

THE O'DOCHARTAIGH CLANN

STRATEGIC DEVELOPMENT PLAN

2001 – 2005

COPYRIGHT

It is a condition of this Strategic Development Plan that everyone who consults it must recognise the copyright rests jointly with the O'Dochartaigh Clann and the author Mr Tony Johnston.

DEDICATION

*“This Strategic Development Plan is dedicated to the
O’Dochartaigh Clann in the strong belief that it will soon
regain its destiny.”*

ABBREVIATION

Readers are requested to note that, to simplify the text of this plan, all of the titles; Clann Association; O'Dochartaigh Clann Association; O'Dochartaigh Family Research Association; Clann Fiamhain may simply be regarded as referring to the "O'Dochartaigh Clann".

ACKNOWLEDGEMENTS

The author wishes to acknowledge the invaluable assistance given by the following individuals without whose help this plan could not have been prepared.

- *Professor Patrick Doherty – Clann Herald.*
- *Mr. Denis Matthews – Clann Volunteer.*
- *Ms. Angela McLaughlin – Clann Secretary.*
- *Ms. Karen Gillespie – Clann Researcher.*
- *Mr. Michael Noone – Clann Computing Manager.*
- *Clann members who completed the questionnaire.*
- *Mr. Brian Baker – Clann Webmaster.*
- *Aoife Nic Sheain – Playwright*
- *Mr. Ted Leath – Computer Technician.*
- *Dr. Billy Kelly – Heritage Research Officer.*
- *Father Edward Doherty – Clann Member.*

Introduction

The O'Dochartaigh Clann has been in existence for approximately 1200 years. The earliest records show it first emerging in the Finn valley in the 800s before moving on to Inis Eoghain in the 13th century where it became the leading clann. It maintained its position as the leading clann in Inis Eoghain until 1608 when it was dispossessed by the English. O'Dochartaigh Clann was the last of the Irish Clanns to rebel against the English and, following its defeat, it ceased to have any political or ruling influence in Ireland. In the 1700s the descendants of the Clanns ruling family migrated to Spain from where they have maintained a deep interest in matters related to the Clann.

The O'Dochartaigh surname is one of the oldest surnames in the world. There is no specific record of its origin or meaning, but a number of writers have associated it with Donagh, a descendant of Niall of the Nine Hostages who was nicknamed the Destroyer. It is estimated that there are at least 165 derivatives of the name O'Dochartaigh and it is further estimated that there are more than 600 000 O'Dochartaighs alive today. Following the great emigrations from Ireland over the past four centuries, O'Dochartaighs can now be found in almost every corner of the globe.

The O'Dochartaigh Clann Association has been in existence for thirty two years. It originated in Michigan, USA in 1968 and moved to Ireland in 1984. The Clann Association emerged, mainly because of the latent need that many American

O'Dochartaighs have to connect with their family roots in Ireland, but also because of the hard work of a few individuals who took the initiative and began to actively pursue the development of the Association. The Association now has up to 700 members from all over the world held together by the common bond of their name, O'Dochartaigh and by the common bond of their homeland, Inis Eoghain. In June 2000, the Clann Association enjoyed it's greatest achievement when it successfully hosted a two-week long reunion in Inishowen for more than 400 visiting O'Dochartaighs and their families.

The O'Dochartaigh Clann Association has now become so successful that it is experiencing difficulties in coping at both the operational and the strategic level. At the operational level, it is having difficulty responding to the steadily increasing number and variety of enquiries it receives. At the strategic level, it is having difficulty organising to grasp the major development opportunities that are vital to the Clanns continued success. To continue to be successful, the Clann urgently needs to set and prioritise its objectives and restructure its organisation in order to pursue them.

This is the first strategic development plan to be written for an Irish Clann and, it is interesting note that, it is being written for the last of the Irish Clanns to lose its lands and independence. It is also interesting to note that the impetus for the development of O'Dochartaigh Clann is coming from Clann members at home and abroad and, from Clann members on both sides of the Irish border. It is hoped that the success of this plan will become an example to other Irish Clanns and that many of them will wish to follow the initiative being shown by the O'Dochartaigh Clann.

Purpose

The overall purpose of this plan is to set forth the direction and organisational structure that the O'Dochartaigh Clann should take over the next ten years. The emphasis of the plan is on capitalising on the Clann Associations success to date by creating for it a highly professional, creditable business and social organisation that is capable of achieving a broad range of quality objectives. It is hoped that the plan will meet with the approval of both new and existing O'Dochartaigh Clann members and that it will retain their allegiance throughout the next ten years.

Structure of the Plan

The plan is structured as follows:

Executive Summary

Chapter One: Review and Analysis

- | | |
|----------------|--|
| Section One: | The O'Dochartaigh Clann / The O'Dochartaigh Clann Association? |
| Section Two: | Chronology of the O'Dochartaigh Clann Association 1968-2000. |
| Section Three: | Review and analysis of the O'Dochartaigh Clann Association 1968-2000. |
| Section Four: | The O'Dochartaigh Clann Association's contribution to Irish Society 1968-2000. |
| Section Five: | Estimated Income and Expenditure Five Year Review. |
| Section Six: | O'Dochartaigh Clann – Estimated Assets Year 2000. |
| Section Seven: | O'Dochartaigh Clann Association Structure. |

Chapter Two: Assessment of Current Situation

Section One: Opportunities for the O'Dochartaigh Clann.

Section Two: Strengths of the O'Dochartaigh Clann.

Section Three: Weaknesses of the O'Dochartaigh Clann.

Section Four: Threats to the O'Dochartaigh Clann.

Chapter Three: Planning the Future

Section One: O'Dochartaigh Clann Mission Statement.

Section Two: O'Dochartaigh Clann Objectives and Strategies 2000-2005.

Chapter Four: Organising for the Future

Section One: O'Dochartaigh Clann Business Status

Section Two: O'Dochartaigh Clann Proposed Organisation Structure.

Section Three: Personnel Planning.

Chapter Five: Communication Methods

Chapter Six: Funding the O'Dochartaigh Association

Chapter Seven: Specific Projects

Section One: The Castles

Section Two: Monuments

Section Three: Artefacts

Section Four: Archaeological Digs

Section Five: Genealogy Research Service

Section Six: The O'Dochartaigh Clann Website

Section Seven:	Clann Reunions
Section Eight:	Clann History Publication
Section Nine:	Performing Arts
Section Ten:	Small Projects

Chapter Eight: Results of the Reunion Year Survey

Appendices

Appendix One:	O'Dochartaigh Clann Association Members
Appendix Two:	Family Group Queries
Appendix Three:	Copy of Reunion Programme & Copy of Awards Programme
Appendix Four:	Constitution & By-Laws of Clann Fiamhain
Appendix Five:	Charitable/Trust Status – Application forms and Information Leaflets: Republic of Ireland, Northern Ireland & USA.
Appendix Six:	List of Funders and Other Contacts
Appendix Seven:	The Castles of Inishowen
Appendix Eight:	The O'Doherty Historic Trail
Appendix Nine:	Photographic & Art Appendix
Appendix Ten:	The Maguire Chalices
Appendix Eleven:	Clanns on the Web
Appendix Twelve:	Performing Arts Appendix

CHAPTER ONE – REVIEW AND ANALYSIS

Section One

The O'Dochartaigh Clann

The O'Dochartaigh Clann is made up of all individuals and families who either have the O'Dochartaigh name or are descended from an O'Dochartaigh. The Clann originated in the North-west of Ireland approximately 1200 years ago and now has descendants in most parts of the world

The O'Dochartaigh Clann Association

The most frequently used substitutes for the word association are friendship and organisation. Both of these words provide a useful input in explaining what is meant by the O'Dochartaigh Clann Association. The O'Dochartaigh Clann Association is an organisation which is largely based on the friendship which exists among individuals and families who either have the name O'Dochartaigh today or are descended from an O'Dochartaigh. The O'Dochartaigh Clann Association now has approximately four hundred and fifty

***members (Appendix One – O’Dochartaigh Clann Association
Members).***

Section Two

Chronology of the O’Dochartaigh Clann Association: 1968 - 2000.

- 1968 - Activity begins with the gathering of O’Dochartaigh
1978: family details
and O’Dochartaigh genealogical information.***
- 1978: O’Dochartaigh Association formed in Michigan,
USA.***
- 1980 – Annual reunions take place in Michigan, USA.
1985:
1981: O’Dochartaigh Association US organisers visit Derry
and Donegal for
the first time. Introduction of quarterly Clann
newsletter.***
- 1984: O’Dochartaigh Association headquarters transfers
from Michigan to Inch
Island, Co. Donegal.***
- 1985: First O’Dochartaigh International Clann Reunion in
Ireland. Introduction of Clann Timeshares.***
- 1985 – Consolidation of Clann Association membership and
1990: intensification of genealogical research.***

- 1990: ***Second O'Dochartaigh International Clann Reunion. Inauguration of First Clann Chieftain since Cahir Ruaidh (d.1608).***
- 1990 –
1995: ***Build up of visitor numbers to Clann headquarters. Continuing consolidation of clann membership and genealogical research. US University students use headquarters as accommodation and interpretative base for summer school activities. Member sponsored Clann Forest planting begins.***
- 1995: ***First full-time staff appointed at Clann headquarters.***
- 1995 –
1998: ***Major investment in Clann computing technology, genealogy software, website and email. Visit by Newton Gingrich, Speaker of the House to Clann headquarters. Erection of monument to Cahir Ruaidh at Inch Island headquarters. Fionnbarra O'Dochartaigh, O'Dochartaigh People and Places published.***
- 1999: ***Transfer of headquarters from Inch Island to Buncrana.***
- 2000: ***Largest ever International Reunion attended by approximately four hundred O'Dochartaighs and their families. Clann Herald announces retirement. Clann Strategic Planning Process launched.***

Section Three

*Review and Analysis of the O'Dochartaigh Clann Association: 1968 -
2000.*

***The O'Dochartaigh Association began as one mans dream in
1968 in Michigan USA. For the following ten years this***

individual collected genealogy information primarily on American O'Dochartaighs enabling these families to connect more and more with their roots in Ireland. During these ten years the efforts of this individual were supported only by his own resources and such volunteer assistance as he could obtain from his family and friends. In 1978, this individual achieved his goal of setting up the O'Dochartaigh Association.

Over the next six years the work of the Association was consolidated by additional volunteer effort and saw the hosting of several international Clann reunions. In 1984 the Association moved to set up headquarters in Ireland.

Throughout its existence the Association has carried out extensive work on a number of important fronts including genealogy research, Clann reunions, heritage preservation, history publications, membership and Clann headquarters development. This work is now reviewed and analysed as

follows:

1. Genealogy

The family name is the very reason for the existence of the O'Dochartaigh Association. Its importance cannot be overstated and, it is by researching their family tree that most O'Dochartaighs connect either with other O'Dochartaighs or with the O'Dochartaighs Association.

The Associations genealogy databank now boasts more than half a million names. It has responded to more than 15, 000 enquiries and has provided more than 4,500 printouts of family trees (Appendix Two - Family Group Queries). There are two major tasks involved in genealogy, firstly gathering and inputting the data and secondly organising and retrieving it correctly. In the early stages of genealogy the accent of effort has to be on inputting data so that when requests for information come they can be satisfied. The Association is rapidly arriving at the point where it can respond to most enquiries, but there is still much outstanding data to be gathered on O'Dochartaigh genealogy.

Genealogy is perhaps the only activity which the Association has performed to date that has the capacity to make significant amounts of money. There is some evidence that the Association could promote it genealogical research service to a much wider market and that it could charge significantly more for each family tree printout it produces.

The Association acknowledges that, despite its best efforts and its continuing investment in state of the art systems and software, there is still much work to be done on optimising the contribution that genealogy can make to the development of the Clann.

2. Clann Reunions

The Association has just completed its eighth Clann reunion the first four of which took place in the US. Reunions are probably as essential to the development of the Clann as is genealogy research. They provide the opportunity for

O'Dochartaigh families and the friends to get together to explore their common interests. Clann reunions have proven to be successful in both attracting new members and sustaining the interest of existing members. The Millennium reunion, was attended by some four hundred O'Dochartaighs and their families making it the best-attended reunion to date (Appendix Three: Copy of the Reunion 2000 Programme).

Reunions require a huge investment of effort to organise. They also require considerable levels of funding and, in most cases, they have been a drain on the Associations financial resources. They are, however, a significant marketing and PR exercise and as such any finance which they need should be regarded as an investment in attracting and holding membership.

3. Publications

Throughout its existence the Clann Association has communicated with its membership and the general public by

mail, telephone, newsletter and press releases. In the past few years it has been making increasing use of email and the World Wide Web from which it is also receiving an increasing amount of communication. Judging by the growth in membership of the Association, it would appear that the Associations publications are achieving their intended goals. The Association acknowledges that there is room for improvement in the number, variety and content of its communications.

A major restriction on the number and quality of Clann Association publications is the cost involved in their production and distribution. The Association has confirmed that the cost of producing and distributing a newsletter to each member is greater than a members annual dues. The Association acknowledges that, in the light of opportunities presented by the World Wide Web, it should be able to effect significant reductions in publication and distribution costs.

4. Heritage

For many Association members, it seems that there is a natural connection between their interest in their family history and their interest in their ancestors homeland and its heritage. Since its foundation, the Association has endeavoured to present the heritage of the O'Dochartaigh homeland to all its members. It has published many articles about such things as the O'Dochartaigh Clann Castles and O'Dochartaigh Clann artefacts. It has also endeavoured to present local performing arts, fine arts and crafts and, by doing so it has helped to strengthen links between its membership and their local Irish heritage.

One major restriction on the presentation of the O'Dochartaigh Clann heritage is the lack of preservation - poor presentation of many of Inishowens heritage sites. Many of the more important sites are National Monuments and, as such they are in the care of the State. Many of the smaller sites are not in the care of any specific organisation. Over the

years since its foundation the Association has not got involved to any notable extent in the preservation of heritage sites.

5. History

O'Dochartaigh Clann history is extremely important to the Association as many Clann members interests appear to progress from family to heritage and then to history. The members have a great sense of pride in the history of the O'Dochartaigh Clann and, over the past number of years, there has been an increasing demand for the production of a detailed history of the Clann. All of the issues of the newsletter have included articles on the history of the O'Dochartaighs. A booklet entitled "O'Doherty People and Places" has been published. The Association acknowledges that the publication of a detailed academic history of the Clann is vital to the development of its membership.

6. Membership Development

Clann membership targets set in 1981 were for 1000 members by 1983, 3000 members in 1985 and 12, 000 members in 1995. These targets have not been achieved and current membership stands at approximately 450. Membership appears to have peaked somewhere in the late 80's when it appears that there were approximately 1000 members. It would seem, however, that the original targets may have been realistic due to the fact that the Association has provided over 4500 genealogy or family tree printouts over the past fifteen years.

The Association acknowledges that it did not have the resources necessary to develop the membership beyond 1000 members and that, at times, it did not have the resources necessary to sustain current membership interest. Recent advances in information technology have presented the Clann with a new opportunity to develop its membership on a more cost-effective basis, but the Association is aware that its resources will have to grow with its membership.

7. Clann Headquarters

In 1984 the O'Dochartaigh Clann Association purchased for use as headquarters, a manor house on Inch Island in County Donegal. It was intended that this headquarters would act as a focus for the Association, an administrative office for the Association and a timeshare facility for the use of Clann members. The house was to be extended by linking it to its stables which were to be converted to extra accommodation. Plans were drawn up for this conversion and some Clann members were approached to invest in it. This investment did not materialise and, not only was the extension work not carried out, but the maintenance of the house itself became a financial burden to the Association. Throughout its time at Inch Island the Association maintained excellent gardens which became very popular with visiting members. In 1999 due to spiralling maintenance costs the Association reluctantly sold the house on Inch Island and moved its headquarters to Buncrana.

The Association acknowledges that it was unable to reach its objectives regarding the central role which its Inch Island headquarters could have played in the Associations development. It also acknowledges that, in its current form the Association simply could not afford the upkeep and necessary changes which it would have had to make to the property. The current headquarters, a three storey Victorian town house, is situated in a central locality where it benefits from more passing trade.

Section Four

The O'Dochartaigh Clann Associations contribution to Irish society 1968

– 2000.

***The Association has contributed to the benefit of Irish society
in a number of ways:***

1. Cultural

The Association has promoted the full range of Irish cultural activities including music, dancing, sport, drama and writing. It has done so at home and abroad both by organising its own Irish cultural activities and by encouraging attendance and support for Irish cultural events. It has promoted an understanding of Irish culture in many of its newsletters and other communications.

2. Social

In many ways, the Clann Association is a social organisation which helps individuals and families to interact on a social or friendship basis. It helps to connect families at home and

abroad and it assists in deepening the understanding which native Irish and emigrant Irish have of each others ways of life.

3. Economic/Tourism

Throughout its existence the Association and its members have made a significant contribution to the economy of Ireland and, in particular to the economy of Inishowen. Estimates of the direct monetary contribution for the period 1996 to 2000 are given in the table overleaf. It's impossible to put a monetary estimate on the immense contribution that the Associations activities have made to promote Ireland as a tourism destination.

The Clanns Financial Contribution to the Local Economy 1996 – 2000

	1996	1997	1998	1999	2000	<u>TOTAL</u>
	Reunion Year					
<i>Dues</i>	5000	5000	5000	5000	5000	25 000
<i>Occasional Visitors</i>	50 000	50 000	50 000	50 000	100 000	300 000
<i>Re-union Visitors</i>	*	*	*	*	1 050 000	1 050 000

<i>Mail order</i>	15 000	15 000	15 000	15 000	45 000	105 000
<i>Genealogy</i>	20 000	20 000	20 000	20 000	40 000	120 000
<i>Donations</i>	3000	3000	3000	3000	6000	18 000
<i>Time-shares</i>	10 000	10 000	10 000	10 000	20 000	60 000
<i>Grants</i>	3000	3000	3000	3000	6000	18 000
<i>Volunteers pensions</i>	25 000	25 000	25 000	25 000	25 000	<u>125 000</u>
TOTAL						<u>1 821 000</u>

*The Clanns Employment Contribution to the Local Economy
1996 – 2000*

	1996	1997	1998	1999	2000
	Reunion Year				
<i>Clann Herald</i>	1	1	1	1	1
<i>Salaried F/T</i>	1	2	1	1	2
<i>Salaried P/T</i>	2	2	2	2	3
<i>Volunteers</i>	1	1	1	1	2
TOTAL	5	6	5	5	8

Section Five

Estimated Income and Expenditure – 5 Year Review

The following two tables include estimates of the Clann Associations income and expenditure over the period 1996 to 2000. It has to be emphasised that, since there are no accurate financial records available, the figures appearing in these tables need to be treated cautiously.

The Clann Association Estimated Income Review 1996 – 2000

	1996	1997	1998	1999	<u>2000 Reunion Year</u>
Number of members	450	450	450	450	450
1. Dues @ £12 each	5400	5400	5400	5400	5400
2. Genealogy searches 250 @ £35 each	8750	8750	8750	8750	8750
3. Donations/grants					
<i>Cash</i>	13 000	13 000	13 000	13 000	16 000
<i>Rent in kind</i>	5000	5000	5000	5000	5000
<i>Volunteer Assistance</i>	25 000	25 000	25 000	25 000	25 000
<i>Grants</i>	1000	1000	1000	1000	4000
4. Souvenirs	2000	2000	2000	2000	5000
5. Bed & Breakfast	1000	1000	1000	1000	2000
6. Advertising	500	500	500	500	<u>1000</u>

TOTAL	61 650	61 650	61 650	61 650	<u>72 150</u>
--------------	---------------	---------------	---------------	---------------	----------------------

*The Clann Associations Estimated Expenditure Review
1996 – 2000*

	1996	1997	1998	1999	2000 Reunion Year
1. Newsletter	5000	5000	5000	5000	5000
2. Salaries	10 000	10 000	10 000	10 000	15 000
3. Travel	2000	2000	2000	2000	3000
4. Office Supplies	1000	1000	1000	1000	2000
5. Electricity	3000	3000	3000	3000	3000
6. Telephone	2000	2000	2000	2000	3000
7. Rent	5000	5000	5000	5000	5000
8. Reunion Expenses					10 000
9. Computer Expenses	2000	2000	2000	2000	2000
10. HQ Maintenance	5000	5000	5000	5000	2000
11. Postage	1000	1000	1000	1000	2000
12. Souvenirs	1000	1000	1000	1000	2500
13. Volunteer Assistance	25 000	25 000	25 000	25 000	<u>25 000</u>
TOTAL	61 000	61 000	61 000	61 000	<u>79 500</u>

Section Six

Clann Associations – Estimated Assets Year 2000 (Irish Pounds)

The following table includes estimates of the O’Dochartaigh

Clanns assets in the year 2000.

<i>1. Genealogy Databank:</i>	<i>£60,000</i>
<i>2. Computer Hardware</i>	<i>£6,000</i>
<i>3. Associated Office Equipment</i>	<i>£2,000</i>
<i>4. Office Furniture & Storage</i>	<i>£1,000</i>
<i>5. Clann Headquarters</i>	<i>£150,000</i>
<i>6. Memorabilia</i>	<i>£5,000</i>
<i>7. Furniture & Fittings</i>	<i>£30,000</i>
<i>TOTAL:</i>	<i>£254,000</i>

Section Seven

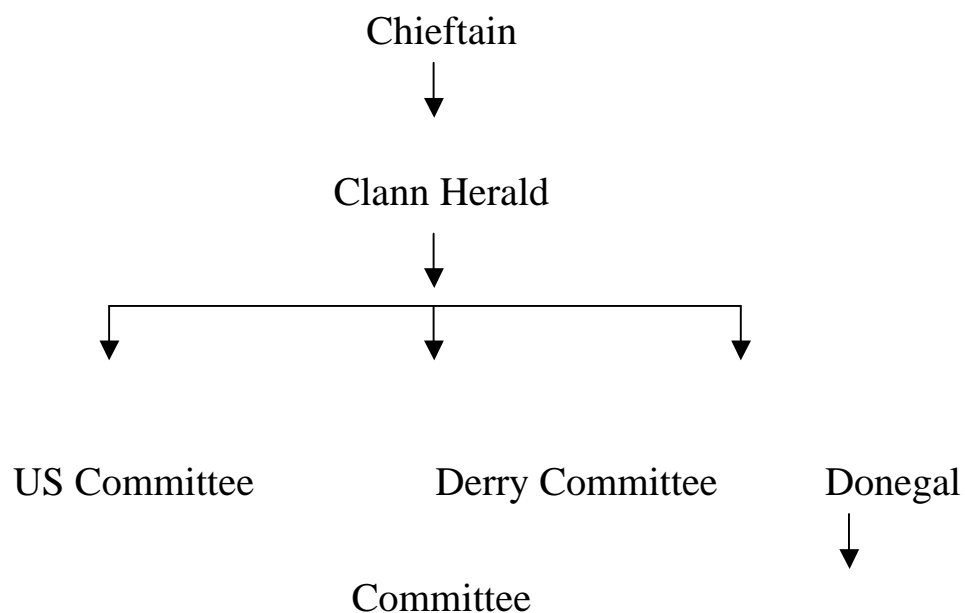
Clann Association Organisational Structure

The original Clann Association Constitution and By-Laws

include a detailed description of both the Clann and the Clann

Associations proposed organisational structures (Appendix Four – Constitution and By-Laws of “The Clann Fiamhain”). These organisational structures were never fully implemented, but what did emerge were less rigid structures shown below, which appear to have relied quite heavily on committees and volunteers to achieve their tasks.

1. Clann Organisational Structure



Carndonagh

Buncrana
Committee
Committee

2. Clann Association Organisational Structure

Clann Herald



Clann Historian
Clann Secretary

Clann Office Manager



Office, Research & Maintenance Staff

CHAPTER TWO – ASSESSMENT OF CURRENT SITUATION

Section One

Opportunities for the O’Dochartaigh Clann Association

Several opportunities currently exist which have the capacity to consolidate and strengthen the Clann Association, these are as follows:

- ◆ The purchase, preservation/restoration of an O’Dochartaigh castle or castles.
- ◆ Publication of a detailed Clann history.
- ◆ The development of an efficient web-based communications system.
- ◆ The existence of a range of grants and other supports.
- ◆ The continuing world wide economic boom.
- ◆ The increases in travel and tourism activity.
- ◆ The Irish and European Governments new support systems for heritage based activity.
- ◆ Increased interest in family tree research.
- ◆ To renew the organisation in line with already announced retirements.
- ◆ To capitalise on an enthusiastic membership.
- ◆ To capitalise on the existing genealogy databank.

Section Two

Strengths of the O’Dochartaigh Clann Association

The O’Dochartaigh Clann Association has several key strengths which are capable of acting as the cornerstones of their efforts to achieve some of the opportunities listed above.

These strengths are as follows:

- ◆ Highly enthusiastic membership.

