



The Yarborough National Genealogical & Historical Association, Inc.

Re-Inventing the YNGHA

State of the Corporation

- Stagnant Membership;
- No Business Plan;
- Failure to capture followers* ;
- Disengaged and aging membership.

* 40,000 Yarboroughs (of all spellings); 584 FaceBook Group Members; 445 Registered Viewers; 75 Paid Members



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Re-Inventing the YNGHA

or

“Who Do We Think We Are, Anyway?”

Key Questions

- What does our membership want (or think)?
- What value does the YNGHA offer the community of Yarbroughs and it allied families?
- Is this worth providing?
- Is the corporation structured to achieve its goals?



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The YNGHA Mission

Keeper of the Yarbrough Families' Heritage Through

- **Collecting and Maintaining the Genealogies of the Extended Yarbrough and allied families;**
- **Recording Family Stories and Accomplishments;**
- **Authenticating family pedigrees;**
- **Publicizing the Heritage and Accomplishments of Our Families.**



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How to Serve Active Family Groups in States with substantial Yarbrough and Extended Families

- ❖ Alabama
- ❖ Florida
- ❖ Georgia
- ❖ Kentucky
- ❖ Louisiana
- ❖ Mississippi
- ❖ Missouri
- ❖ North Carolina
- ❖ South Carolina
- ❖ Texas



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YNGHA Services

1. **Education & Outreach**
 - a. **Publishing (traditional & online)**
 - b. **Speakers' Bureau**
 - c. **Conferences & Seminars**

2. **Research**
 - a. **Traditional**
 - b. **DNA Project**

3. **Services – Are there other services that are needed (or are desirable)?**
 - a. **Validation of family pedigrees;**
 - b. **Travel services to local and distant repositories or to “the old country”?**

4. **Socializing/fellowship**



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How We (Can) Do What We Do

1. Education & Outreach
 - a. The Yarbrough Family Quarterly
 - b. Web Site & Facebook
 - c. The Blandford Series of Yarbrough Family Records
 - d. **Conferences, & Seminars**

2. Research
 - a. **Traditional**
 - b. **DNA Project**

3. Services – Respond to inquiries by viewers/members
 - **Reviewing/authenticating family pedigrees**



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A Proposed Action Plan

- Poll the membership and our user communities (FaceBook, Registered Visitors) in order to determine their interests;
- Promote the benefits of YNGHA membership:
 - Validation of Family Pedigrees;
 - Publications, Research Findings, and Seminars;
 - Forum (Facebook Page, Web Site) for family researchers;
 - Family DNA Project.
- Conduct seminars at family reunions, conferences, genealogical and historical society meetings;
- Define added services/projects.



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Organizational Issues

1. **Classes of Membership**
 - a. Life
 - b. Sustaining
 - c. Senior
 - d. Regular
2. **Dues and Donations**
3. **Use of Revenues**
4. **Bylaws Revisions – what changes may be required**
 - a. **Strengthen Qualifications for Officers & Directors**
 - b. **Executive Director**
5. **Web Site & FaceBook**
6. **Other?**



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Questions/Discussion/Concluding Remarks

An immediate action is to revise/update the draft business/operations plan to reflect the focus of the YNGHA for the next several years. This includes:

- **Revising the Bylaws;**
- **Listing of Projects to be undertaken:**
- **Continued editing of digitized records;**
- **More tightly integrate Facebook Group page with the YNGHA website;**
- **Restoration of Old Richard's gravestone (in 2022);**