**Canadian Naval Memorial Trust**

**Highlights of The Inaugural Trustee Survey**

**22 January 2022**

**Why:** To provide an opportunity for all Trustees to inform the development of our Strategic Plan, and take a first step in establishing an inventory of skill sets within our membership that could be called upon from time to time for assistance.

**How:** The survey consisted of 10 questions and one request for any Trustee so inclined to identify themselves and any skill set they might possess to help out the Trust from time to time.

**784** Trustees were sent the survey link

**551** Opened the link

**331** completed the survey

**7** Trustees identified themselves to help out where they could

**Q1.** How did you first learn of SACKVILLE and the CNMT?

**23%** Through Work

**17%** Through a Friend

**17%** Toured Sackville

**27%** Other (ie. BoA Ceremony/ My Grandfather/ My Husband)

**Q2.** Which of the following motivated you to become a member of CNMT?

**61%** Preservation of Military History

**59%** Military/DND Service

**27%** Family member who served

**38%** Interest in the BoA

**Q3.** Which of the following most closely represents the majority of your

work experience?

**53%** Navy

**31%** Private Sector

**Q4.** What age were you when you joined the Trust?

**51%** Age 50-64

**Q5.** CNMT provides me with sufficient information to maintain awareness of

its accomplishments and challenges.

**98%** Agree

**Q6.** How do you prefer to receive updates from CNMT?

**94%** Email

**17%** Annual Reports

**14%** Website

**Q7.** The mission of the CNMT is to preserve SACKVILLE as a memorial to the Battle of the Atlantic and to honour the sacrifice and commitment of sailors of all generations who have served or continue to serve the country. Are there other roles you believe we should more fully embrace going forward?

**60%** Support to Education

**57%** Support to Historical Research

**55%** Awareness Training for Youth

**27%** Support to TV & Film

**Q8.** Given fundraising will continue to be vitally important to the on-going survivability of SACKVILLE, which of the following two (2) options do you believe would be most advantageous for the CNMT to pursue?

**78%** Corporate Sponsorships

**50%** Corporate Partnerships

**38%** Donation Drives

**3%** Charging for Services

**Q9.** The Core Values of an organization are those 4 to 6 preeminent values that above all guide the organization in its behavior and decision making. List two values (single words like “transparency” or “honesty") you believe should be part of CNMT’s core values?

**Integrity/ Transparency/ Honesty/ Accuracy/ Education/ Remembrance/ Respect/ Dedication/ Preservation**

**Q10.** Do you have any suggestions or ideas you would like us to consider during strategic plan?

**164** Suggestions/ Ideas Offered. Some Highlights Included:

**We need to do a better job at marketing CNMT**

**More branded merchandise/ ship branding**

**WE NEED TO RECRUIT YOUNGER MEMBERS**

**Market the ship to a global audience**

**Find individual and corporate champions**

**Increase social media presence**

**Do a mass canvassing of Regular and Reserve Forces**

**Transcend our geographic location of Halifax**

**Collaborate with other like minded organization**

**Hammer away for more Federal support**

**Establish a research chair at a university**

**Rock On !**