- ◆ Valuable headquarters and associated assets.
- ◆ Unique genealogy databank.
- ◆ Established communication structures.
- ◆ The goodwill of both members and the general public.
- ◆ Very highly experienced and respected senior members.
- ◆ Strong and enthusiastic committees.
- ◆ Unique heritage.
- ◆ Large worldwide population of O'Dochartaighs.
- ◆ A successful track record.
- ◆ A high level of support from local business.
- ◆ A number of Clann members in highly influential and respected positions.

Section Three

Weaknesses of the O'Dochartaigh Clann Association

The O'Dochartaigh Clann Association has some serious weaknesses which it acknowledges have restricted its capacity to achieve its potential, these are as follows:

- ◆ Lack of necessary business management capacity.
- ◆ Inadequate capital.
- ◆ Lack of charitable trust.
- ◆ Low current interest levels.
- ◆ Lack of formal accounting procedures.
- ◆ Association does not have an appointed accountancy firm.
- ◆ Association does not have an appointed law firm.
- ◆ Inadequate capacity of headquarters and reception areas.

- ◆ Low interest among local O'Dochartaighs.

Section Four

Threats to the O'Dochartaigh Clann Association

The O'Dochartaigh Clann Association faces several potentially serious threats not just to its ability to achieve its objectives but also to its very existence, these are as follows:

- ◆ Complacency.
- ◆ Failure to replace existing highly experienced senior staff.
- ◆ Failure to protect the O'Dochartaigh Association name.
- ◆ Failure to protect genealogy database.
- ◆ To take advantage of current opportunities.
- ◆ Failure to meet members expectations.
- ◆ Failure to draw on volunteer assistance offered.
- ◆ Increasing fragmentation among all Clann Association committees.

CHAPTER THREE PLANNING THE FUTURE

Section One

The O'Dochartaigh Clann Mission Statement

“To re-establish the O'Dochartaigh Clann as a positive, proactive force capable of enhancing Irish society, at home and abroad, through the preservation, protection and promotion of its proud heritage.”

The above should be regarded as a proposed or ‘working mission’ statement for the Clann. It is based on the views expressed in the reunion year questionnaire and it is recommended that it be put to the membership for comment/amendment/approval.

Section Two

The O'Dochartaigh Clann Objectives and Strategies for the Years 2000 - 2005

Pre-start up objectives

1. To achieve charitable status in Ireland, Northern Ireland and the US by the end of 2000.
2. To write the Constitution and By-laws of the Clann and to have these approved by membership by the end of 2000.
3. To implement the articles of the new Constitution/By-Laws and to adopt this plan.
4. To develop and implement an organisation structure and procedures appropriate to the objectives contained in this plan.

5. To keep all Clann members consistently informed of the above developments throughout 2000 and beyond.
6. To appoint an Accountancy Practice and Law Practice for the Clann by the end of 2000.
7. To transfer existing assets to newly formed Trust.
8. To secure capital or employment grants/donations up to £100, 000 to enable start up.
9. To appointment a Chief Executive.

Objectives and Strategies for the Year 2001:

- ◆ Employment of key personnel.
- ◆ Implementation and maintenance of a professional business orientation and capable business organisation.
- ◆ Development and consistent implementation of a dynamic and inclusive planning system.
- ◆ Development and implementation of a consistent comprehensive communication programme for members.
- ◆ Consolidation of current membership.
- ◆ Expansion of membership to 2500.
- ◆ Implementation of new dues level and more persistent dues collection procedures.
- ◆ Identify and prioritise key projects.
- ◆ Maximise the potential of the Chieftains role, perhaps introducing special quarterly communications from him/her.
- ◆ Initiate at least one major project e.g. the purchase of the O'Doherty Keep.

- ◆ Initiate at least two small projects such as an annual arts competition or an annual sports prize for schools.
- ◆ Match all relevant projects with funding opportunities and make appropriate funding applications.
- ◆ Initiate and implement determined fund raising drive among membership.
- ◆ Build Clanns total assets and reserves to £400, 000.
- ◆ Design and implement a comprehensive Clann PR programme.
- ◆ Continue to build and organise the genealogy database and explore how it might be profitably connected to other genealogy databases.
- ◆ Position the genealogy research service so that it can attract higher prices per printout.
- ◆ Design and implement a research programme for both new and existing members.
- ◆ Design and implement worldwide structures for the Clann in keeping Clanns objectives and with the wishes expressed by members.
- ◆ Develop a list of particularly significant or influential O'Dochartaighs.
- ◆ Develop and productively employ the services of the volunteer group identified by the reunion year survey.

Objectives and Strategies for the years 2002 to 2005

- ◆ Maintenance of a professional business orientation and organisation with the emphasis on serving the membership.
- ◆ Continued implementation of a consistent comprehensive communications programme for members.
- ◆ Continued expansion of membership.
- ◆ Continued persistent collection of dues.

- ◆ Initiate at least three major projects per year e.g. the publication of a detailed Clann history or the establishment of an O'Dochartaigh museum.
- ◆ Build Clanns total assets and reserves to £750, 000.
- ◆ Continue to implement Clann PR programme.
- ◆ Continue to build the genealogy database and continue to enhance the quality of its printout service.
- ◆ Plan and implement the 2005 International O'Dochartaigh Clann Reunion.
- ◆ Elicit input/assistance from influential O'Dochartaighs.

CHAPTER FOUR ORGANISING FOR THE FUTURE.

Section One

The O'Dochartaigh Clann Business Status

It is vital that the Clann be set up as a Trust/Charity immediately so that it can benefit from the following:

1. Tax-free status on donations made to it.
2. The right to tax-free status on specified trading profits it may make.
3. Increased confidence of the membership.
4. Increased respect from the greater community.
5. Improved prospects for prolonging the Clanns longevity.
6. Protection for its directors.

Copies of the application forms and information leaflets needed for applying for charitable/trust status for are included in Appendix Five. It is recommended that the Clann employ the services of a specialist Tax Lawyer or Tax Accountant to make the relevant applications. Some of the key questions for the specialist are as follows:

1. Can funds donated tax-free in one jurisdiction be transferred tax-free to another jurisdiction?
2. Can members donate funds tax-free directly to a trust in another jurisdiction?
3. Must funds donated tax-free in one jurisdiction be used only in that jurisdiction?
4. To exactly what purposes or causes can tax-free funds be applied?
5. Under what circumstances can the Clann trade tax free?
6. Are there any limits on the amounts that the Clann can receive in tax-free donations?
7. Can the Clann carry forward year to year 'profits' to assist with longer term projects such as the restoration of a castle?

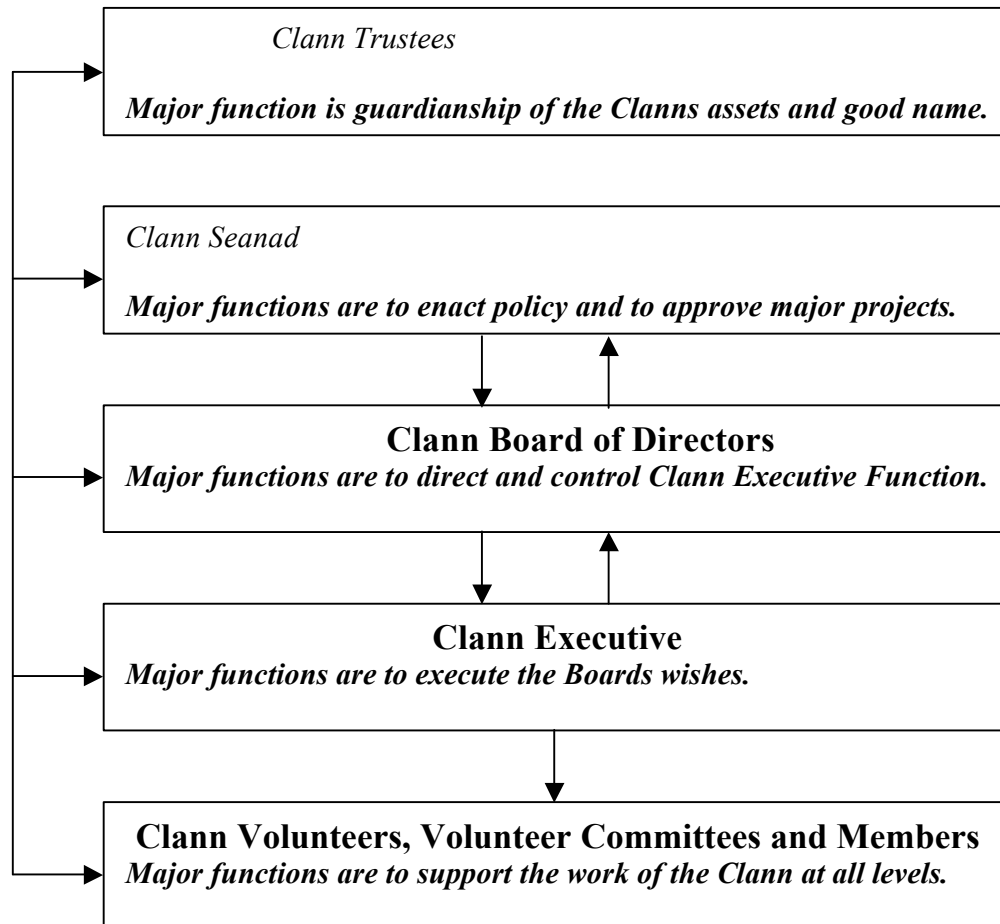
Section Two

The O'Dochartaigh Clann Organisation Structure

It is recommended that the Clann should be organised as follows:

CLANN DOCHARTAIGH ORGANISATION STRUCTURE

Trustees:



The Trustees should be as follows:

1. The local Bishops of the main Churches in Ireland.
2. A matching number of individuals from public life.
3. Any trustees required by law

Membership of the Seanad:

The Seanad of O'Dochartaigh Clann should be made up of the following 12 regular members together with honorary members including the Chieftains of other local Clanns as follows:

1. The Clann Chieftain
2. The Clann Herald
3. The Clann Bard
4. The Clann Scribe
5. The Chieftains of other local Clanns (Honourary)
6. Five individuals by invitation of the Chieftain
7. Three individuals by recommendation of the Board of Directors

Membership of the Board of Directors:

The Board of directors should be made up of 15 members as follows:

1. The Clann Chieftain (Honourary Member)
2. The Clann Herald (Chairperson)
3. Six Clann Activists, drawn equally from Derry and Donegal
4. Three representatives from USA
5. One representative from Canada
6. One representative from Australia
7. Two additional local community representatives

Clann Executive:

The Clann Executive Function will be made up of the following positions:

1. The Chief Executive - Salaried position
2. Secretary - Salaried position
3. One Research and Administrative Assistant - Salaried positions
4. Two part time Administrative/Research Assistants
5. Two Assistants - Volunteer positions

Volunteers, Volunteer Committees and Members:

Volunteers

Over the past 15 years, a number of Clann members have worked for up to a year as volunteers at Clann Headquarters. This has proven to be an extremely valuable contribution to the development of the Clann. Volunteers bring, not only their assistance in terms of carrying out routine office etc. admin, but they also bring their professional expertise, enthusiasm and contacts to bear on the Clanns work. The Clann should continue to cultivate this assistance by actively promoting it among the membership trying, where possible, to find a match between the Clanns needs at any particular time and the expertise/experience of available volunteers. Given advances in communication and remote working facilities and its own need to develop worldwide, the Clann may be able to use the services of volunteers no matter where they are located in the world.

Volunteer Committees

It is evident from the results of the reunion year survey that there are many Clann members who could make major contributions to the work of the Clann if they were organised into Volunteer Committees. Such committees could carry out tasks ranging from simply advising the Clann Executive on general matters, to taking charge of particular developments or projects. Up until now, the difficulty in forming Volunteer Committees and making them effective has been that most Clann members live a great distance from each other and so could not easily communicate or meet to discuss Clann affairs. Recent advances in Communication Technology mean that Volunteer Committees can now meet as often as they want and very cost effectively via the Internet. The Clann needs to become proactive in setting up and focussing its Volunteer Committees so that it can get the very best contribution possible from them.

Members

Each individual member of the Clann has a contribution to make toward achieving the Clanns objectives. A number of individual members have made very significant contributions to the Clann over the past 30 years and some of these have requested that the nature of their contributions remain confidential. The Clann must continue to recognise the importance of the contribution that individual members can make to the Clann. It must also recognise that giving individual members the opportunity to contribute to the development of the Clann is an essential part of creating that sense of belonging and ownership, which is the very essence of the Clann itself.

Section Three-Personnel Planning

Proper Personnel planning is as critical to the O'Dochartaigh Clann as it is to any organisation that has serious purpose. To begin with, it is absolutely critical to the success of the O'Dochartaigh Clann that it selects as Chief Executive an individual who possesses the right mixture of a love for the Irish Clann and excellent business skills. Such an individual will be expected to take on the initial task of organising the Executive Function of the Clann in the most effective manner including drawing up the personnel specification and personnel development programme needed for the subordinate posts. A proposed Personnel Specification and Job Description are included below for the Chief Executive Officer.

Job Description - Chief Executive Officer

The Chief Executive Officer reports to the Board of Directors and is responsible for the efficient planning and operation of the Clann Executive Function. The Chief Executives duties are as follows:

1. To carry out all of the legitimate instructions of the Clanns Board of Directors

2. To present the annual and five-year plans for approval by the Board and Seanad
3. To keep the Board informed of all matters relating to the progress of the plan by way of monthly written reports and other communications
4. To implement the annual plan
5. To manage the day-to-day operation of the Clanns Executive Function
6. To ensure that the Clanns accounts are managed in accordance with proper procedure
7. To constantly pursue new ideas and new avenues for funding
8. To liase with all of the Clanns publics
9. To employ and supervise all of the Clann Executives other staff
10. To define the functions of all other posts in the Executive
11. To prepare the personnel specifications for all the subordinate posts in the Executive
12. To carry out all such other duties as the Board finds necessary to the success of the Clanns work

Personnel Specification – Chief Executive Officer

The ideal candidate will possess the following:

Qualifications and Experience

1. A Business Degree or equivalent at Honours level
2. A minimum of five years post degree professional business development experience
3. Certified computer hardware, software and internet experience
4. An appreciation of Irish, Irish American/Irish emigrant History and Culture

Personal Qualities/Skills

1. Honesty and integrity
2. Entrepreneurial flair
3. Excellent Communications skills
4. Excellent Organisation skills
5. Leadership/Persuasion/Negotiation skills
6. Tenacity and Determination
7. Self Motivation skills

CHAPTER FIVE COMMUNICATION METHODS

In the earlier days of the O'Dochartaigh Clann communicating with everyone in the Clann would have been a fairly simple task. The vast majority of O'Dochartaighs would have lived in or close to Inishowen and, for most matters, there would have been little need for urgent or immediate communication. Matters of importance would have been dealt with at special meetings of the Clann and, normal day-to-day matters would have been carried out in accordance with inherited customs and traditions. There would have been little need for Clann reunions as everyone in the Clann would have had the opportunity to meet regularly as neighbours at family gatherings.

Since 1608 when the English dispossessed the O'Dochartaighs of their lands, the Clann has spread right across the world to where it now has members in more than 25 countries. Over most of the 400 years since 1608 it would have been extremely difficult for emigrant O'Dochartaighs to stay in touch with their roots and it would have been impossible for them maintain the same close knit Clann structure they had

before 1608. It is important to note that, despite these difficulties the Clann has remained as a significant focus in the lives of many O'Dochartaighs.

For the past 30 years, the O'Dochartaigh Clann has made effective use of mail outs, faxes, phone calls and regular newsletters to communicate with its membership. The newsletter has been particularly effective in both communicating with existing Clann members and recruiting new ones and, judging by the results of the reunion year survey, each issue of the newsletter is eagerly looked forward to by Clann Members.

Modern communication technology offers great opportunities to the O'Dochartaigh Clann to re-establish and enhance its role in the lives of its members. O'Dochartaighs who live far from Inishowen and who live far from each other can now communicate interactively with each other and with the Clann headquarters via the Internet and many of them are already doing so. It is difficult to overstate the potential that the use of the Internet has for the development of the Clann, but to maximise this potential the Clann will have to employ the services of professionals to complete the following:

1. The design, posting and maintenance of an effective O'Dochartaigh Clann Web Site which should include creative virtual reality imagery
2. The design and maintenance of an effective email system
3. The design, promotion and maintenance of a Web Based Clann Community with appropriate project/event focussed chat rooms
4. The introduction of a tailor made Members guide to the Clanns Internet activities

(There is an increasing body of theoretical and applied literature on how to develop Web-based Communities. A copy of Amy Jo Kim's book "Community Building on

the Web: Secret Strategies for Successful Online Communities”, is included with ancillary literature to this plan).

CHAPTER SIX

FUNDING THE O'DOCHARTAIGH CLANN

Introduction

There are six main sources of funding available to the O'Dochartaigh Clann. These are as follows:

1. Membership dues
2. Membership donations
3. Genealogy Services
4. Memorabilia sales
5. Grants
6. Timeshare/B&B

To get started, the Clann is going to require significant seed funding, primarily to secure the employment of its executive staff. The ideal sources to be pursued for this funding are membership donations combined with matching funds to be secured from one of the sources listed below.

Following start up, the Clann will need funds to cover recurrent costs. Ideally, these funds will come from membership dues, genealogy earnings, memorabilia sales and timeshare/B&B earnings.

To complete most of its larger projects, the Clann will need to attract funding from some of the sources in Appendix Six. It may also have to initiate some of the projects from its own profits, membership donations etc.

Estimated Income and Expenditure Forecast 2001 - 2005.

The following two tables include estimates of the Clanns income and expenditure over the period 2001 to 2005.

Estimated Clann Income 2001 - 2005

	2001	2002	2003	2004	2005
1. Number of members	700	800	900	1000	1100
2. Dues @ £50 each	35 000	40 000	45 000	50 000	55 000
3. Genealogy searches @ £70 each	21 000	24500	28 000	28 000	28 000
4. Donations / grants:					
Cash	5000	5000	5000	5000	5000
Rent	5000	5000	5000	5000	5000
Volunteer Assistance	10 000	10 000	10 000	10 000	10 000
Grants (set-up)	10 000	5000	2500	*	*
Re-current	1500	1500	1500	1500	1500
5. Mail Order	5000	6000	7000	8000	9000
6. Bed & Breakfast	2500	2500	2500	2500	2500
7. Advertising	1000	1000	1000	1000	<u>1000</u>
TOTAL	96 000	100 500	107 500	111 000	<u>117 000</u>

Estimated Clann Expenditure 2001 – 2005.

	2001	2002	2003	2004	2005
<u>COMMUNICATIONS</u>					
Newsletter	4000	4500	5000	5500	6000
Business Communications	1000	1000	1000	1000	1000
Members Pack	2000	1000	1000	1000	1000
Telephone	3000	3000	3500	3500	3500
Email	500	500	800	800	800
Postage	1000	1100	1200	1200	1200
Stationery	1000	1100	1200	1200	1200

Printing	1000	1000	1000	1000	1000
<u>RESEARCH / TRAVEL</u>					
General Research	500	500	500	500	500
Travel	3000	3000	3000	3000	3000
PROMOTION	1000	1000	1000	1000	1000
<u>SALARIES</u>					
Chief Executive	22 000	23 000	24 000	25 000	27 000
Secretary	11 000	11 500	12 000	12 500	13 000
Research Officer	12 000	12 500	13 000	13 500	14 000
Technical Support	3000	3000	3000	3000	3000
Part-time Admin	10 000	10 000	10 000	10 000	10 000
Salary Costs	4000	5000	5500	6000	6500
PREMISES	500	500	500	500	500
RENT	5000	5000	5000	5000	5000
HEAT & ELECTRICITY	2500	2500	2500	2500	2500
COMPUTERS	1000	1000	1000	1000	<u>1000</u>
TOTAL	88000	91 700	96 700	100 700	<u>102 700</u>

CHAPTER SEVEN SPECIFIC PROJECTS

Section One – The Castles

There are six castles still in existence in Inishowen that were either built by the O'Dochartaighs or were occupied by them at one time or another. These castles are at Burt, Inch, Carrickabraghy, Buncrana, Greencastle and Culmore. In addition to these castles, there are also a large number of castle sites from which, in most cases, all traces of the castles themselves have been removed. (Appendix Seven – O'Davies & H.P Swan Castles of Inishowen).

The most significant of the O'Dochartaigh Castles or castle sites are as follows:

Inch Castle (Substantial ruin on Inch Island in Lough Swilly)

Burt Castle (Imposing ruin on a hill top in the countryside)

Carrickabraghy Castle (Small ruin exposed on cliff on Lough Swilly)

Buncrana Castle (Keep on Lough Swilly in Buncrana town)

Aileach Mor (Castle site overlooking Derry)

Culmore (Keep on Lough Foyle)

The acquisition, restoration and re-vitalising of these castles and castle sites is an obvious and essential goal for the O'Dochartaigh Clann. The long-term goal should be to restore and bring into service of the Clann all of the castles including those that have been totally demolished. The vision should be to see the O'Dochartaigh flag flying over all of its

CHAPTER EIGHT

RESULTS OF THE REUNION YEAR SURVEY

This chapter contains:

1. A copy of the questionnaire used in the reunion year survey.
2. The detailed results of the reunion year survey.

The questionnaire was drawn up in consultation with Clann Headquarters and several drafts of it were piloted before it was finalised. Two hundred copies were distributed among Clann members attending the reunion, sixty-five (33%) of which were returned completed. Assuming that each questionnaire represents the views of a family of up to five Clann members, then the results of this survey can be taken to represent the views of up to three hundred and twenty five (65 x 5) Clann members.

For ease of interpretation, the answers to most of the questions are presented in appropriate chart form. Where charts cannot be used, as in the case of more qualitative findings, simple lists are used.

The results of this survey proved to be most useful in helping to formulate this Strategic Development Plan as they provided the author with up to date and accurate information on the views of the Clann membership. It is recommended that this type of survey be carried out among Clann membership at appropriate intervals so as to ensure that the development of the Clann proceeds in track with members' expectations.



