

Strategic Plan for the Work of the RPSC 2018–2023

Mission and Vision Statement of the Strategic Plan

A. To take a leadership role in promoting and encouraging “stamp collecting” (which includes the collection of topicals, thematics, postal history, aerophilately, and the use of postcards and other ephemera) for Canadians of all ages, genders and ethnicity **and to be an inclusive not exclusive organization. Our audience would include** the public, beginning collectors, specialists and the philatelic community at large;

B. To offer educational programmes to the public which enhance the pleasure and friendliness of “stamp collecting” as described above;

C. To promote and encourage volunteerism in “stamp collecting” (as described above), philatelic exhibiting and philatelic judging;

D. To represent residents of Canada in worldwide philatelic exhibitions and in worldwide philatelic organizations; and

E. To be the Canadian centre of excellence for collectors, philatelic exhibitors and philatelic judges.

Proposed Objectives To Fulfill the Mission and Vision Statement

A. Publications

Encourage the preparation of presentations and monographs, books and other educational material for the public, including all those who are engaged in philatelic activities. The publications would include material that can be used in various places to attract members - for example, stamp shows, coin shows, postcard shows, antique shows, libraries, community centres and schools;

B. Seminars and Courses

Develop materials and deliver seminars/courses to all levels of collectors, philatelists, exhibitors and judges in Canada on topics of relevance to them.

C. Exhibiting at all Levels (including exhibits of topicals, thematics, ephemera and postcards)

Develop and deliver educational materials/programmes on exhibiting to encourage exhibiting at all levels and classes;

D. Mentoring of Individuals and Groups

Develop a mentoring program for beginning hobbyists of all ages using RPSC Fellows and other qualified individuals (including exhibitors and judges);

E. Fundraising

Raise capital for charitable (tax deductible) and non-charitable activities through fund raising campaigns. Integrate RPSC Foundation, VGG and TAPE activities in a rational and coordinated way. Seek “charitable organization” status for The RPSC from the Canada Revenue Agency;

F. Relationships and Partnerships with other Philatelic Organizations Including Canada Post and Dealers Inside and Outside Canada

Regularly establish and enhance relationships with Canada Post, the Canadian Stamp Dealers Association and other philatelic organizations to attract more people to the hobby, and to ensure working efficiencies. Appoint persons to act as liaisons with each organization' Maintain excellent working relationships with FIP, FIAF and other organizations such as the American Philatelic Society;

G. Promote and Sponsor Joint shows/exhibitions (coins, postcards, ephemera)

Establish and maintain a show/ exhibition/conventions committee to liaise with RPSC chapters and to develop and follow consistent guidelines to create a first-class experience for those attending the shows and exhibitions. One or more RPSC board members would be actively involved in this process;

H. Insurance Benefits for Members

Continue to offer insurance benefits to members as is the current practice;

I. Promote and Encourage Volunteerism

Find, encourage and publicly acknowledge volunteers who help The RPSC in administration, clerical work and fund-raising. Promote, encourage and publicly acknowledge volunteer participation in philatelic organizations other than The RPSC (clubs, shows, publications);

J. Brand *The Canadian Philatelist* as the Premier Philatelic Publication in Canada

Make the content and direction of this publication consistent with the above objectives and statements so that it is widely viewed as the premier philatelic publication in Canada. The Editorial Board and the Editor (in consultation from the Board of The RPSC) must promote, encourage and publish articles and other material consistent with the above objectives and statements;

K. Attract New Members and Maintain Existing Memberships Whenever Possible and Strengthen Relationships with RPSC Affiliate Chapters

Use RPSC affiliate chapters to recruit new RPSC members. Create RPSC regional liaisons in provinces to attract new members and promote the above objectives; and

L. Enhanced Promotion, Marketing and Branding of The RPSC By Various Means Including Traditional and Social Media

Create an awareness that The RPSC stands for The Royal Philatelic Society of Canada, that The RPSC has a long and storied history and tradition and that it is an inclusive and not exclusive organization that someone will be excited to join. Use our existing Facebook page and RPSC Website to get our messaging across on a timely and broad basis.

M. Member Sales Circuits

Offer members the chance to sell or buy one another's stamps through a carefully managed sales circuit under contract with a reliable and conscientious individual or party.

Edwin G. Kroft, Q.C.