail and sites through research and fieldwork	i. Expand knowledge of trail-related resources.	Trail Captains State Presidents	on-going 2024-2029
	ii. Locate and document trail and sites.	Trail Captains State Presidents	on-going 2024-2029
	iii. Participation in trail-related workshops.	Chair of Strategic Plan	on-going 2024-2029

Goal 2. The National Pony Express Association will educate the public about the Pony Express history, heritage, legend, and legacy.			
Objectives	Tasks	Lead [Point of Contact] *	Year
A. Provide educational activities in conjunction with the annual re-ride	i. Create a commemorative letter available to the public to carry in the mochila.	Ride Letter Secretary	on-going 2024-2029
	ii. Make presentations and provide information at various locations and through various media.	State Memberships and Boards	on-going 2024-2029
B. Continue educational outreach in schools, civic organizations, and other organizations	i. Expand distribution of the national five-day lesson plan for educators.	Education Coordinator	on-going 2024-2029
	ii. Expand and track number of presentations and range of audiences reached.	Education Coordinator	on-going 2024-2029
	iii. Review and update the national five-day lesson plan for educators.	Education Coordinator	on-going 2024-2029

Goal 3. The National Pony Express Association will promote public awareness, enjoyment, and stewardship of the Pony Express National Historic Trail.			
Objectives	Tasks	Lead [Point of Contact] *	Year
A. Mark the trail in each state so that it is easily recognized and encourages public use	i. Utilize partnerships to implement sign plans.	Project Coordinator	on-going 2024-2029
B. Hold an annual re-ride to increase public interest and knowledge	i. Create a standardized informational packet and distribute to individuals, major media outlets, and organizations nationally and internationally.	Corresponding Secretary	on-going 2024-2029
	ii. Expand knowledge of the re-ride through use of social media.	Corresponding Secretary Web Master	on-going 2024-2029
	iii. Maintain a website by partnering with other interested organizations.	Web Master	on-going 2024-2029
	iv. Identify means to support the association in activities in i, ii and iii.	Corresponding Secretary Intern Web Master	on-going 2024-2029

Goal 3. The National Pony Express Association will promote public awareness, enjoyment, and stewardship of the Pony Express National Historic Trail.			
Objectives	Tasks	Lead [Point of Contact] *	Year
C. Commemorate the Pony Express by establishing monuments, statues, and silhouettes	i. Plan, identify, and obtain funding for placement of new, and maintenance of existing, commemorative works.	Project Coordinator National President	on-going 2024-2029
	ii. Manage project implementation through partnerships.	Project Coordinator National President	on-going 2024-2029
D. Expand and improve outreach to the public	i. Review, update, and distribute National Pony Express Association informational brochure.	Corresponding Secretary National President	on-going 2024-2029
	ii. Use social media for relevancy, to reach new audiences and to increase interest in the Pony Express.	Corresponding Secretary Intern? Web Master	on-going 2024-2029
	iii. Develop partnerships with organizations of like interest.	State Presidents Trail Captains	on-going 2024-2029

Goal 4. The National Pony Express Association will ensure organizational accountability and sustainability.			
Objectives	Tasks	Lead [Point of Contact] *	Year
A. Hold an annual delegates meeting to promote transparency, coordinate activities, address concerns, and support networking	i. Review and revise the association by-laws as needed.	National President	on-going 2024-2029
	iii. Make the minutes from the annual meeting available through multiple media.	Web Master	On-going 2024-2029
	ii. Review and revise the National Pony Express Association strategic plan and celebrate success.	Strategic Planning Committee	on-going 2024-2029
B. Recruit new rider and non-rider members to support association viability	i. Develop strategies for expanding membership.	Division President Team Captain	on-going 2024-2029
	ii. Share successful recruitment strategies.	Division President Team Captain	on-going 2024-2029
C. Document and	i. Finalize the committee with representation from each state.	Association Historian	on-going 2024-2029

Goal 4. The National Pony Express Association will ensure organizational accountability and sustainability.			
Objectives	Tasks	Lead [Point of Contact] *	Year
maintain the association's history	ii. Identify and gather association records and oral histories.	Association History Committee	on-going 2024-2029
D. Energize the membership through a safe and expeditious re-ride and other interactive activities	i. Implement a safety plan to provide criteria for physical condition of horse and rider.	Ride Captains	on-going 2024-2029
	ii. Celebrate the volunteers and other supporters through appropriate recognition.	Association Leadership	on-going 2024-2029

* For each of the identified tasks a responsible party has been identified as the lead or point of contact. While this individual may not directly perform the identified task, they will be responsible for its accomplishment.

Review Process

The strategic plan revisions will be presented for approval by voting delegates at the 2029 national meeting. In future years, this strategic plan will be reviewed at the annual national delegates meeting to guide work plans, track accomplishments, and revise objectives, goals, and tasks as needed.