*O'Doherty Clann Members -
Questionnaire for Visitors*



1. Age: _____

2. Nationality: _____

3. Sex:

Male

☐

Female

☐

(please tick)

4. What is your occupation?

5. How did you become aware of the Clann Association?

6. Do you know where in Ireland your ancestors came from?

Yes

☐

No

☐

7. Have you been to Ireland before?

Yes

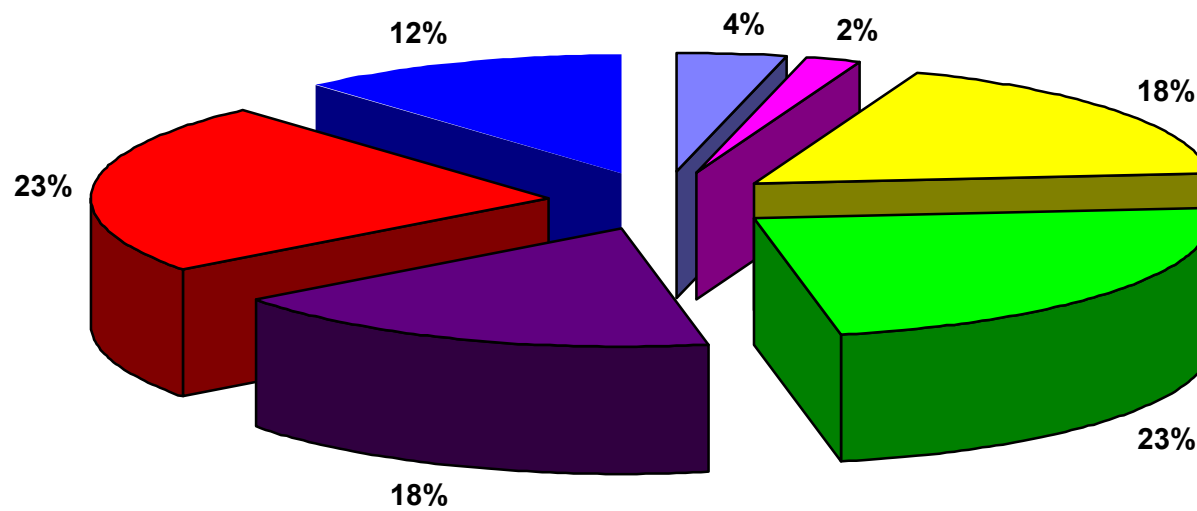
☐

No

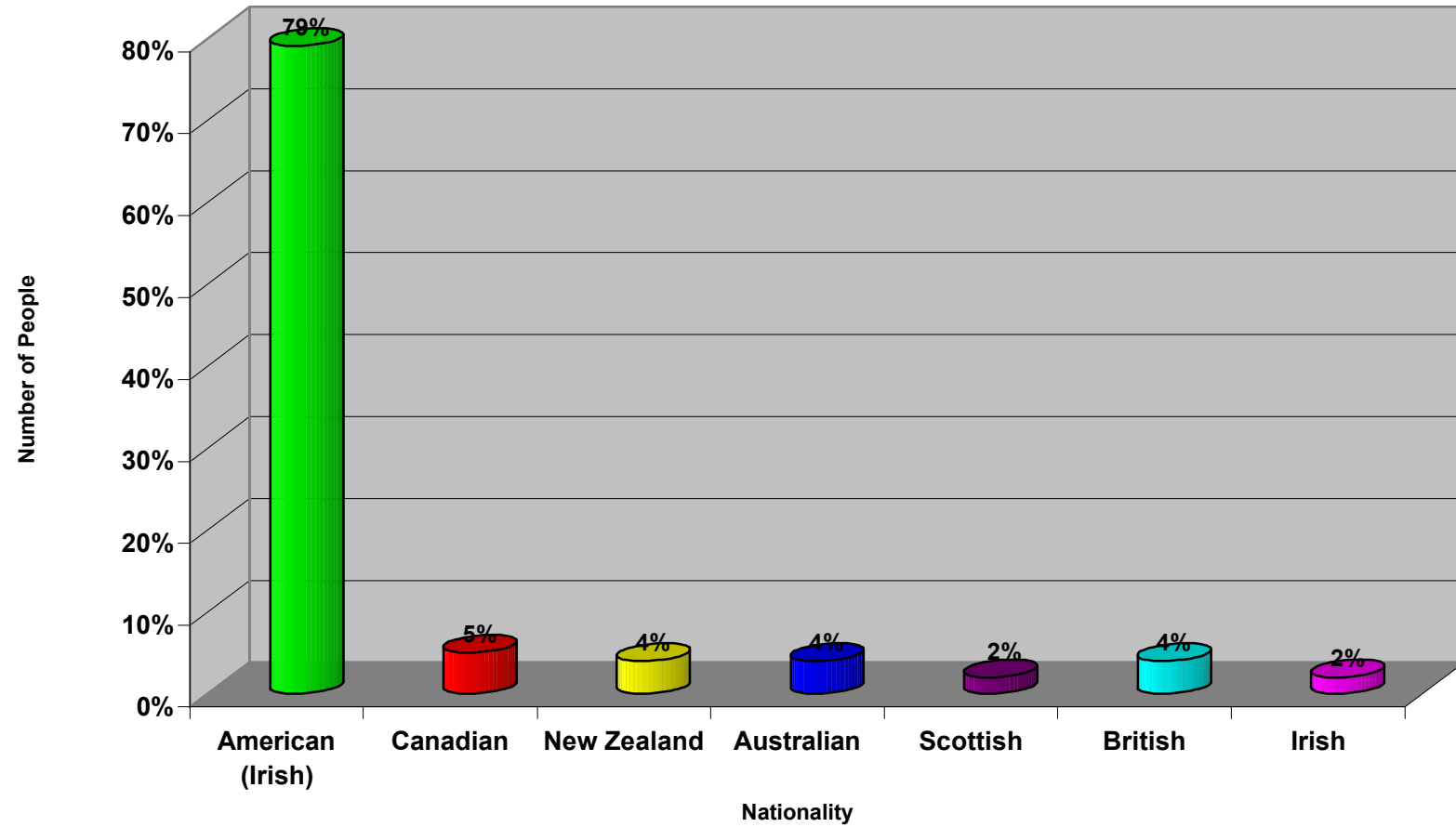
☐

8. If yes, why did you visit?

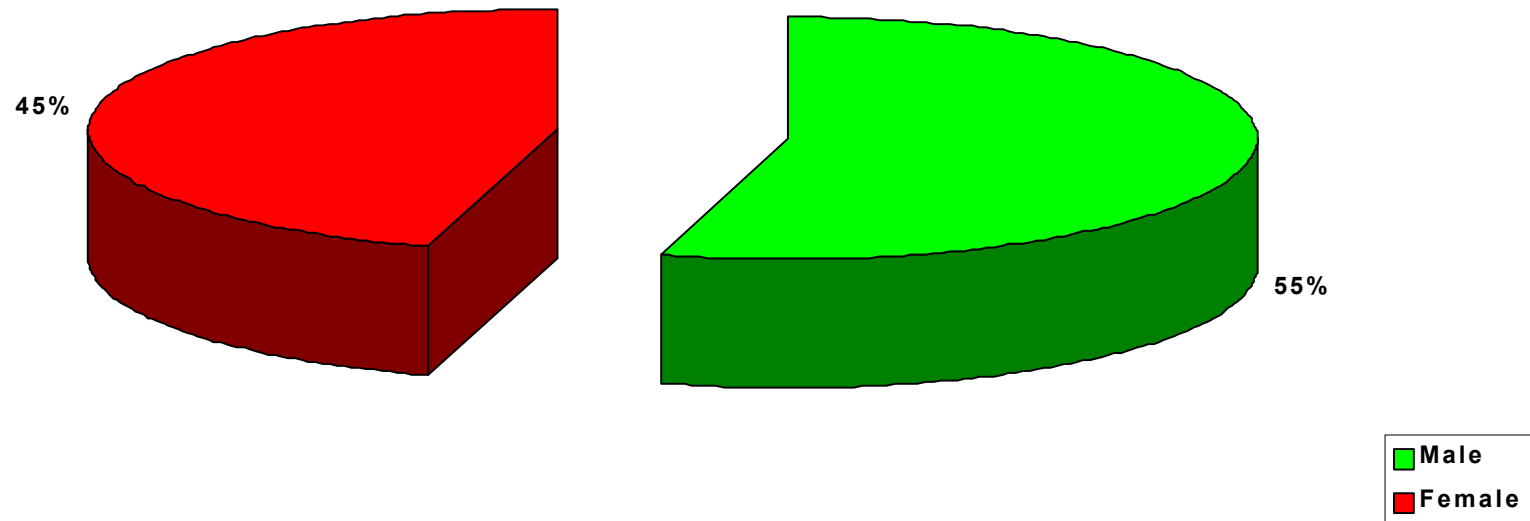
Q1. Age



Q2. What is your nationality?



Q3. Male / Female Breakdown



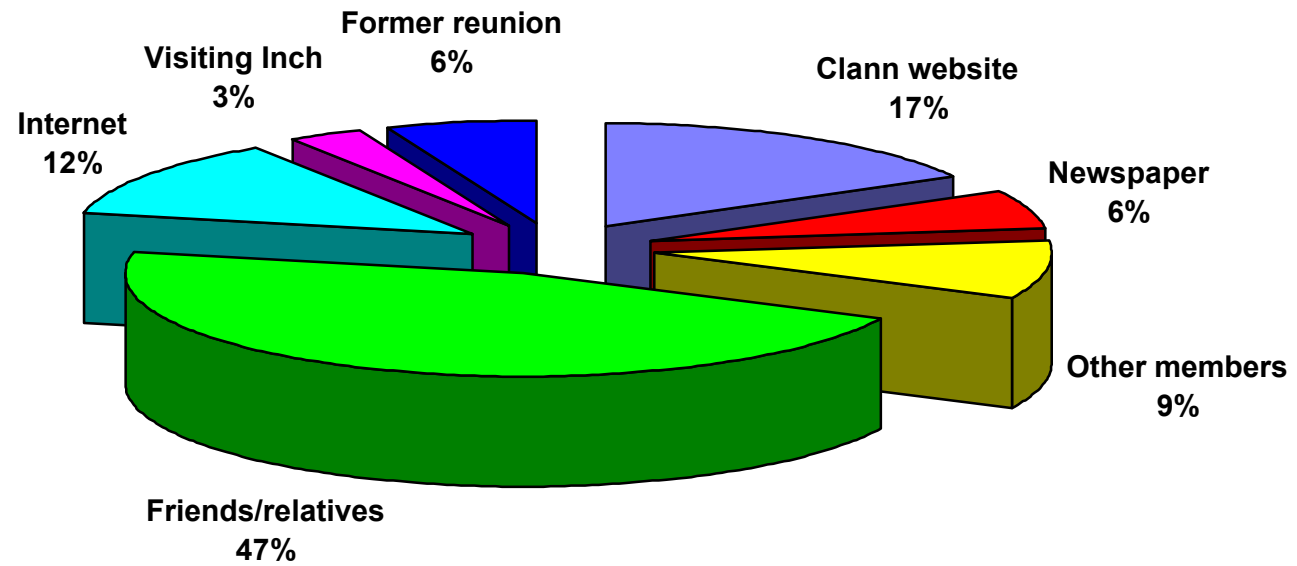
Q4. What is your occupation?

- *Teacher X 2*
- *Retired carpenter*
- *Retired federal employee*
- *Commercial painting estimator*
- *Retired jeweller*
- *Cosmetologist*
- *Accountant X 3*
- *Retired teacher X 3*
- *Real estate broker*
- *Audio visual technologist*
- *Machinist*
- *Retired X 6*
- *Housewife and Office Manager*
- *Administrative Assistant*
- *VP of Finance*
- *Class Action account manager*
- *Software Engineer*
- *Catholic priest*
- *Waitress*

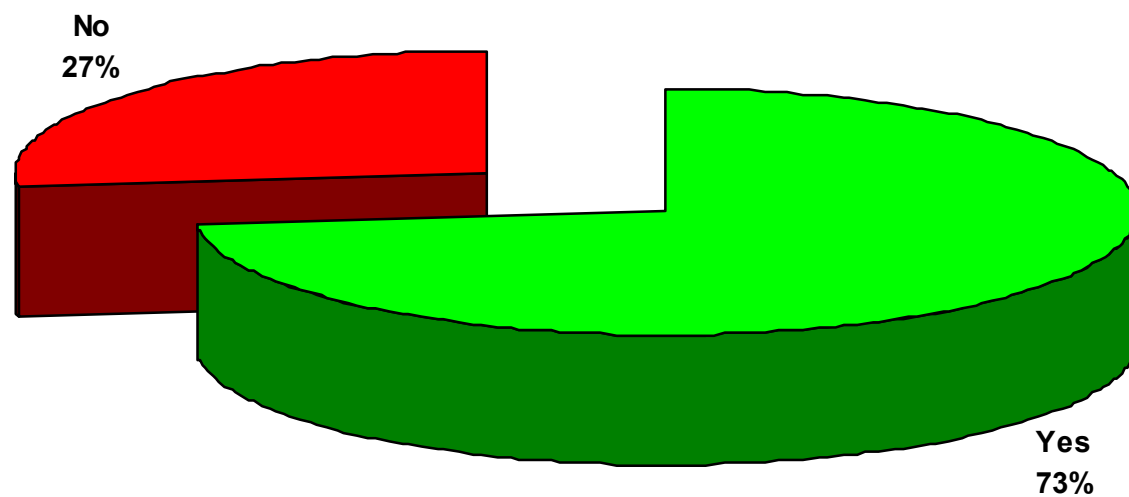
- *Bus Driver*
- *Commercial airline pilot*
- *Contractor*
- *Political consultant*
- *PC/LAN specialist, web development*
- *Secretary*
- *Nurse X 2*
- *Truck driver*
- *Executive secretary in federal government*
- *Retired engineer*
- *Writer*
- *Partly retired Editor and Paralegal*
- *University Professor in Dentistry*
- *Retired marine engineer*
- *Physician*
- *Technical staff network operator*
- *Bookkeeper*
- *Housewife X 3*
- *Actress*
- *Executive Vice President for a Home-building Company*
- *Fork lift operator*
- *Student*

- *Architect/engineer*
- *Retired physician*
- *Corporate video producer*
- *Graphics digital operations*
- *Human resources manager*
- *Retired History Professor*

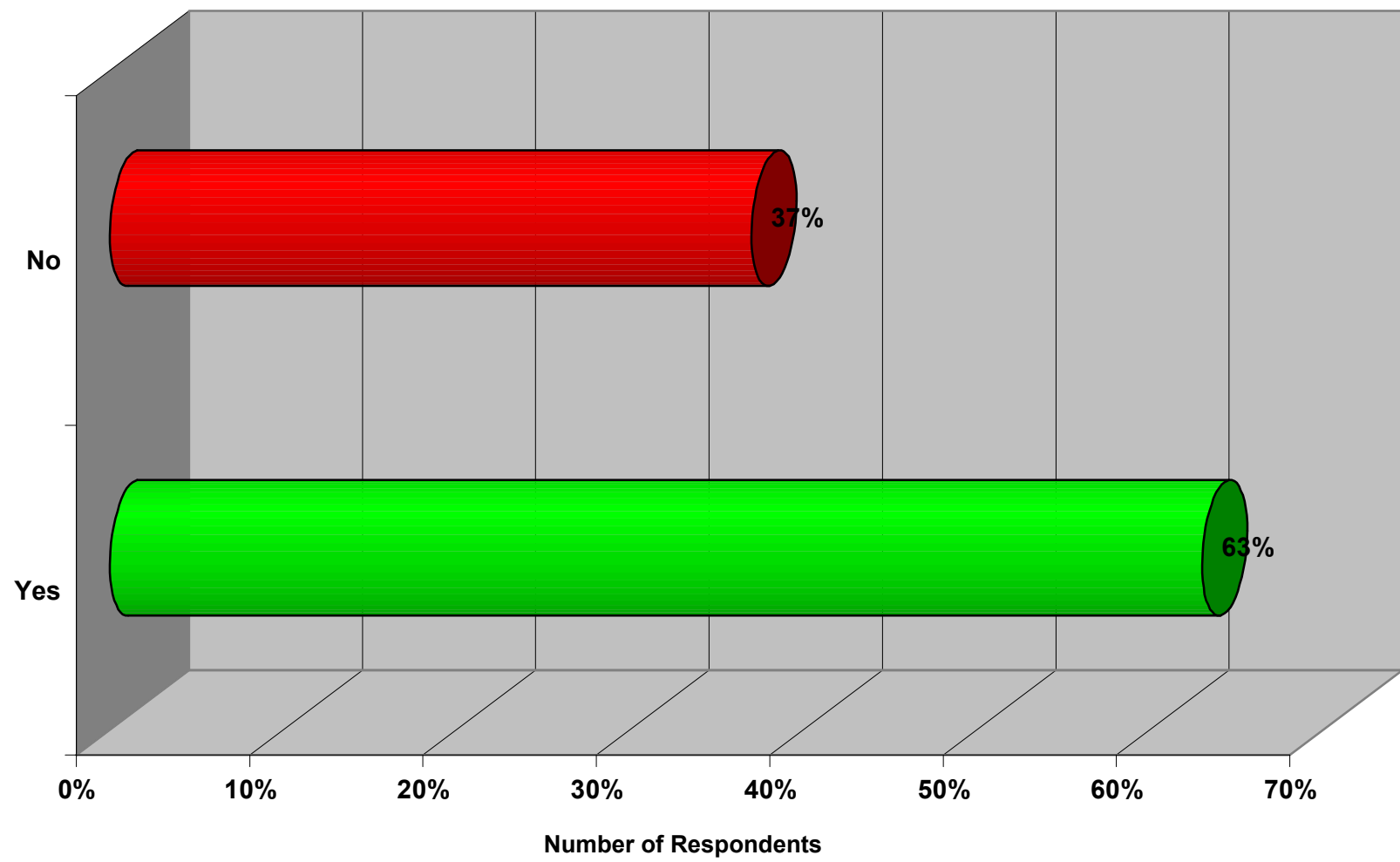
Q5. How did you become aware of the Clann association?



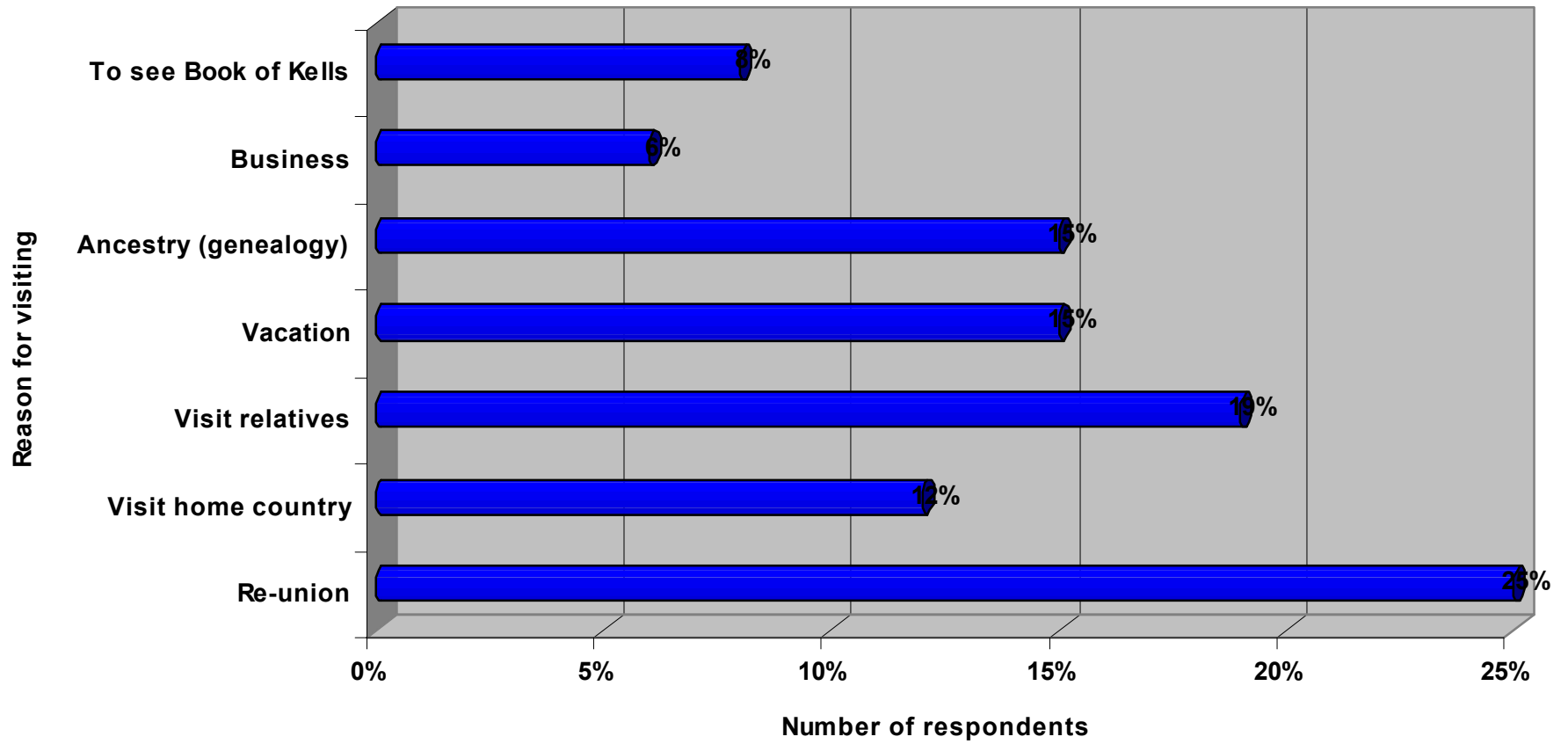
Q6. Do you know where in Ireland your ancestors came from?



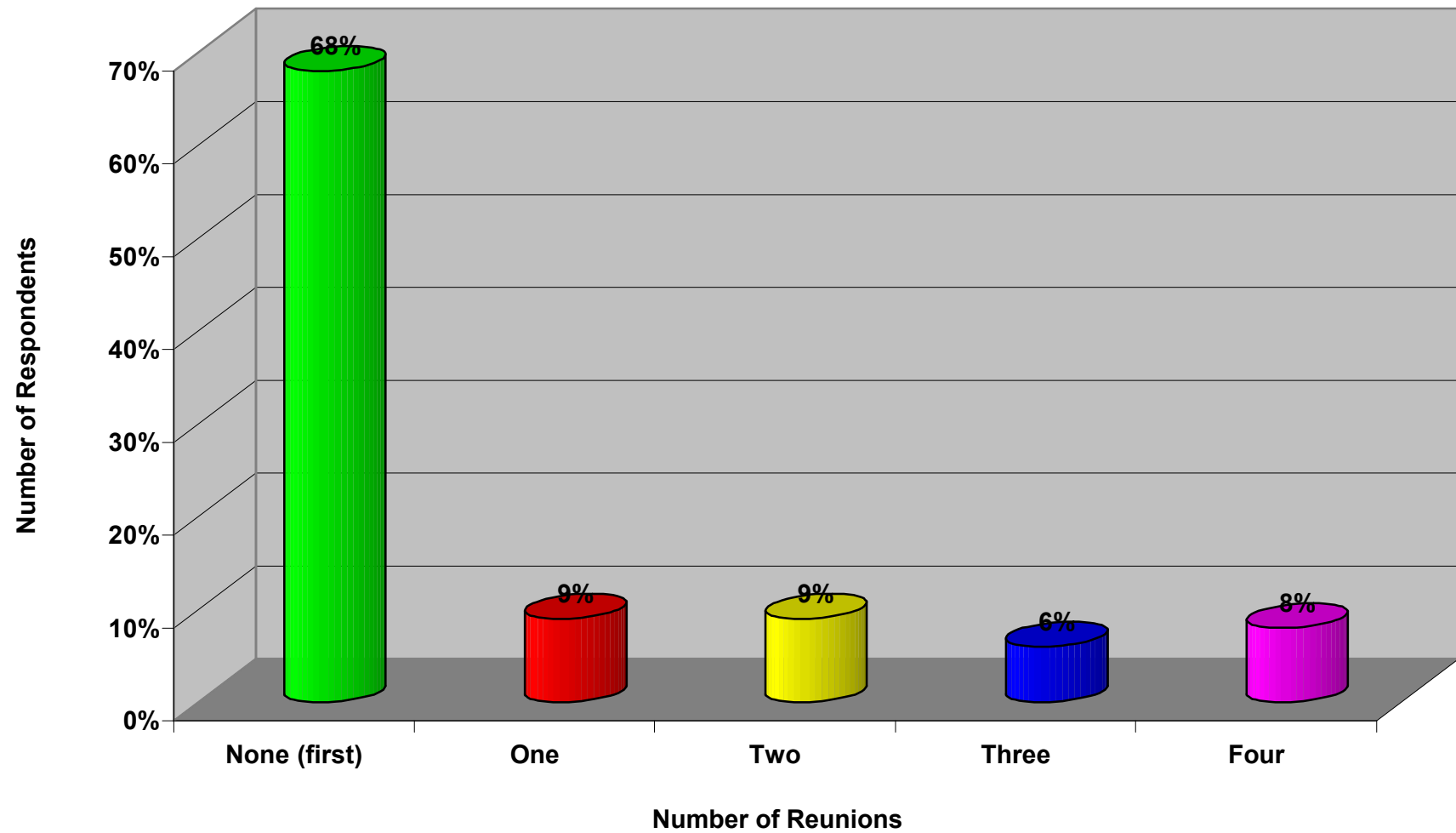
Q7. Have you been to Ireland before?



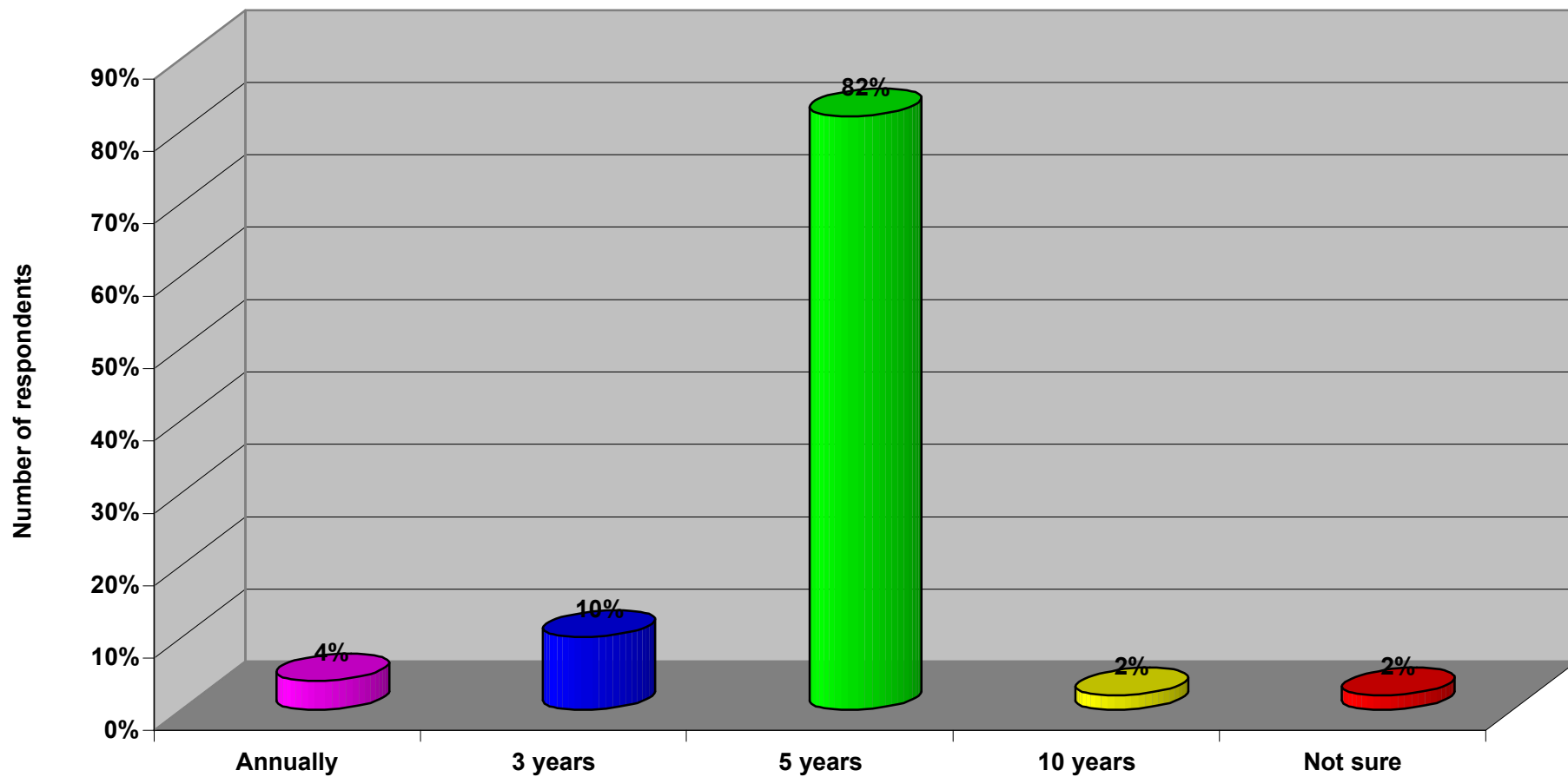
Q8. If yes, why did you visit?



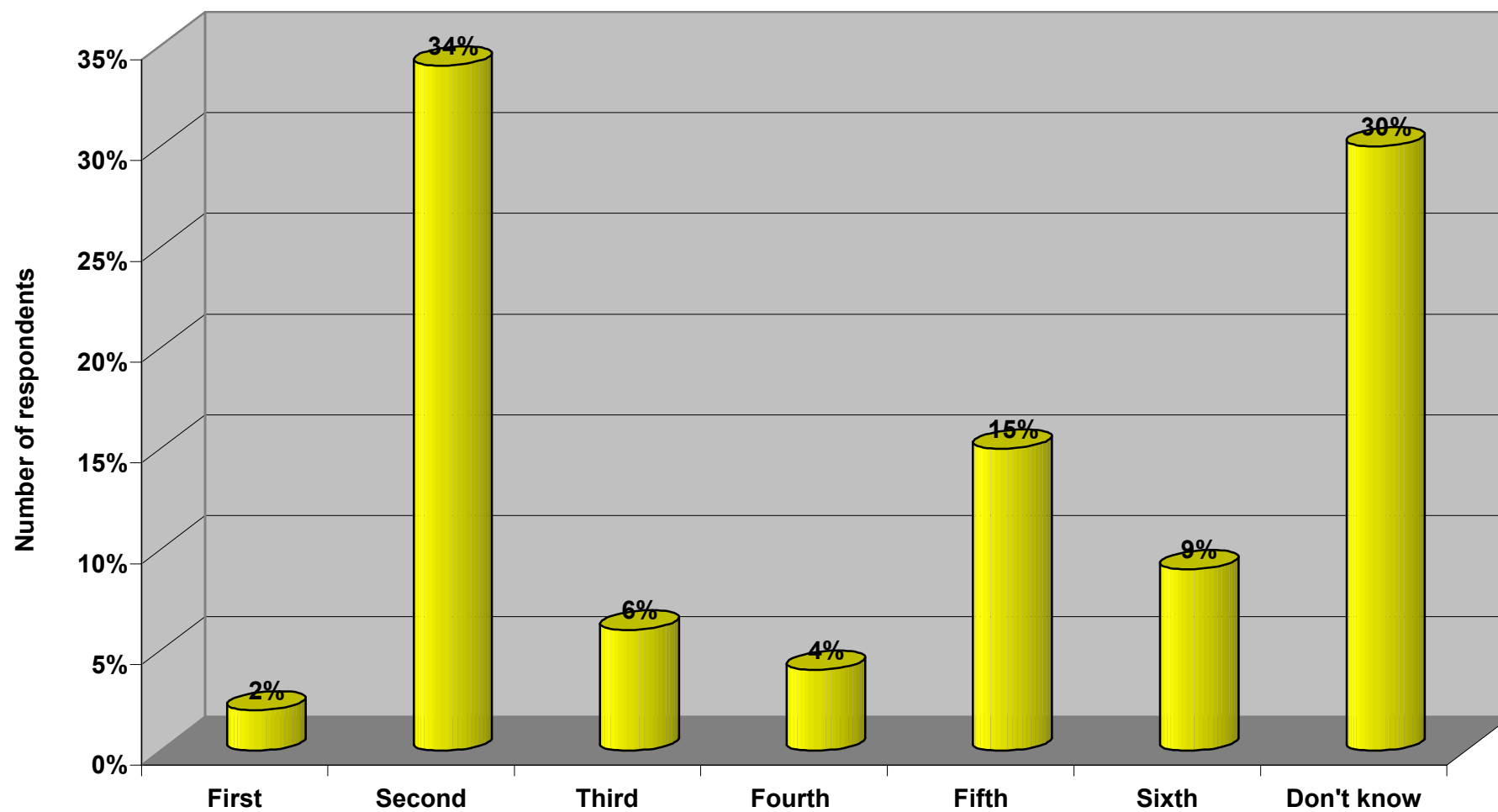
Q9. How many Clann re-unions have you been to?



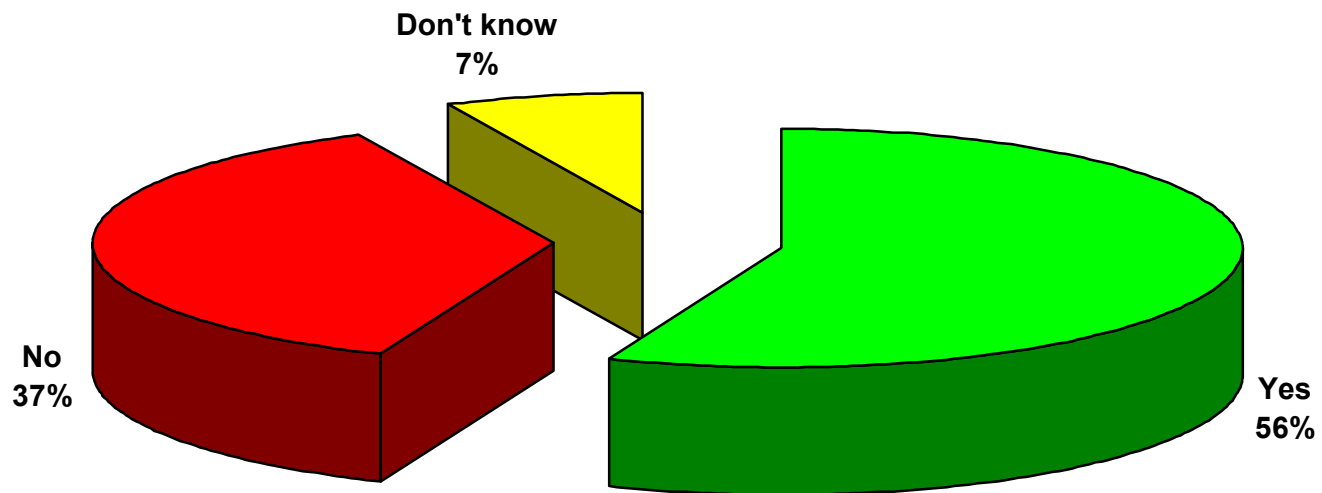
Q10. How often do you think the re-union should take place?



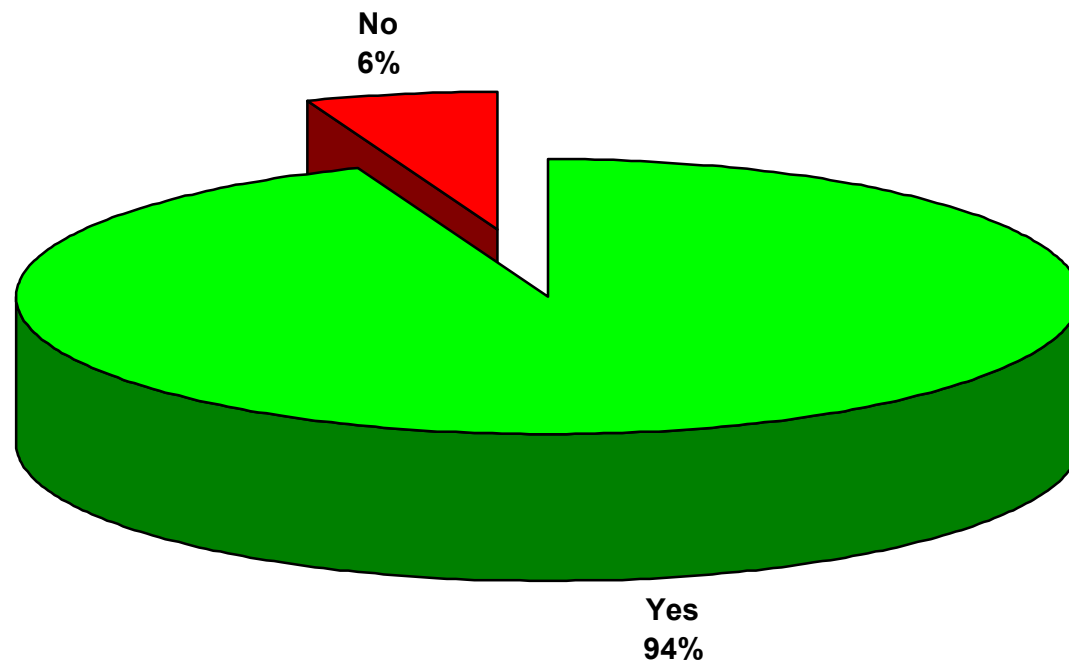
Q11. What generation Irish are you?



Q12. Do you have any Irish relatives who are interested in the Clann?



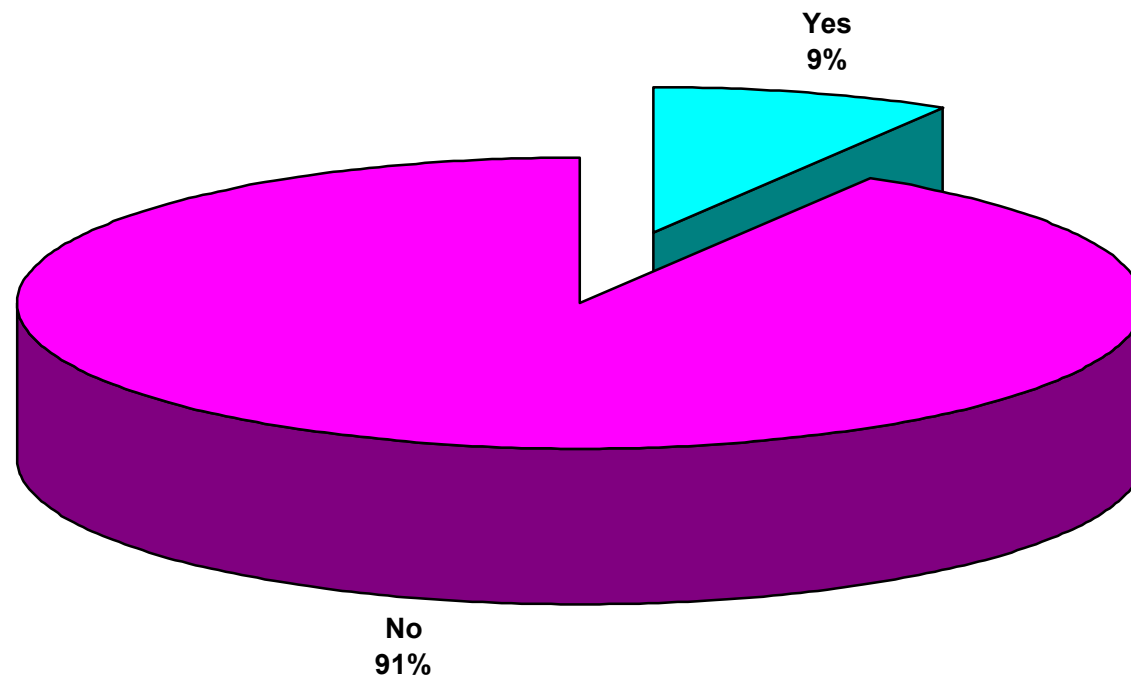
Q13. Do you think the Clann can play a role in Irish society?



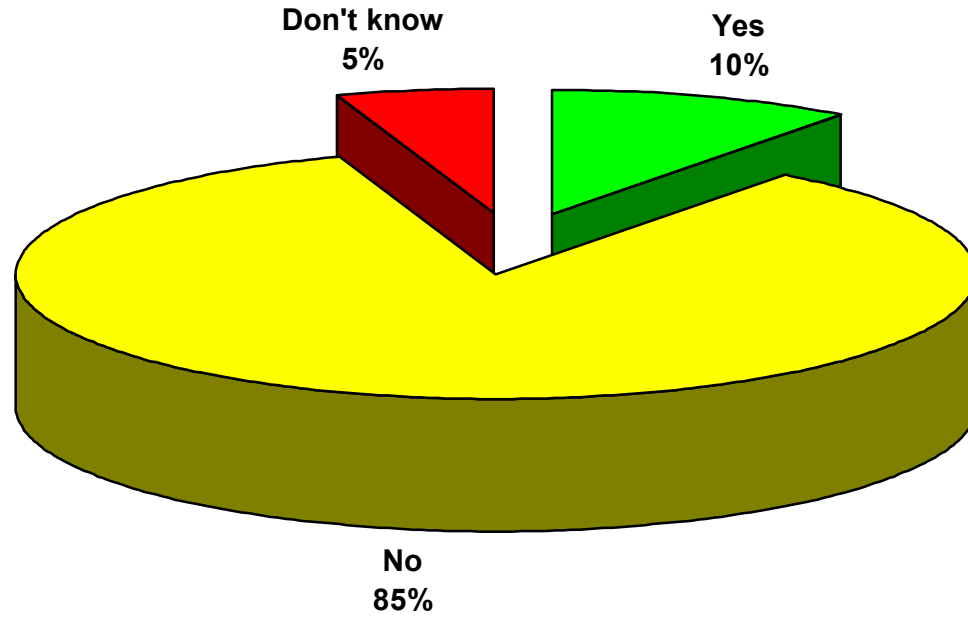
Q14. If so what kind of role?

<i>ROLE</i>	<i>NO. OF RESPONDENTS</i>
• <i>Special events</i>	<i>1</i>
• <i>Restoration of monument</i>	<i>1</i>
• <i>Promotion of tourism</i>	<i>4</i>
• <i>Local economy</i>	<i>2</i>
• <i>Preservation & restoration</i>	<i>8</i>
• <i>Teaching history</i>	<i>3</i>
• <i>Set example to other clanns</i>	<i>4</i>
• <i>Research history</i>	<i>3</i>
• <i>Preserving history</i>	<i>18</i>
• <i>Reconciliation & peace</i>	<i>2</i>
• <i>Maintain pride in family name</i>	<i>5</i>
• <i>Local community</i>	<i>1</i>
• <i>Scholarships</i>	<i>2</i>
• <i>Historical literature and books</i>	<i>1</i>
• <i>Bring relations together</i>	<i>2</i>
• <i>Exchange program</i>	<i>1</i>
• <i>Re-establish clann system</i>	<i>1</i>

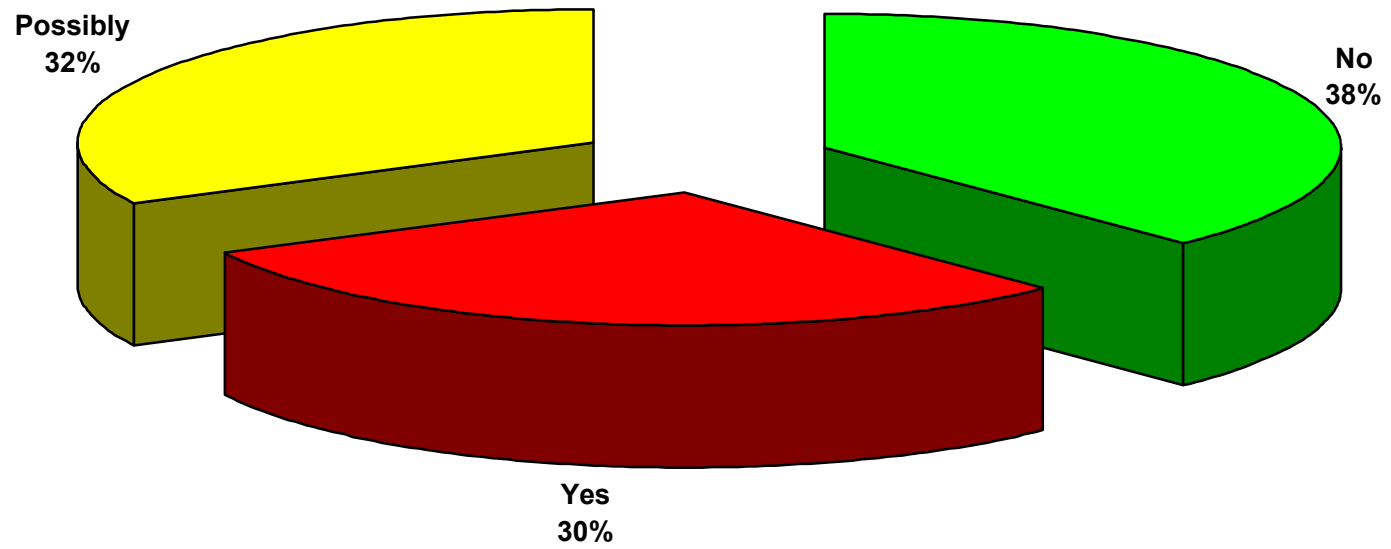
Q15. Are you a member of any other kind of Irish association?



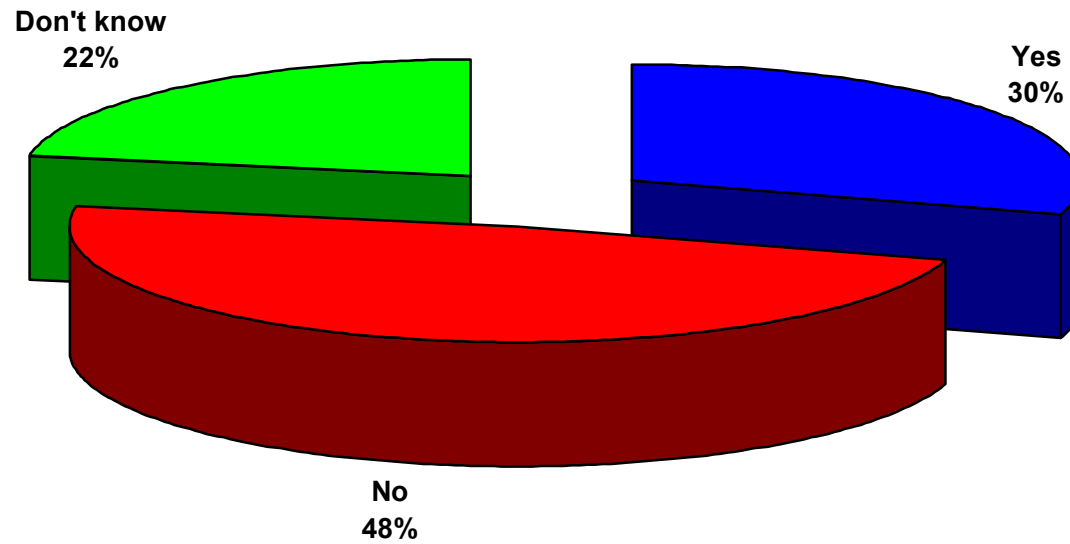
Q16. Is there an O'Doherty association in your area?



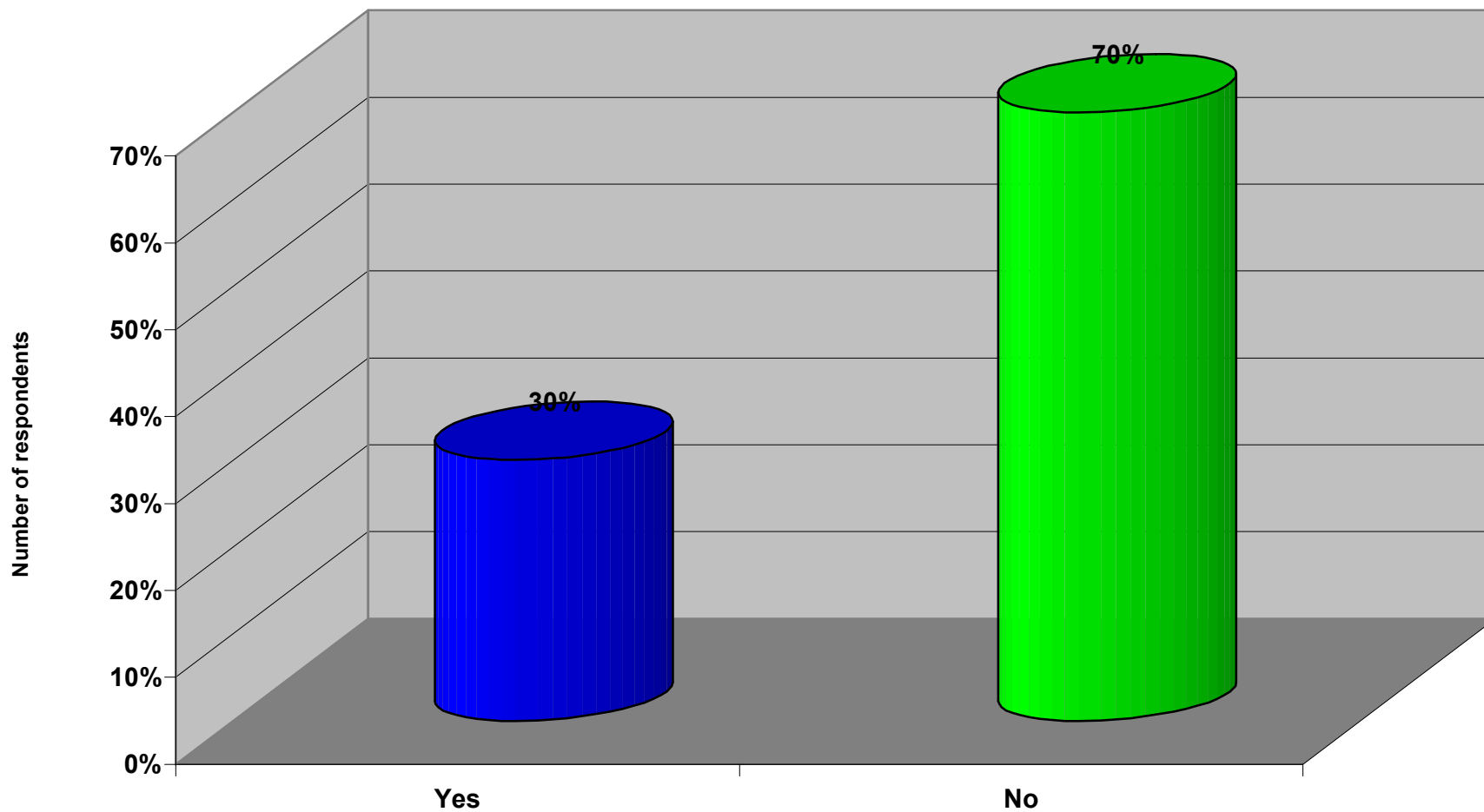
Q17. If not, would you be prepared to start one?



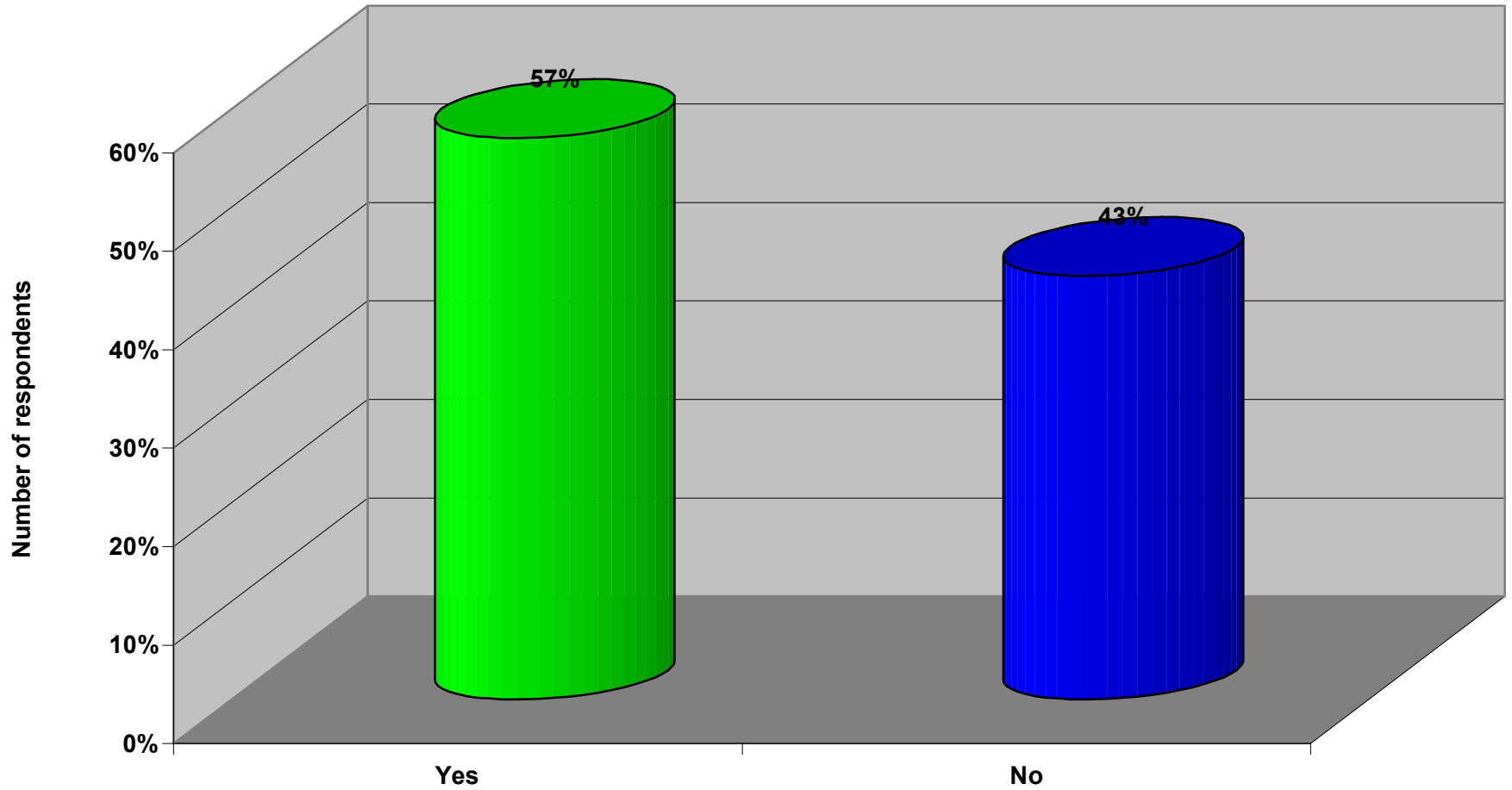
Q18. Do you have any friends that would be interested in joining the Clann?



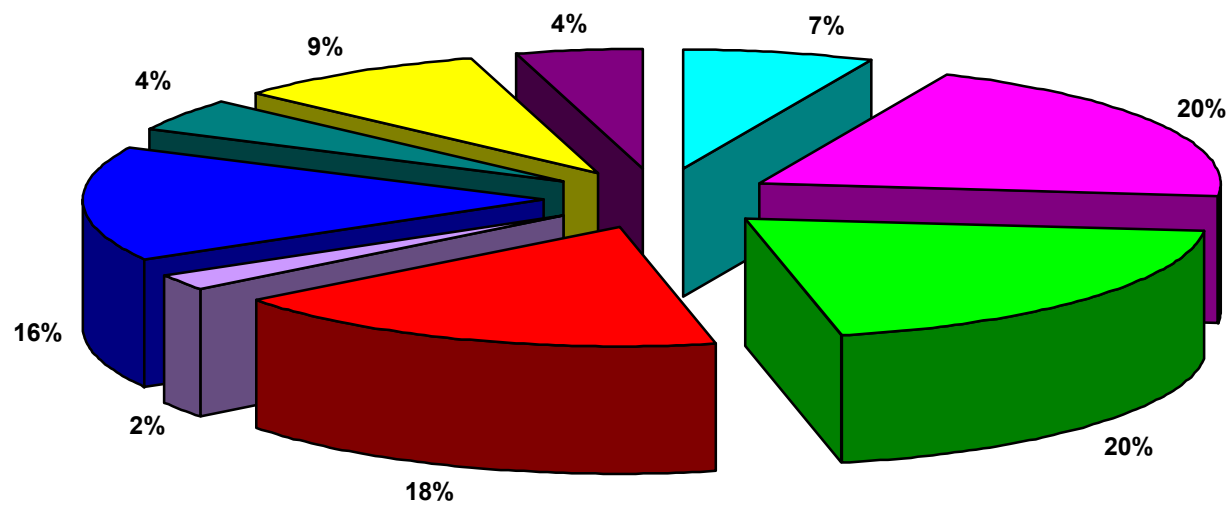
Q19. Do you know of any famous or influential O'Dohertys?



Q20. Do you receive the Clann newsletter?



Q21. If yes, what aspects of the newsletter do you enjoy most?



■ About events

■ History

■ Clann activities

■ About other members

■ Memorabilia

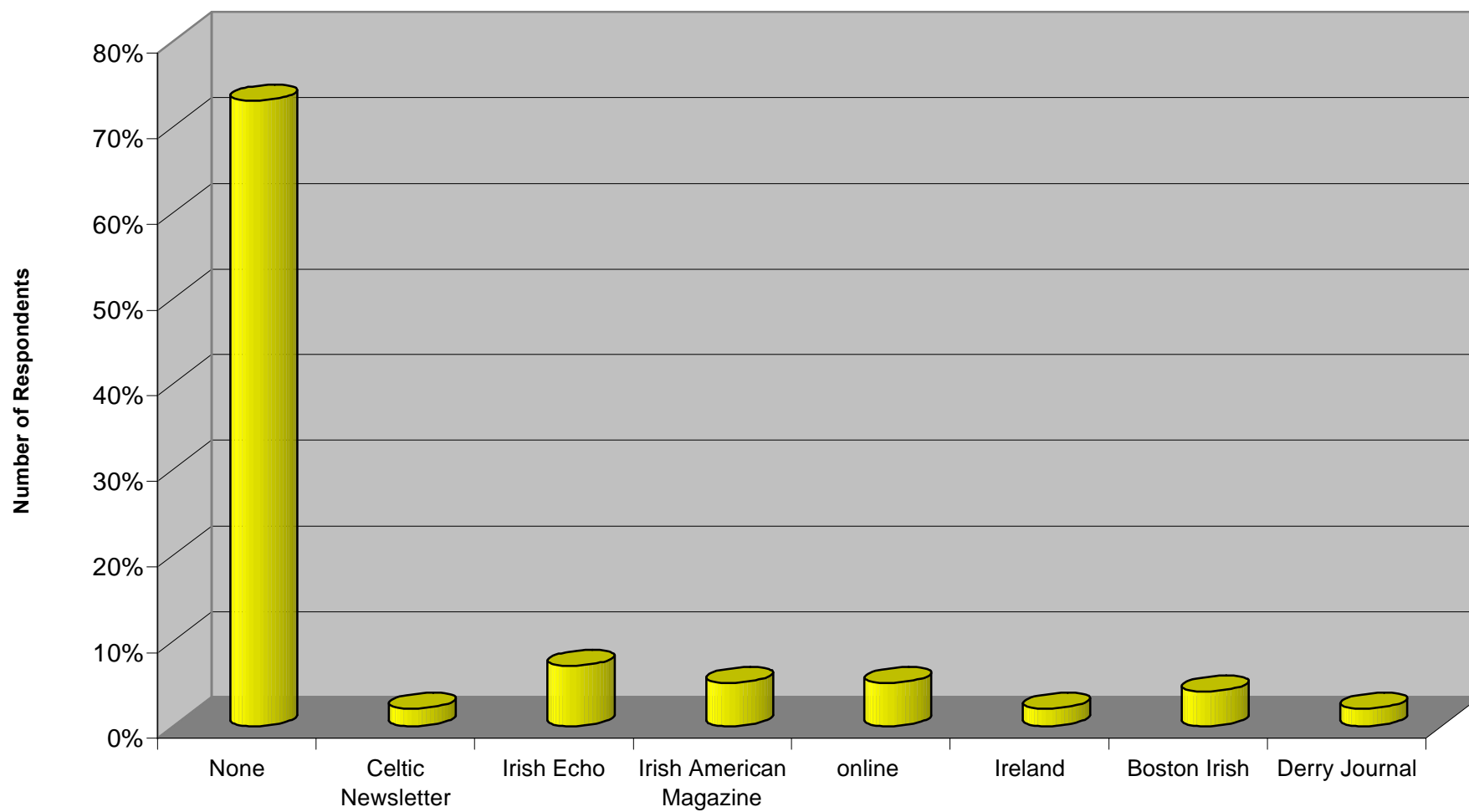
■ All of it

■ Status reports

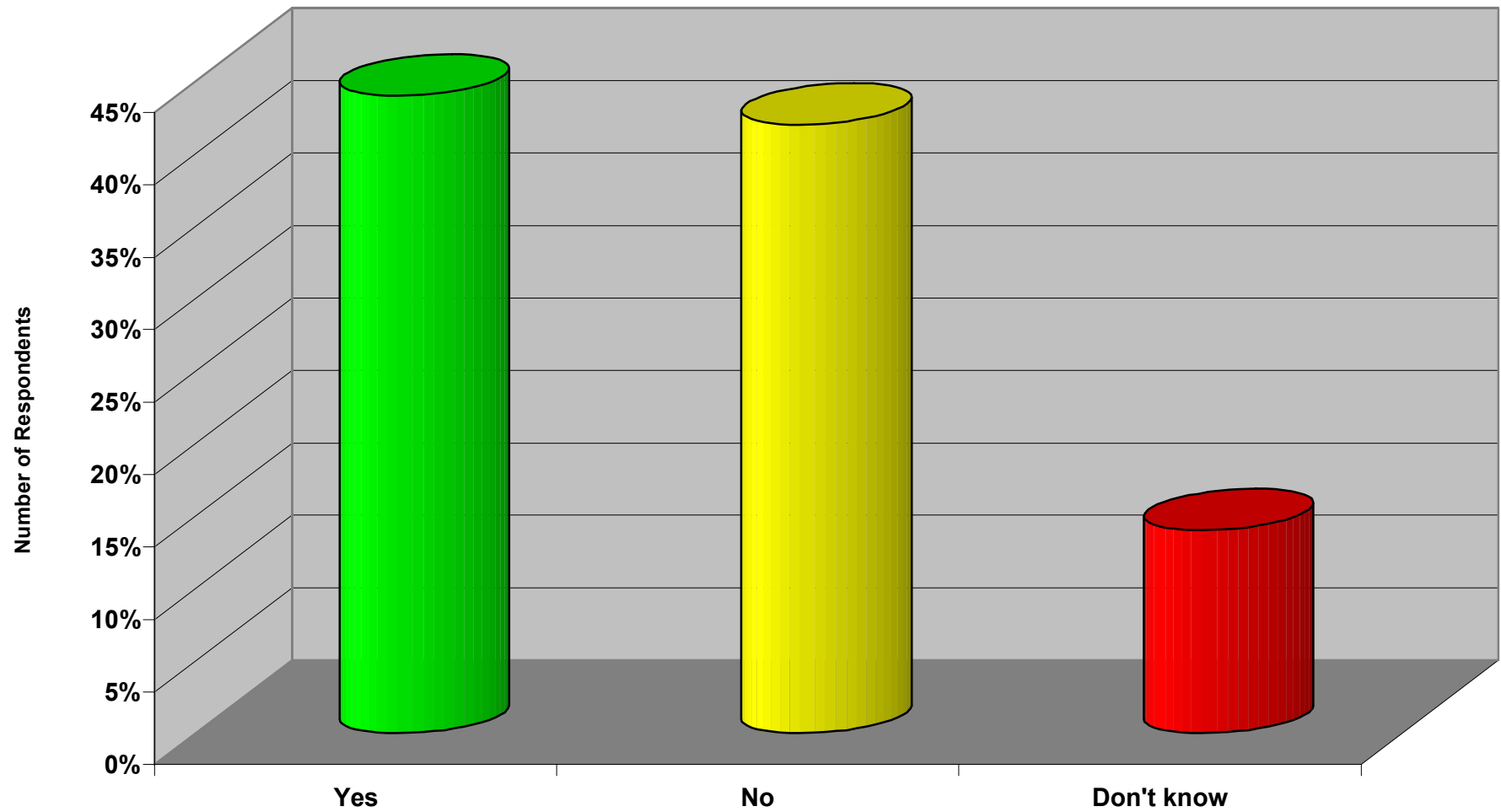
■ Genealogy

■ People looking for links

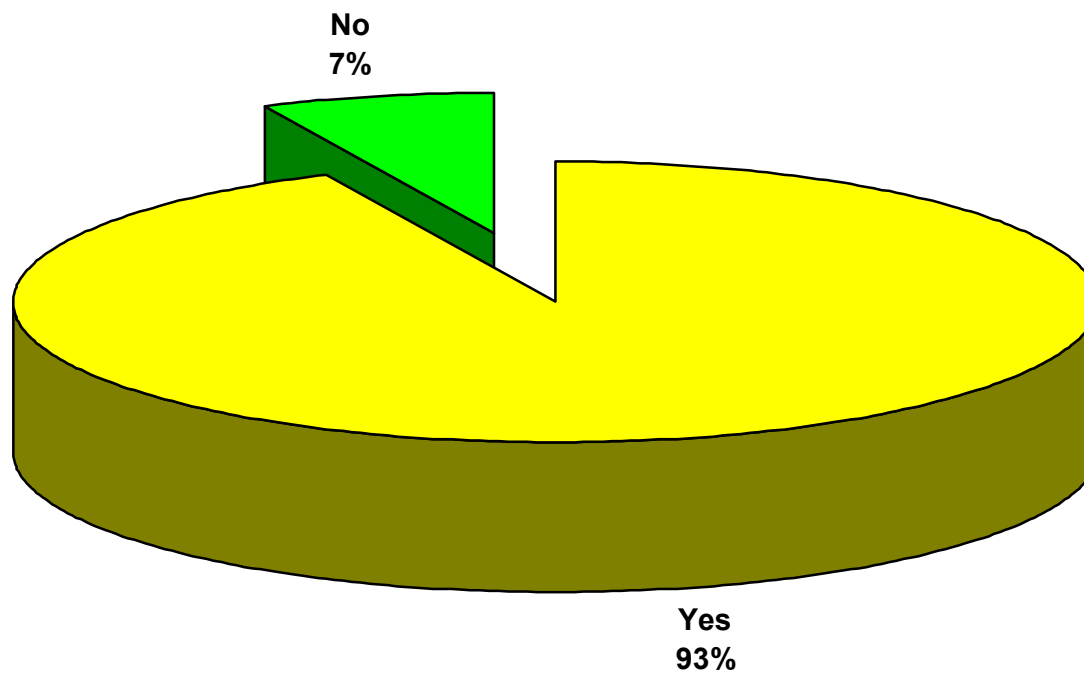
Q22. What Irish immigrant newspapers do you read?



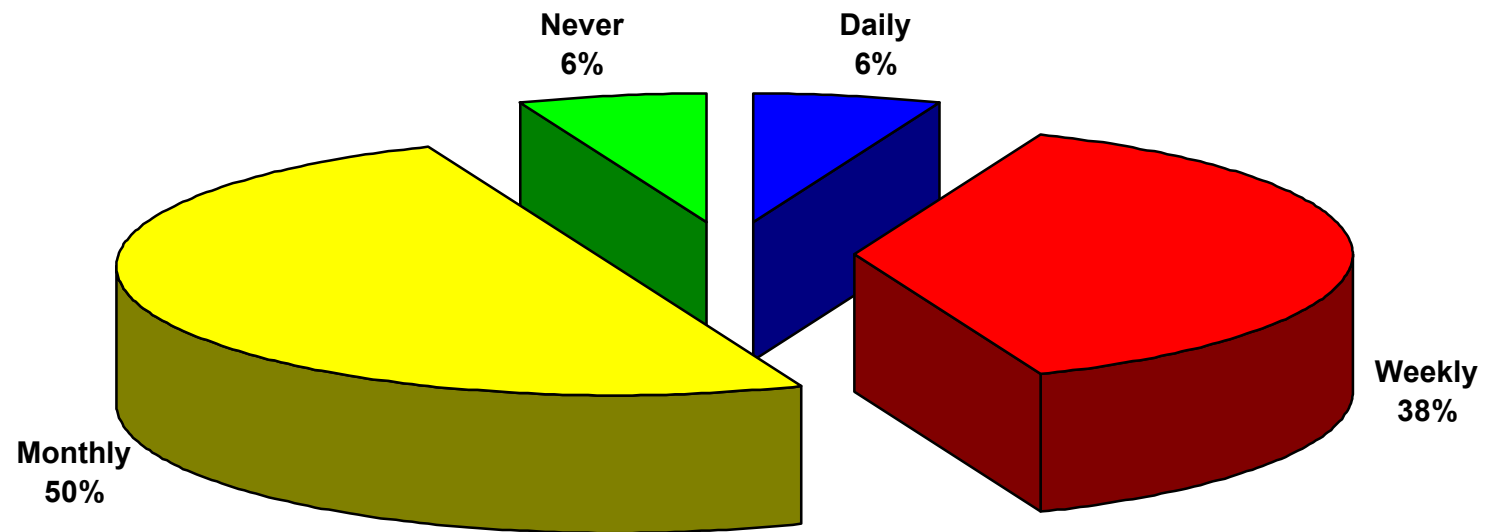
Q23. Would you be prepared to write newsletter articles about the Clann?



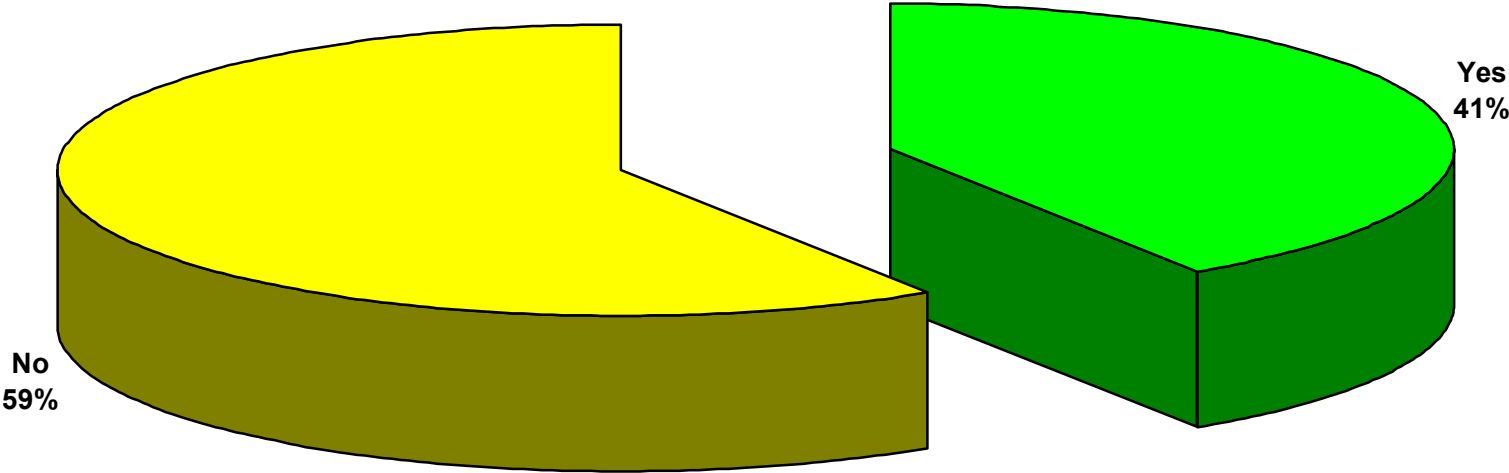
Q24. Are you aware of the Clann website?



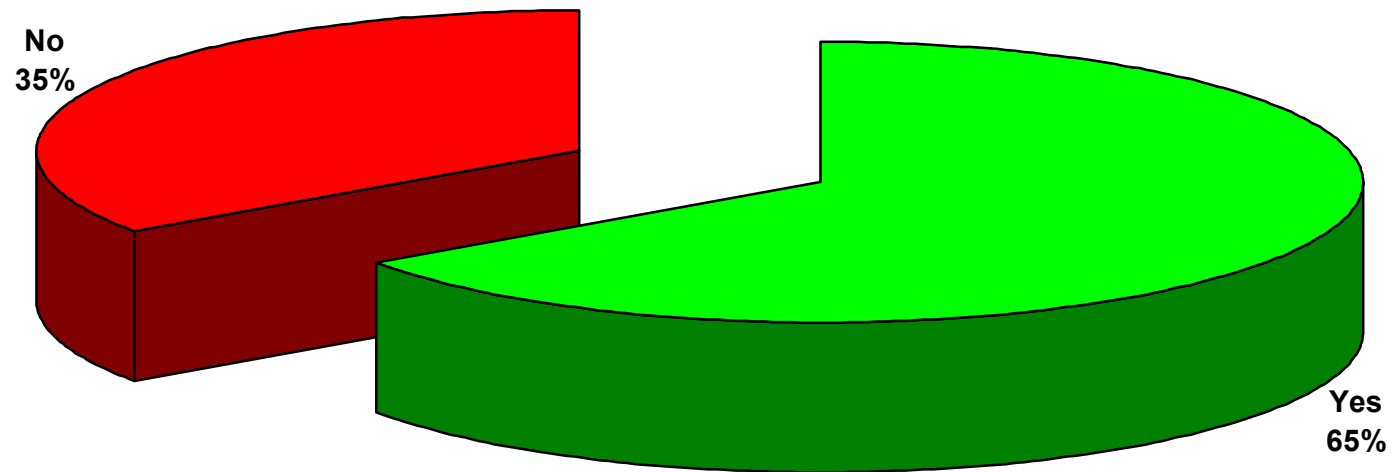
Q25. How often would you visit the website?



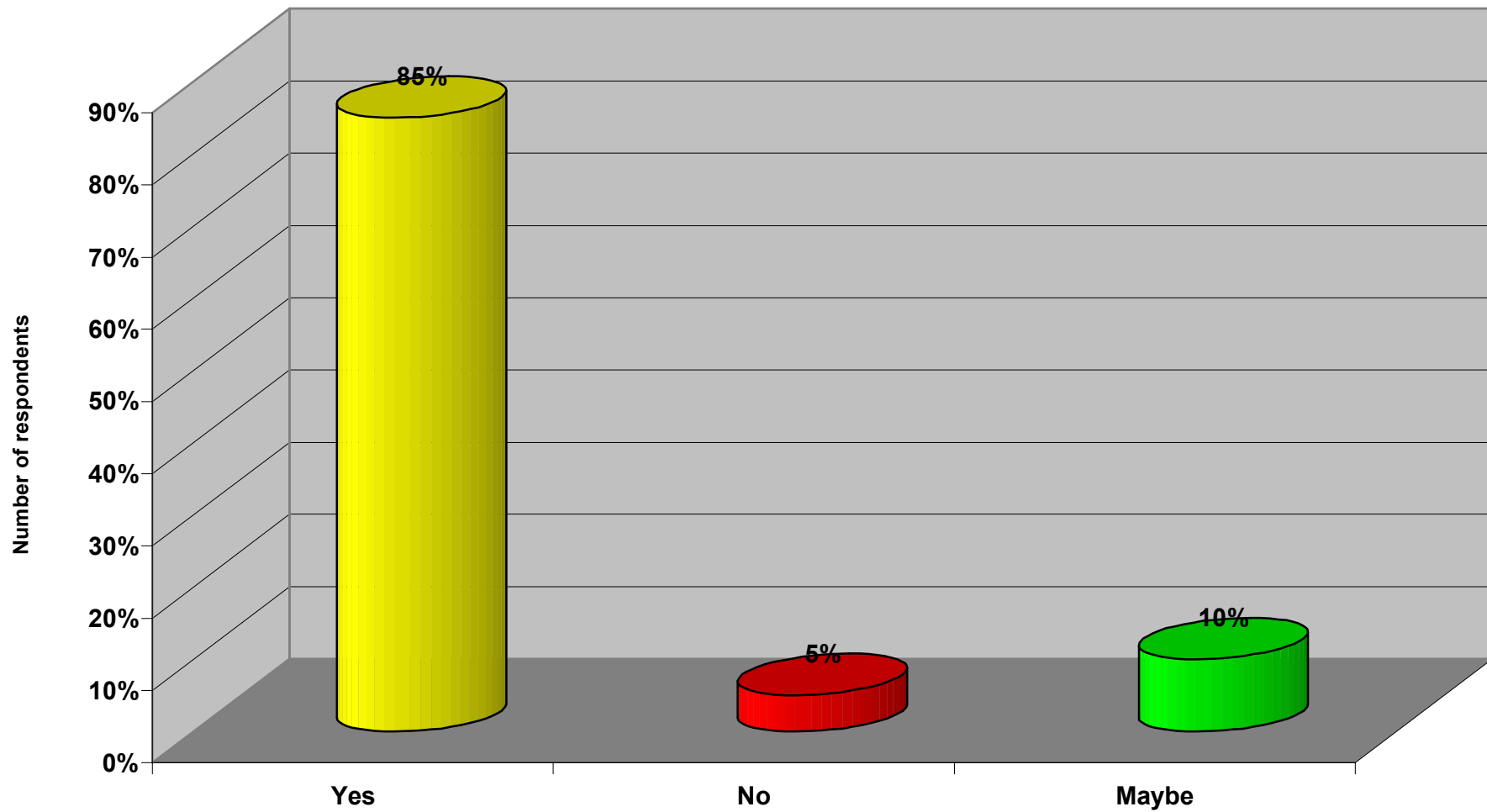
Q26. Have you ever corresponded with the Clann by e-mail?



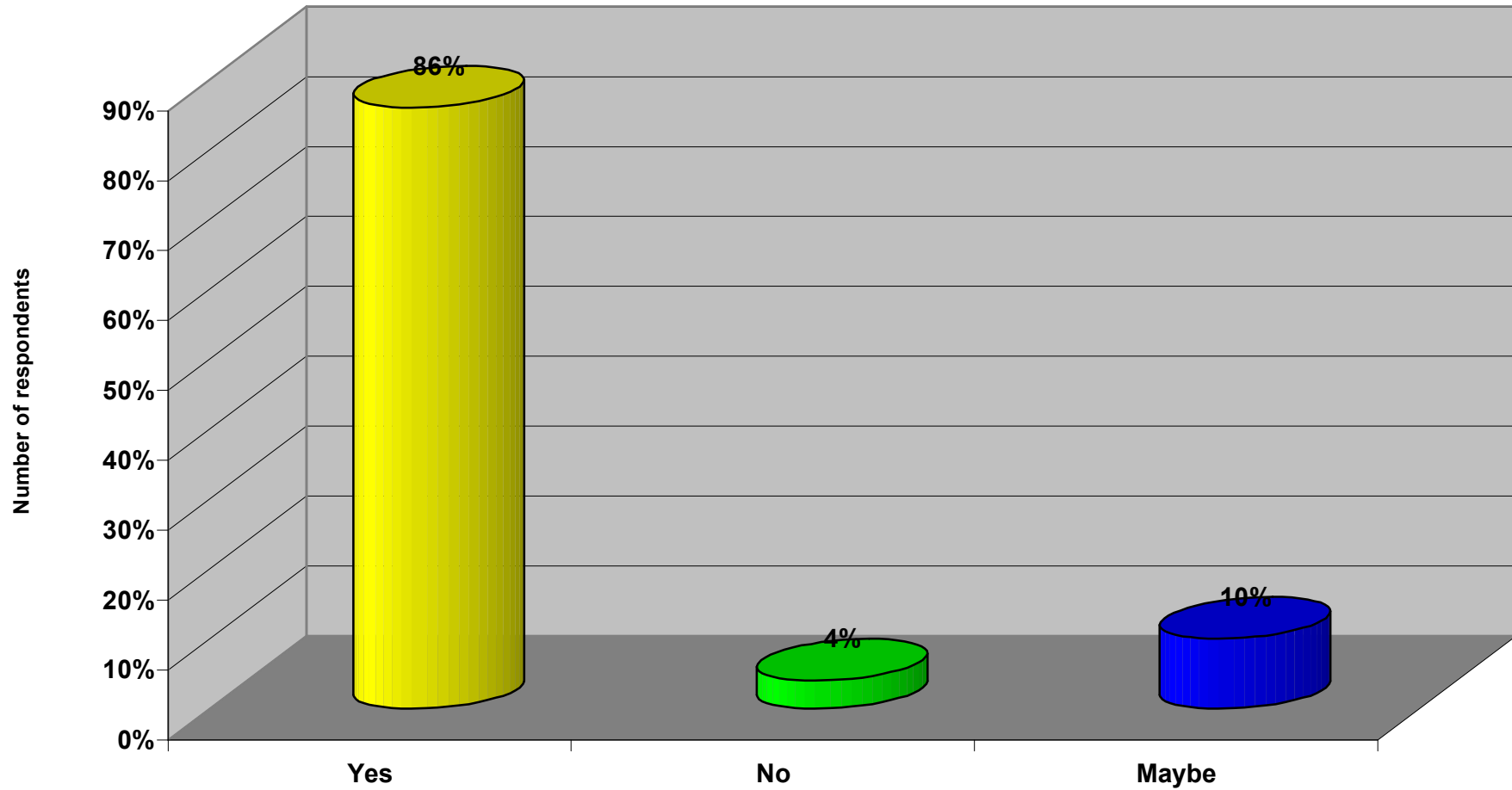
**Q27. Would you be prepared to volunteer to work for the
Clann in some capacity?**



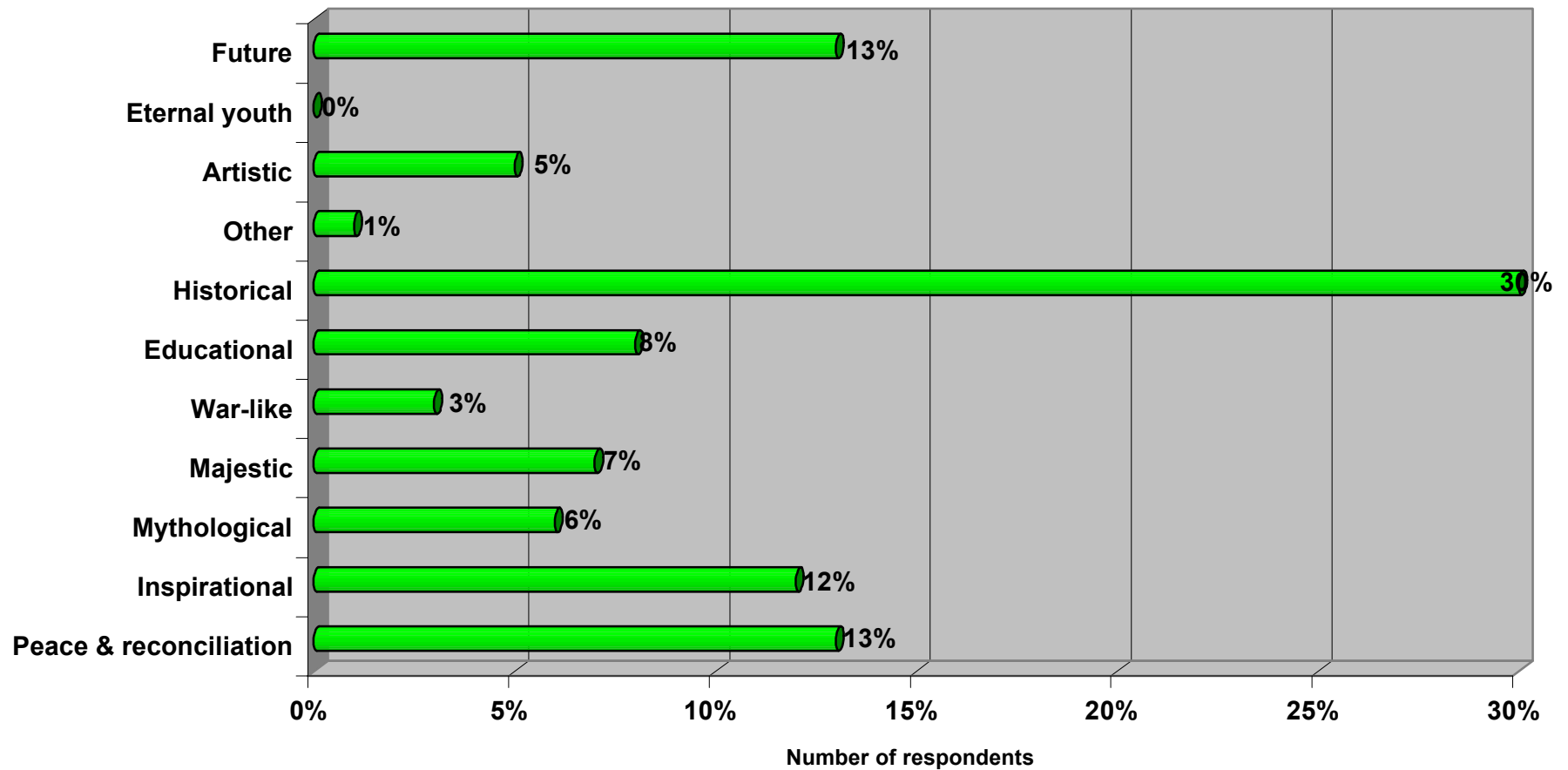
Q28. Do you think there should be a museum dedicated to the O'Dohertys?



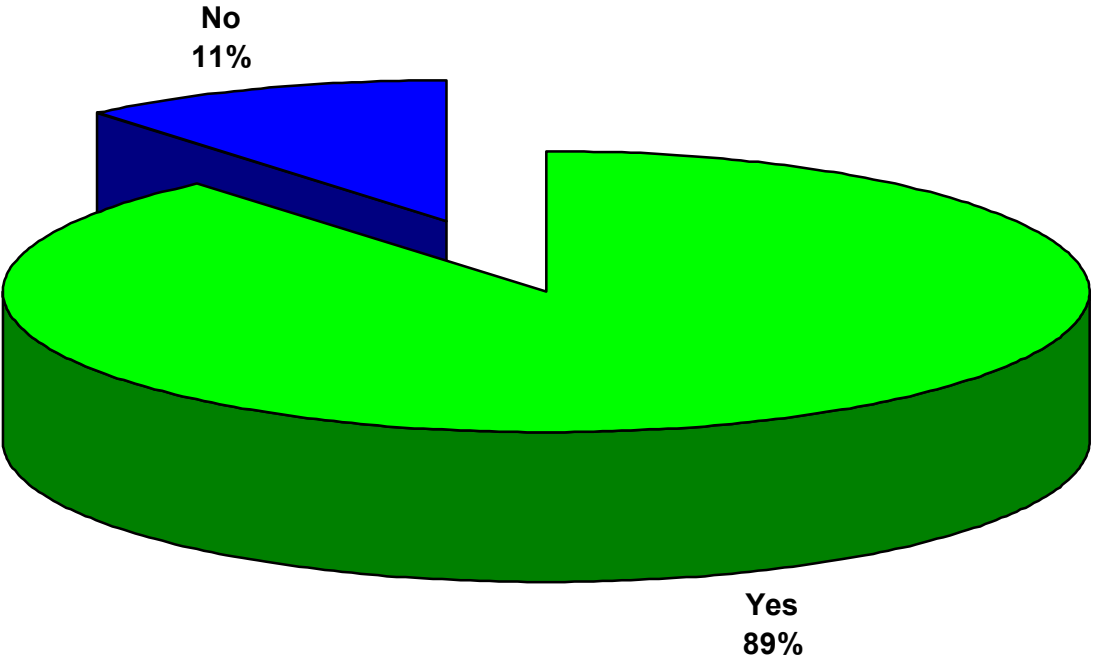
Q29. Do you think a monument should be dedicated to the O'Dohertys, perhaps to mark the gateway to Inishowen?



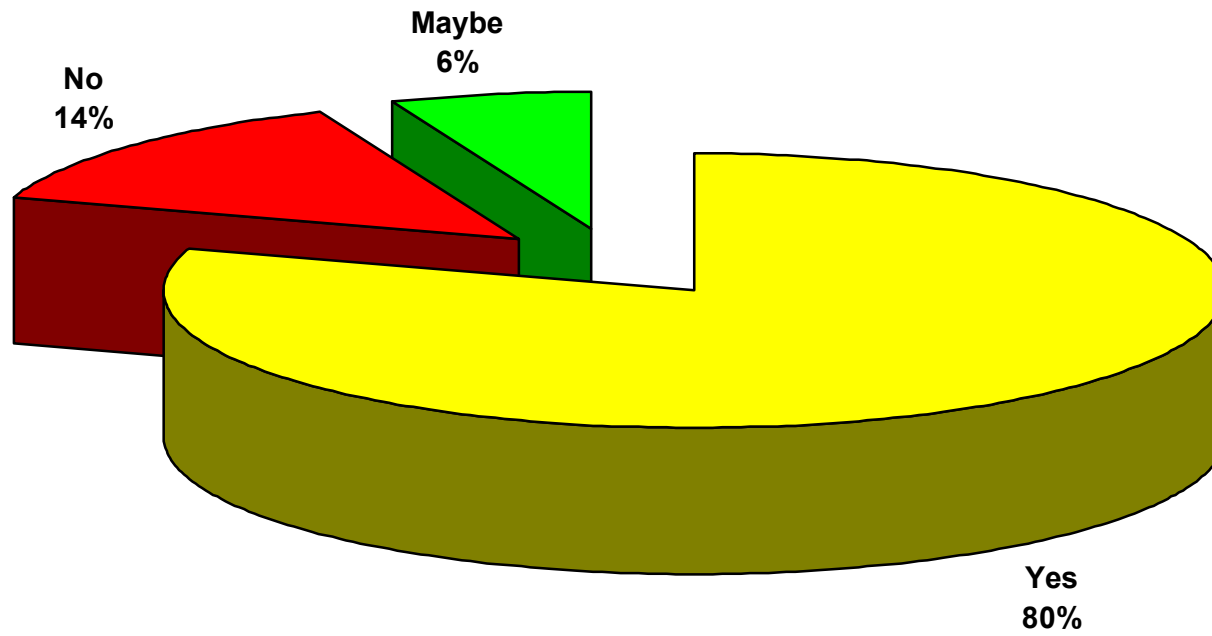
Q30. What qualities do you think the monument should reflect?



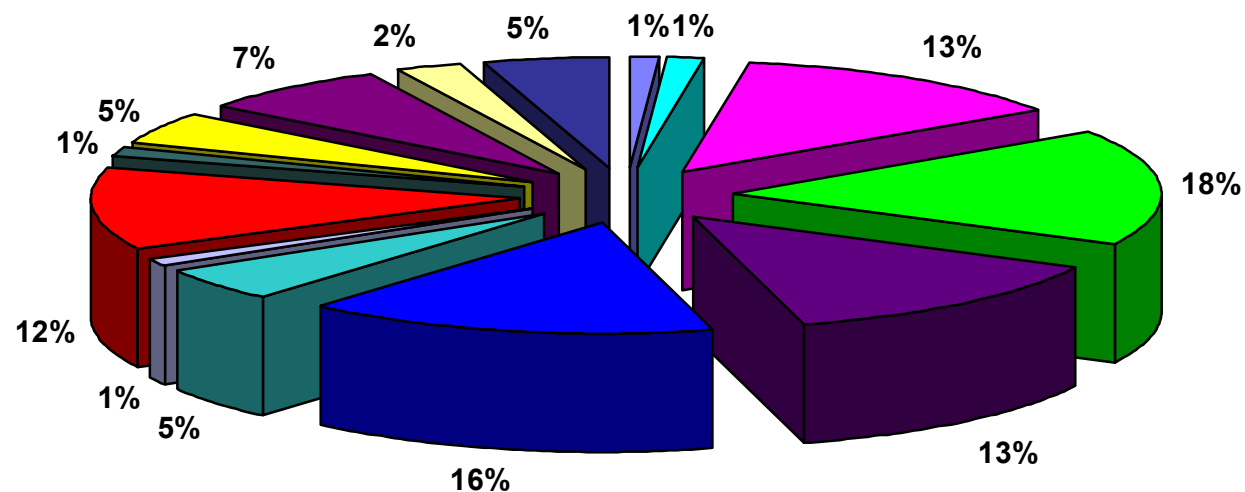
Q31. Do you think an O'Doherty Castle or Castles should be purchased and restored?



Q32. Would you consider supporting this venture financially or otherwise?

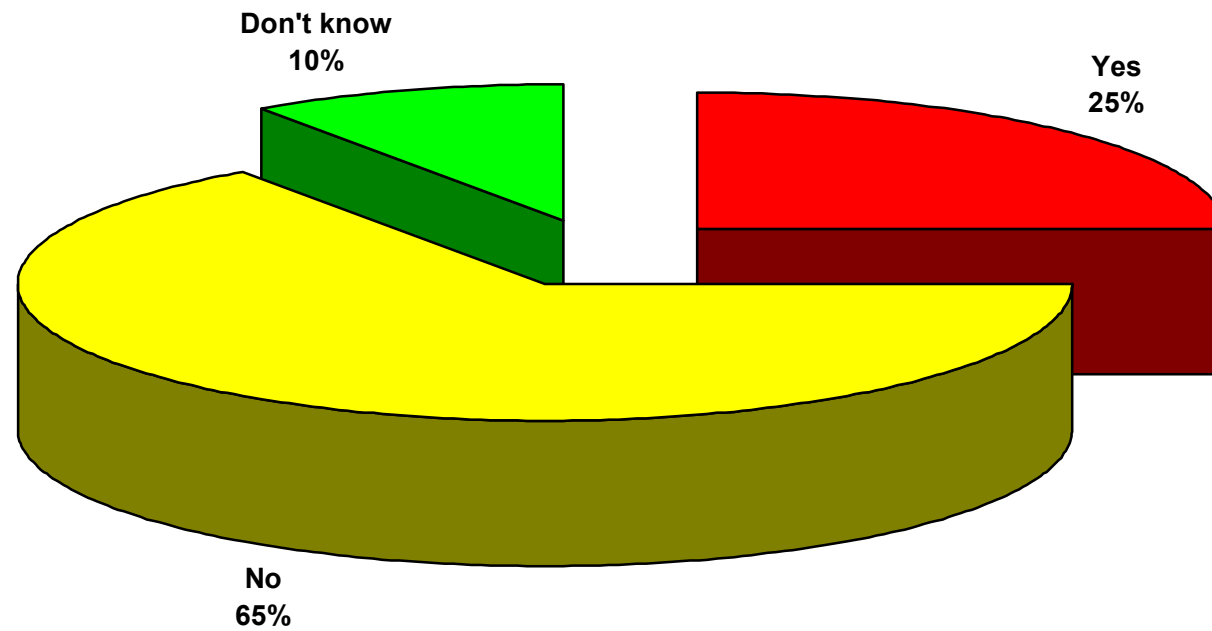


Q33. What uses do you think the castles could be put to?

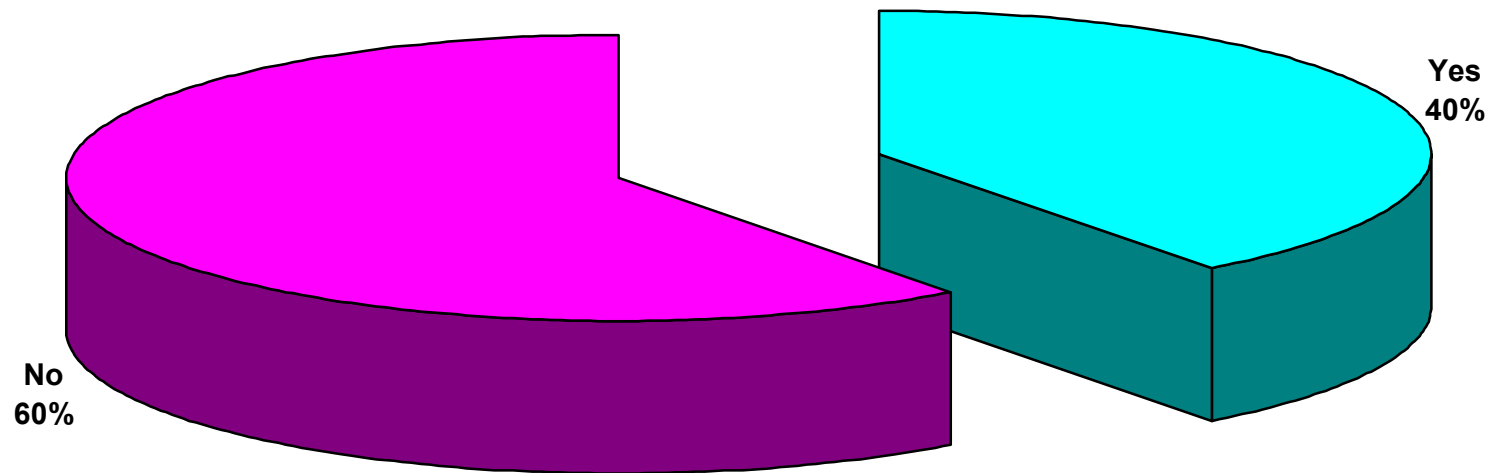


Preservation of clann assets	Descendants sense of history	Promote tourism	Educational
Walk through museum	Historical (heritage)	Meetings, events, concerts	Profit
Accommodation	Youth programmes	Preserved ruin	Headquarters for clann
Information sites	Restaurant		

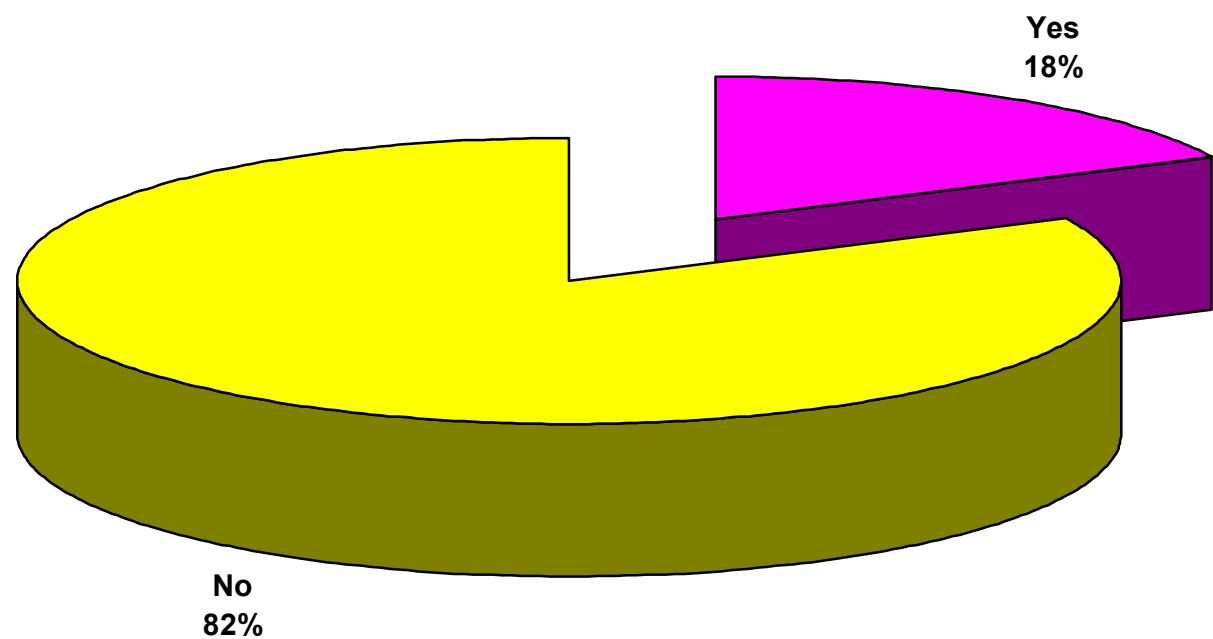
**Q34. Would you be interested in purchasing timeshare accommodation
in any of the Castles?**



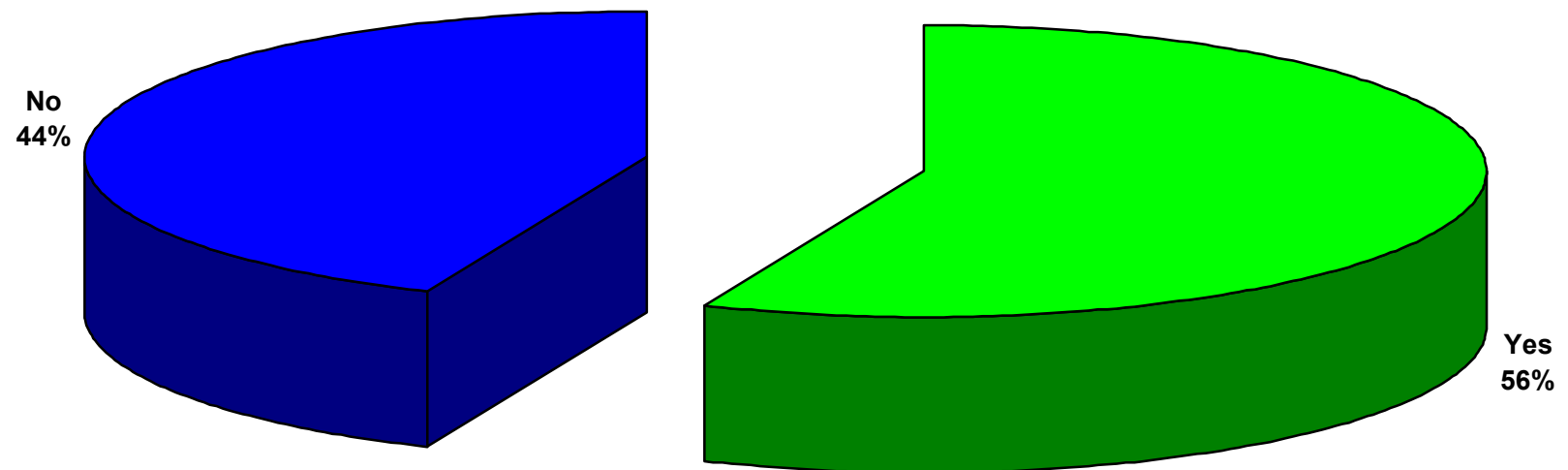
Q35. Are you aware that the O'Donnell Castle in Donegal has been fully restored?



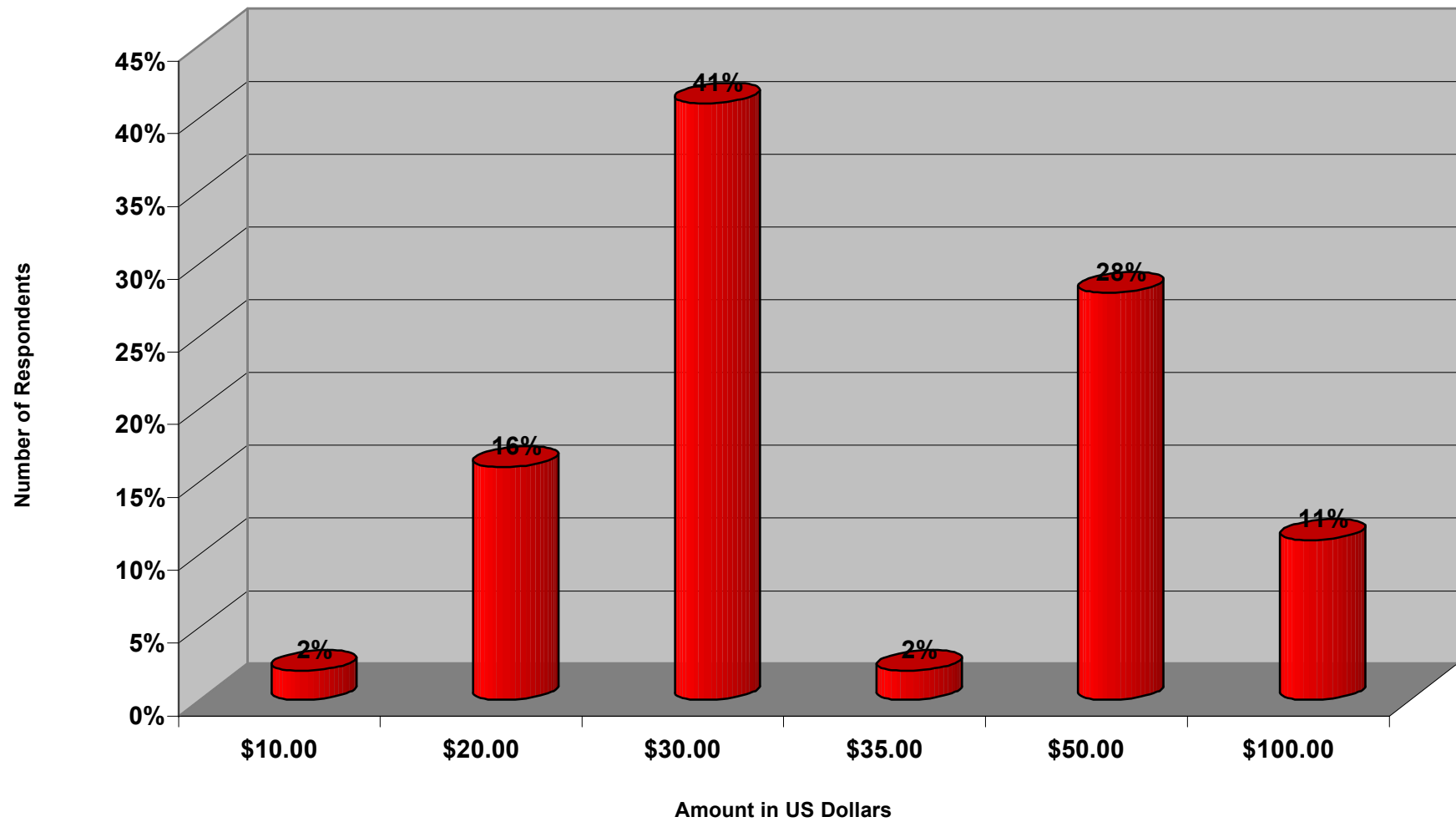
Q36. Are you aware that the McSweeney Castle at Doe is undergoing restoration?



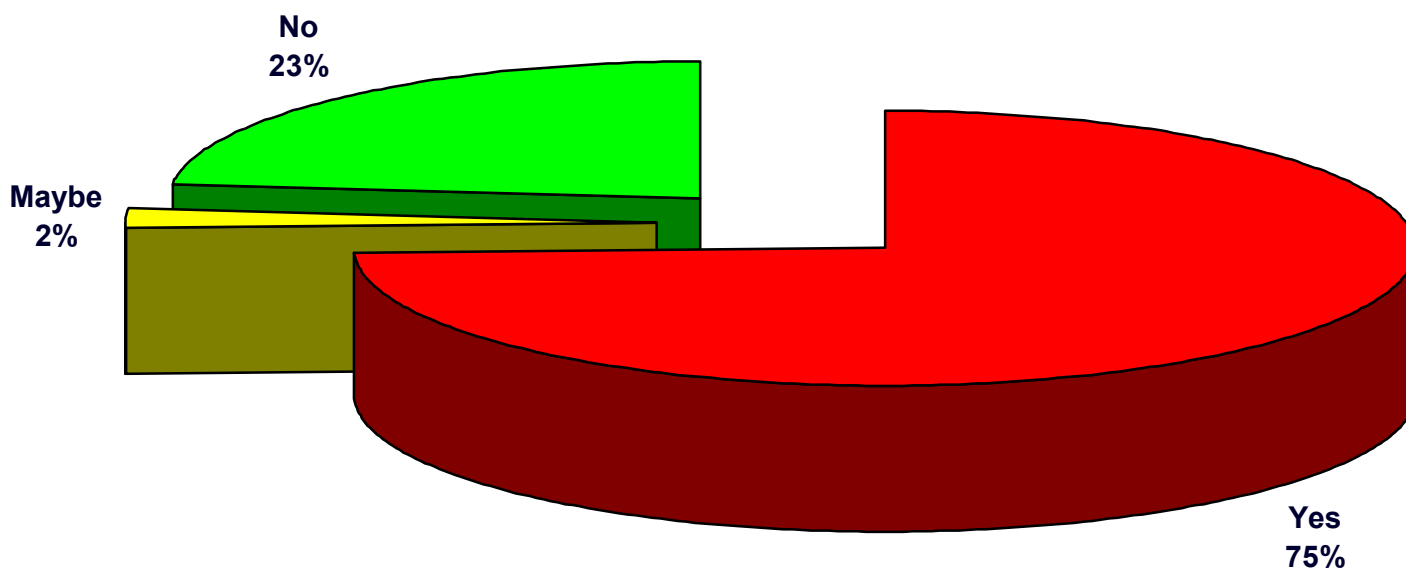
Q37. Do you pay dues to the Association?



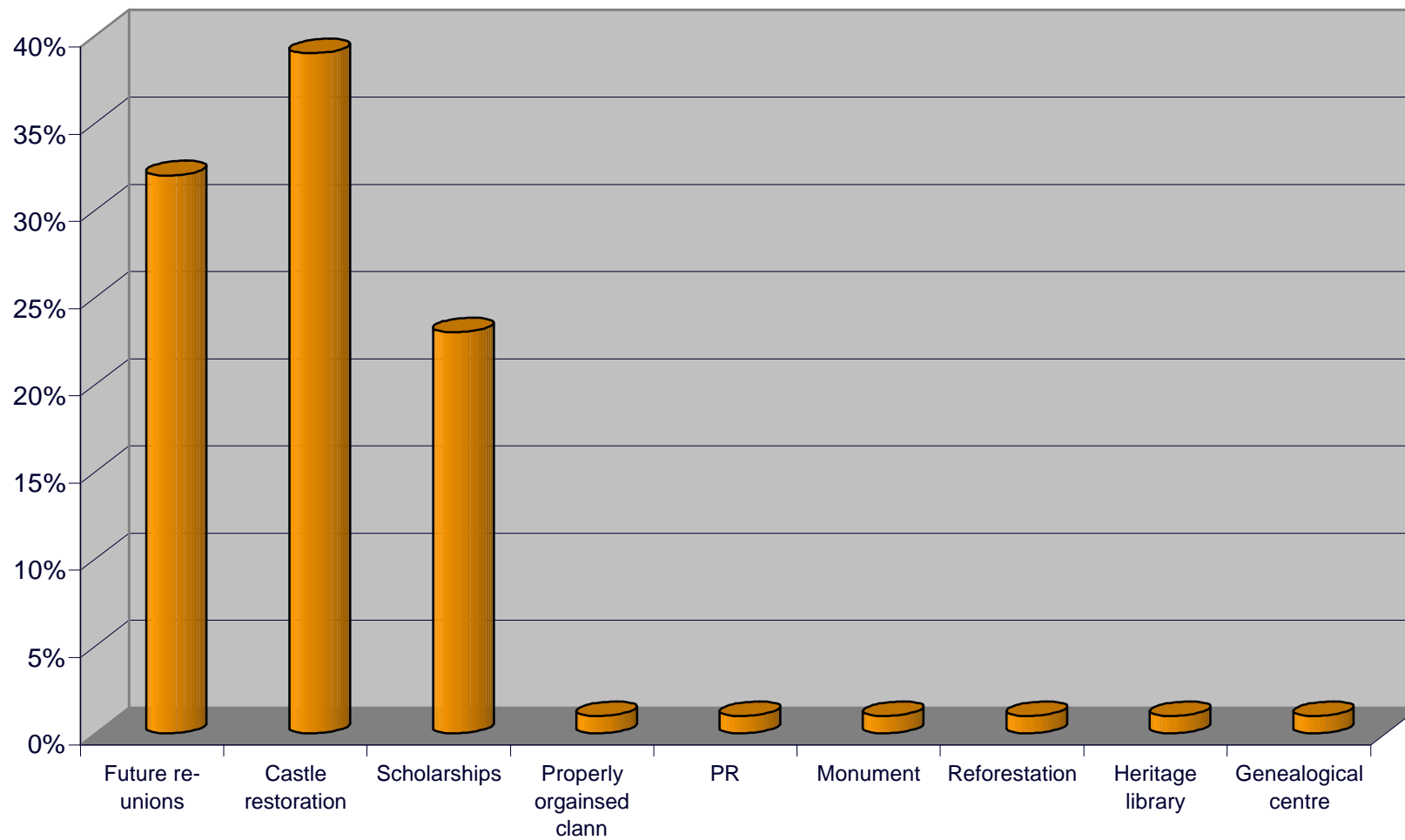
Q38. What do you think would be an appropriate level for dues?



Q39. Would you be interested in a Clann organised, cross-cultural exchange or language learning programme for children/youths?



Q40. Would you consider donating funds to assist with:

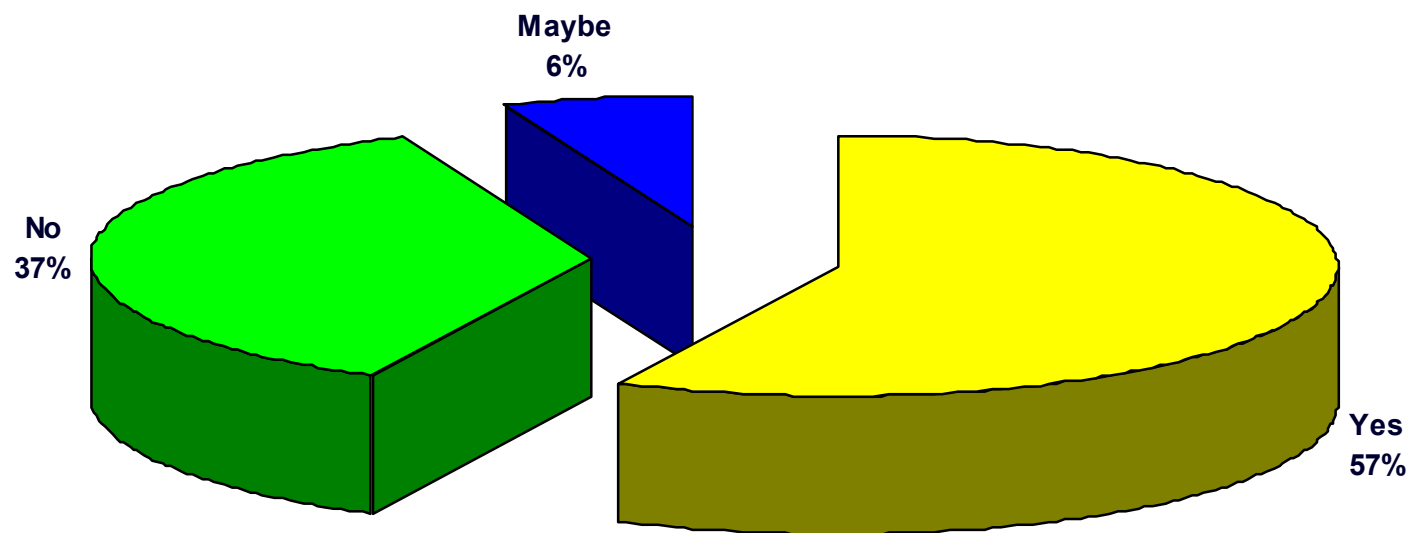


Q41. The Clann association is concerned about the lack of interest shown by many local O'Dohertys, what do you think can be done about this?

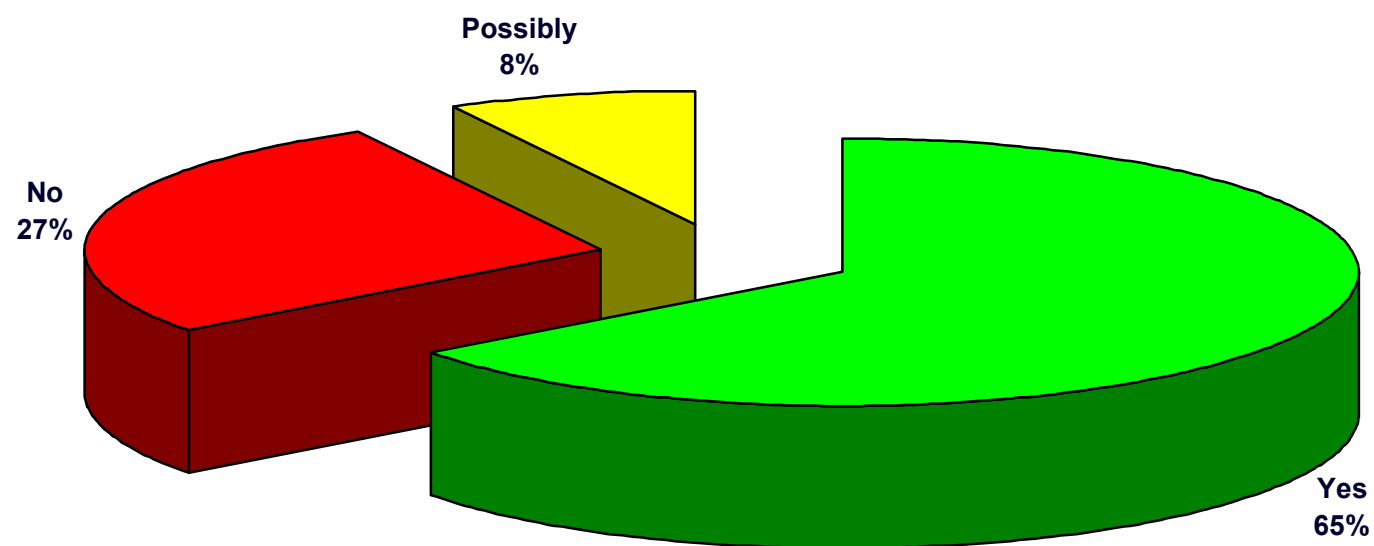
Advertising

- *Education in schools*
- *Make more appealing/exciting*
- *School field trips*
- *Bring in revenue to the locality*
- *Fly the Irish flag at Headquarters*
- *Carry out some research into this problem*
- *Improve communication mediums*
- *Pr / Marketing*
- *Locally elected Clann Chieftain*
- *Local leaders*
- *Free membership for locals*
- *Keep informed through the newsletter*
- *Invite and offer reduced rates to social functions*
- *Give something back to the locals*
- *Inform them that their help is needed*
- *Develop the perception of local pride*
- *Fun days*

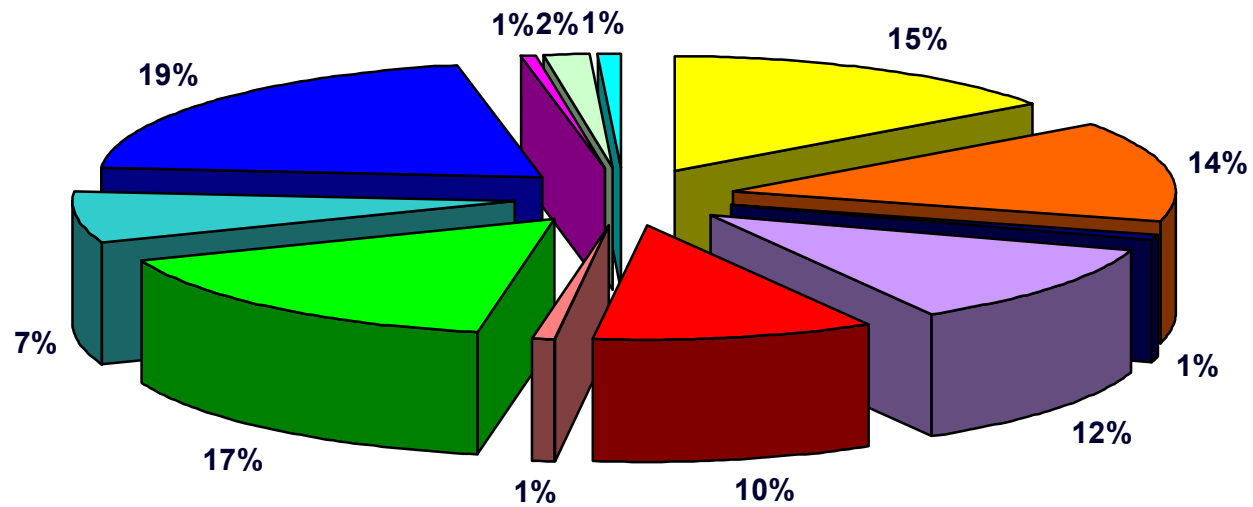
Q42. Would you be prepared to twin with a foreign O'Doherty family?



Q43. Would you consider buying a detailed history of the O'Dohertys, to be produced as a limited edition in Irish leather and Irish gold lettering?

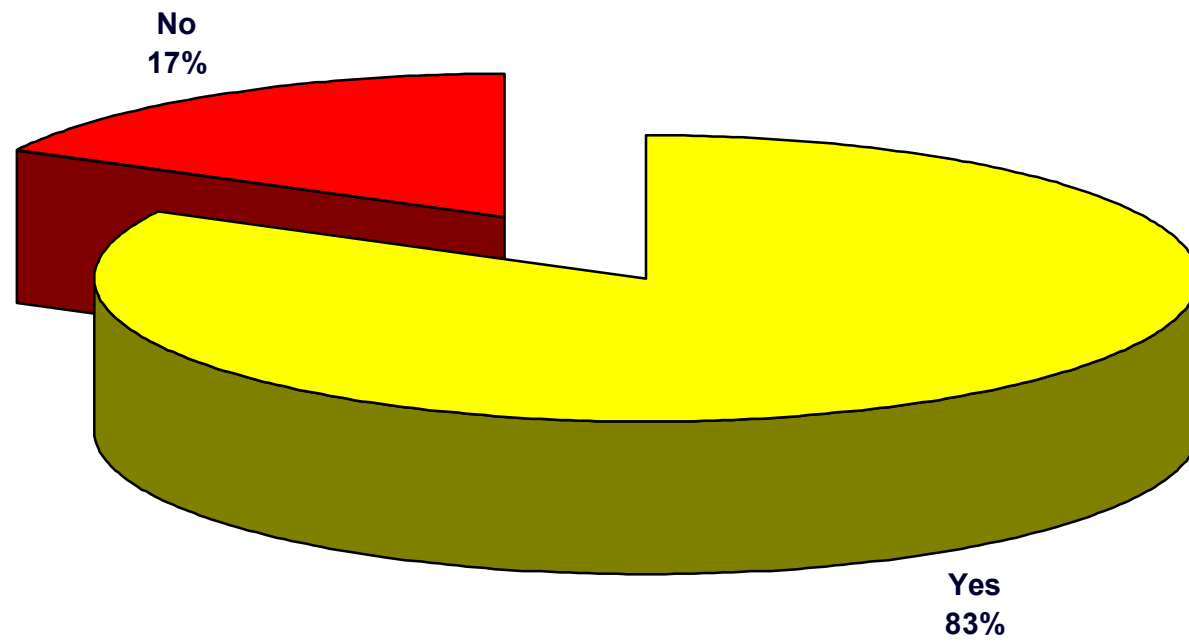


Q44. Would you be interested in purchasing any of the following group of products?

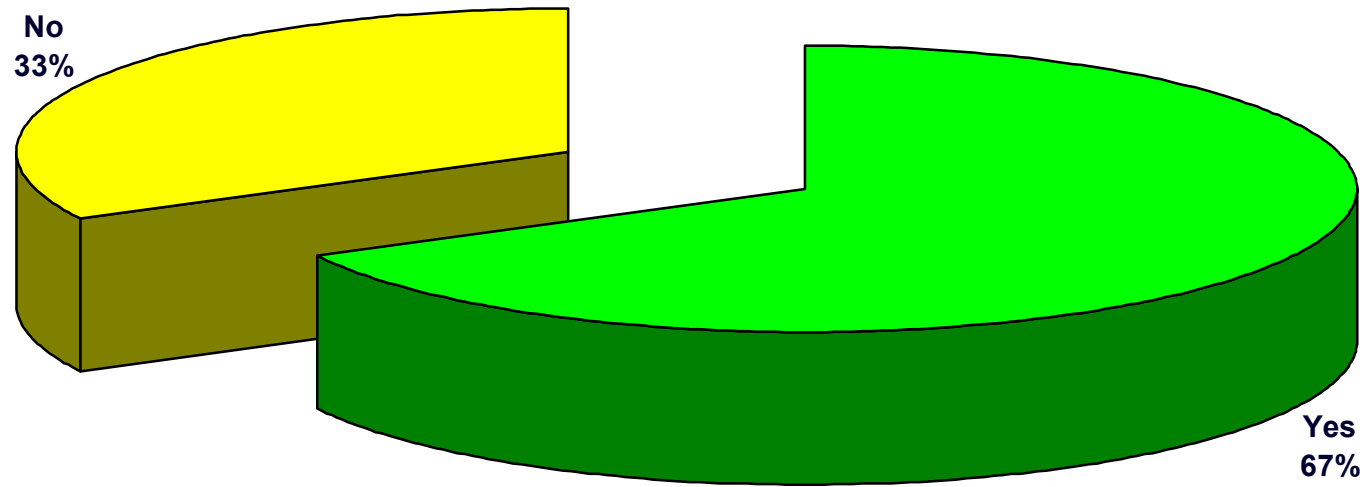


- | | | |
|---|--|--|
| ■ O'Doherty Irish whiskey | ■ Aran knitwear collection | ■ Local products |
| ■ O'Doherty tour package | ■ Arts & sculpture | ■ Glassware |
| ■ Pottery and crafts | ■ None | ■ CD-ROM |
| ■ Photos | ■ Video | ■ Flag |

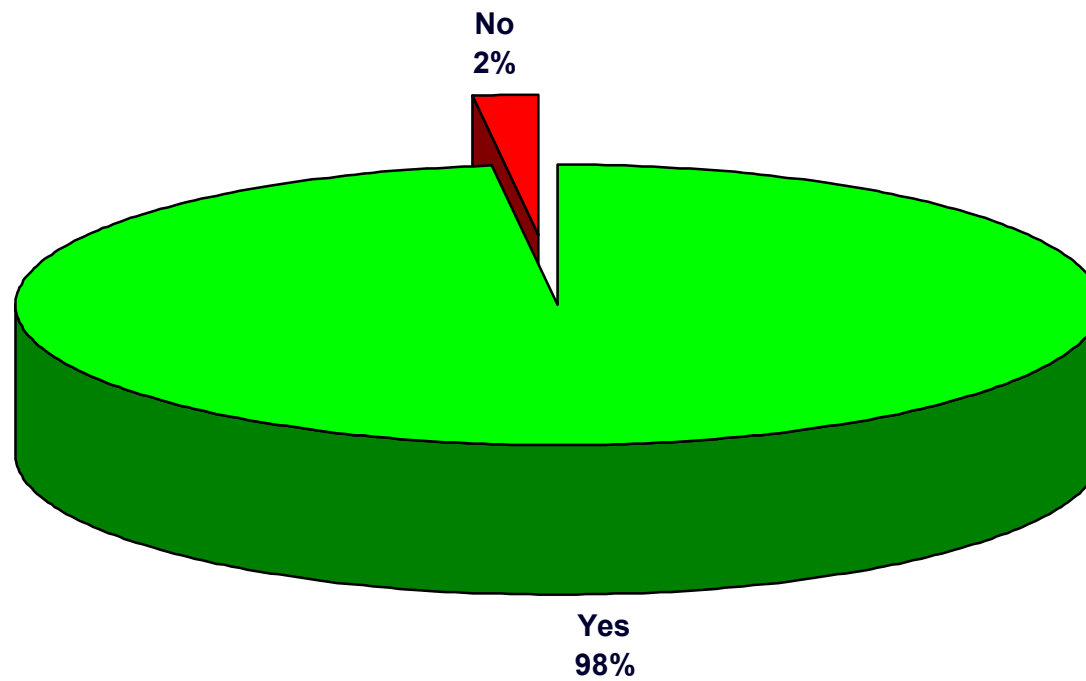
Q45. Are you interested in genealogy?



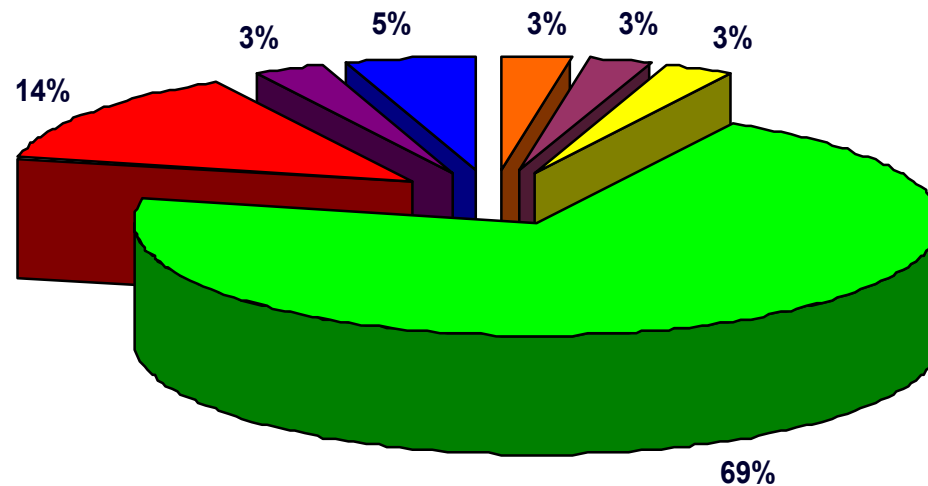
Q46. Have you traced your family tree?



Q47. Are you proud to be a member of this association?



Q48. Are you proud to be a member of this association, if so, why?



It has brought many home to see Ireland

Royal lineage

Uncovering culture which could otherwise be lost

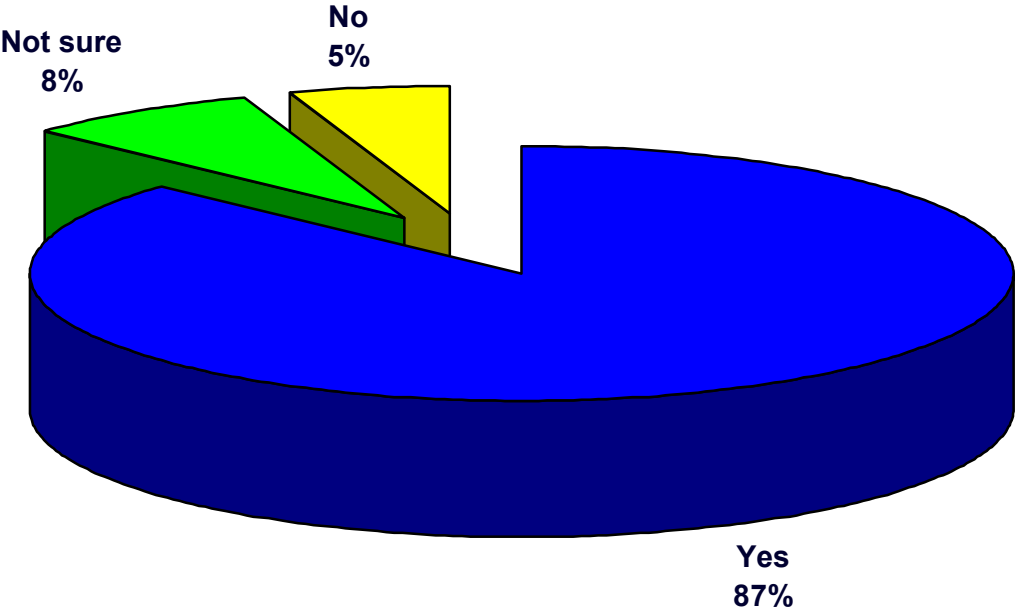
Heritage

Personal identity

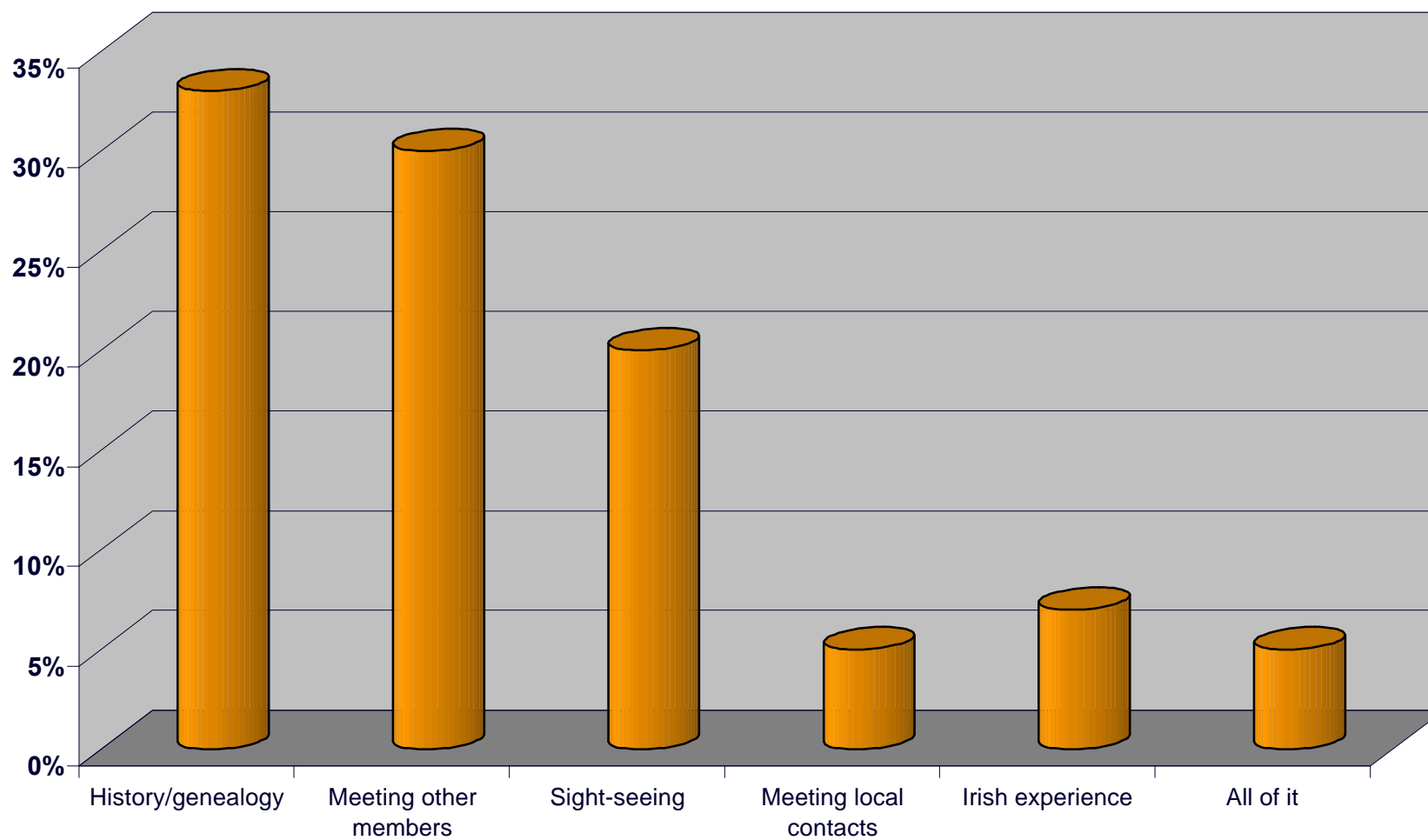
May help Irish to understand their distant

Not sure

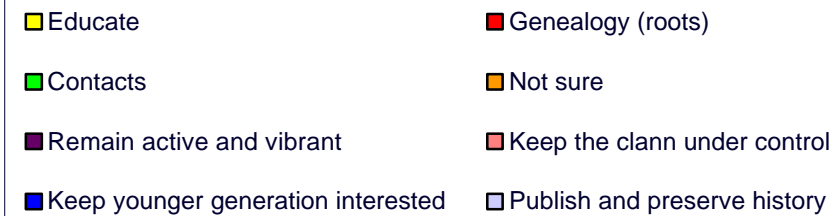
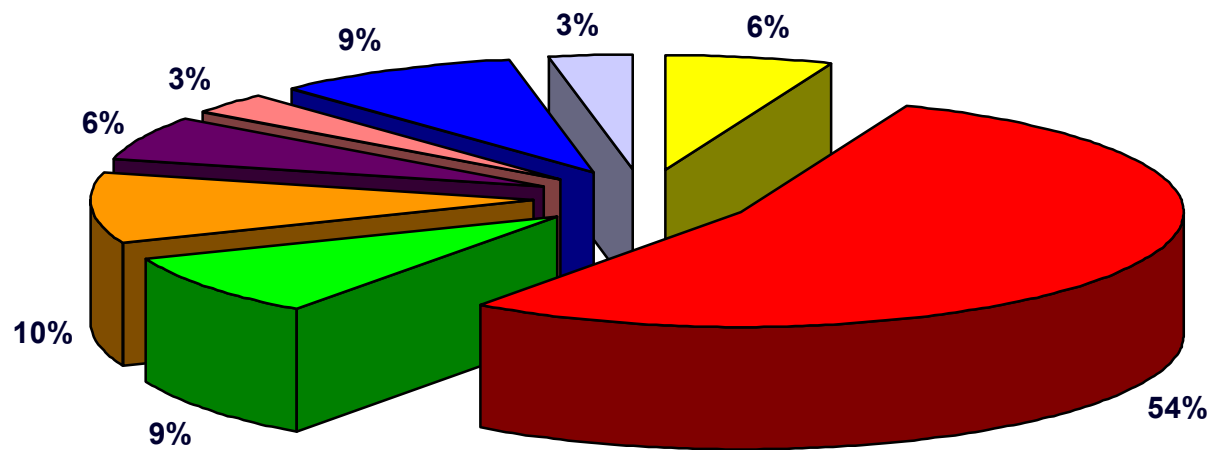
Q49. Do you feel you have the opportunity to present you views in the Clann Association?



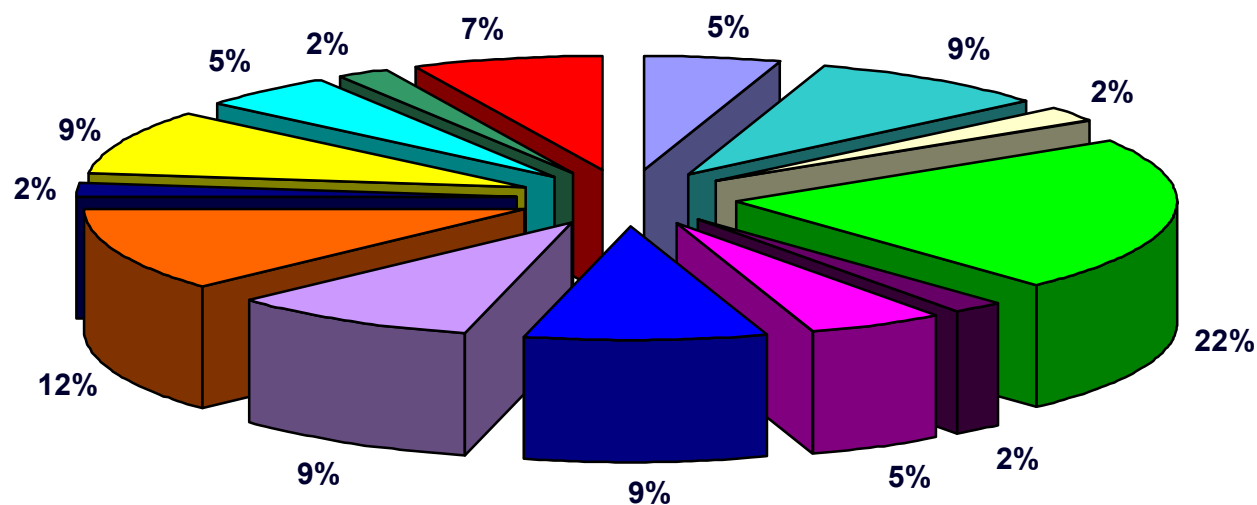
Q50. Which areas of the re-union are you most interested in?



Q51. What do you think your Clann can do for you?

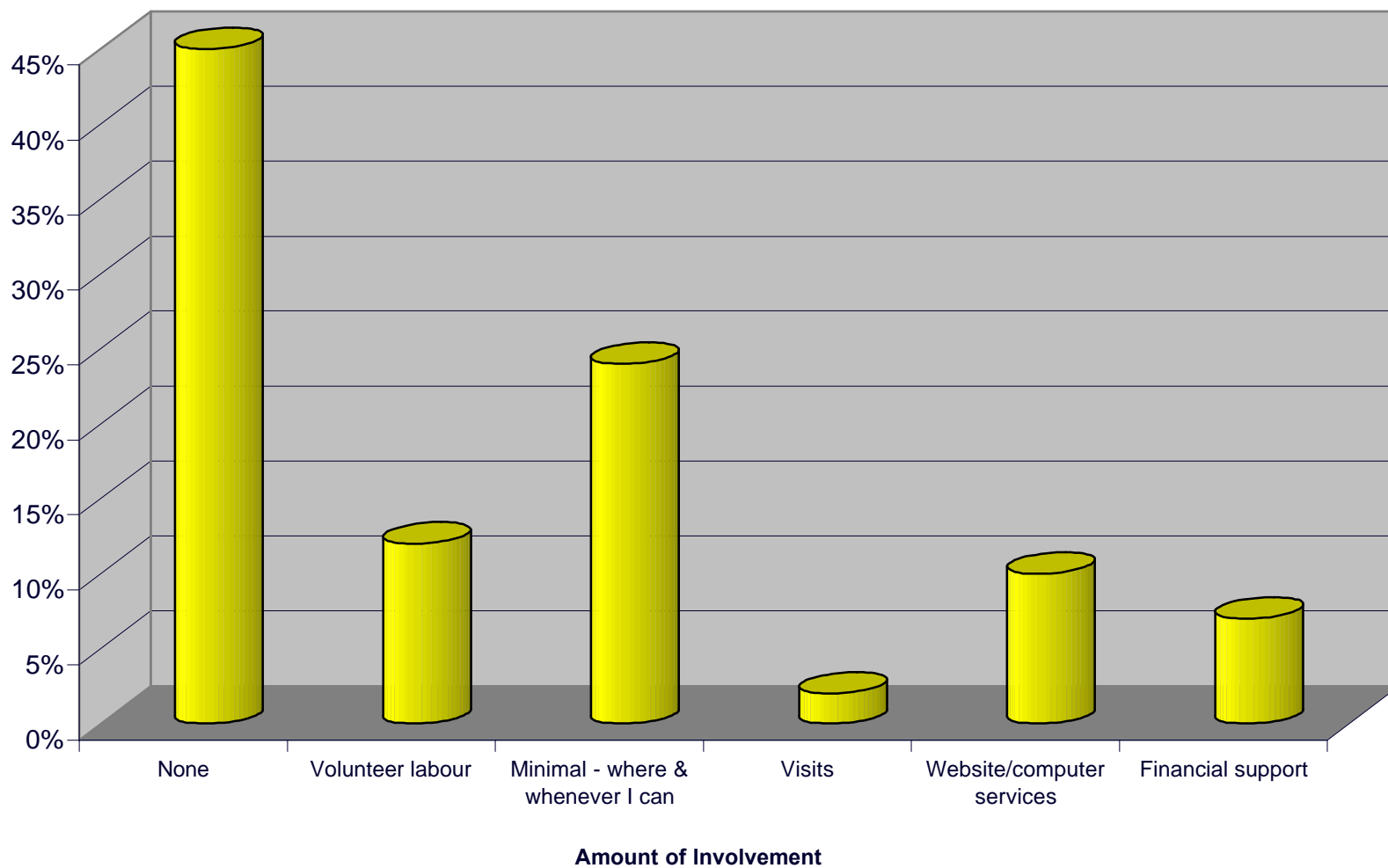


Q52. What do you think you can do for the Clann?

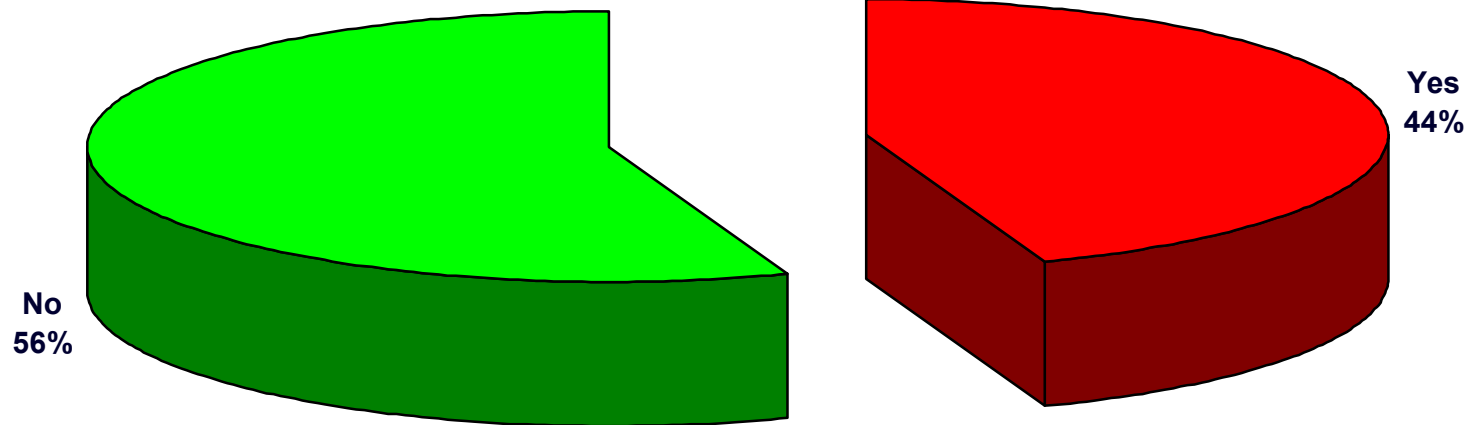


- | | |
|----------------------------|---|
| Write articles | Support financially |
| Send info for database | Promote among family & community |
| Offer hospitality | Organise future events |
| Not sure | Offer advice and support |
| Computer services | Maintain worldwide comm. & keep membership strong |
| Help with genealogy | Volunteer labour from home |
| Assist with communications | Whenever & however I can |

Q53. What is you involvement in the association to date?



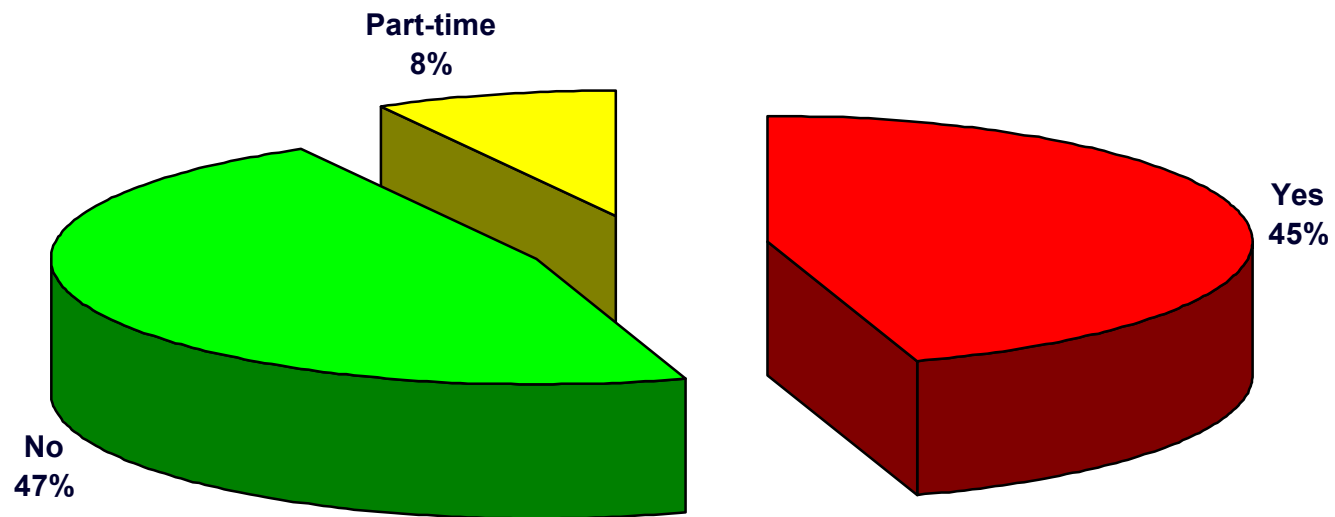
Q54. Are you dissatisfied with any areas of the association?



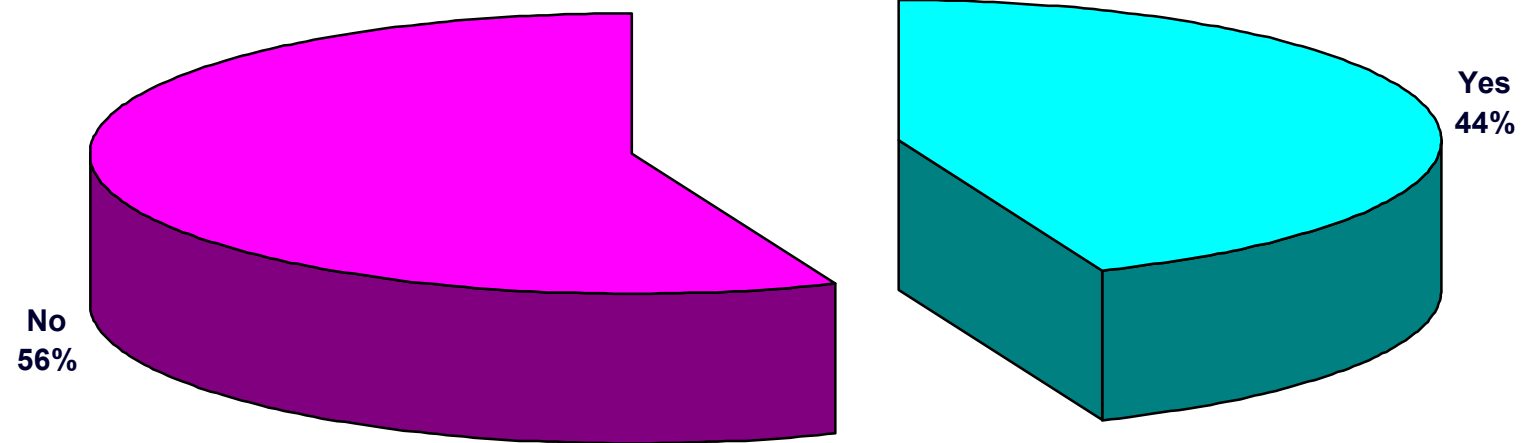
Q55. Ideas for the future development of the Clann.

- INCREASED MARKETING
- DEVELOP CHAPTERS REGIONALLY
- EDUCATION IN SCHOOLS
- EVENTS TO RAISE MONEY – AUCTION
- LIST IN LOCAL GUIDES / B&B's
- DEVELOP WEBSITES
- EXPAND / CREATE MEMBERSHIP
- ISSUE MEMBERSHIP CARDS
- IMPROVE STRUCTURE & ORGANISATION
- GENEALOGY DAYS AT RE-UNION
- DEVELOP A BUSINESS PLAN
- INCORPORATE AS A CHARITY
- INCREASE NUMBER OF EMPLOYEES
- CULTURAL EXCHANGE
- CHARTERED TOURS – US & OTHER
- ENSURE DUES ARE PAID
- FOLLOW THROUGH ON EXISTING PLANS

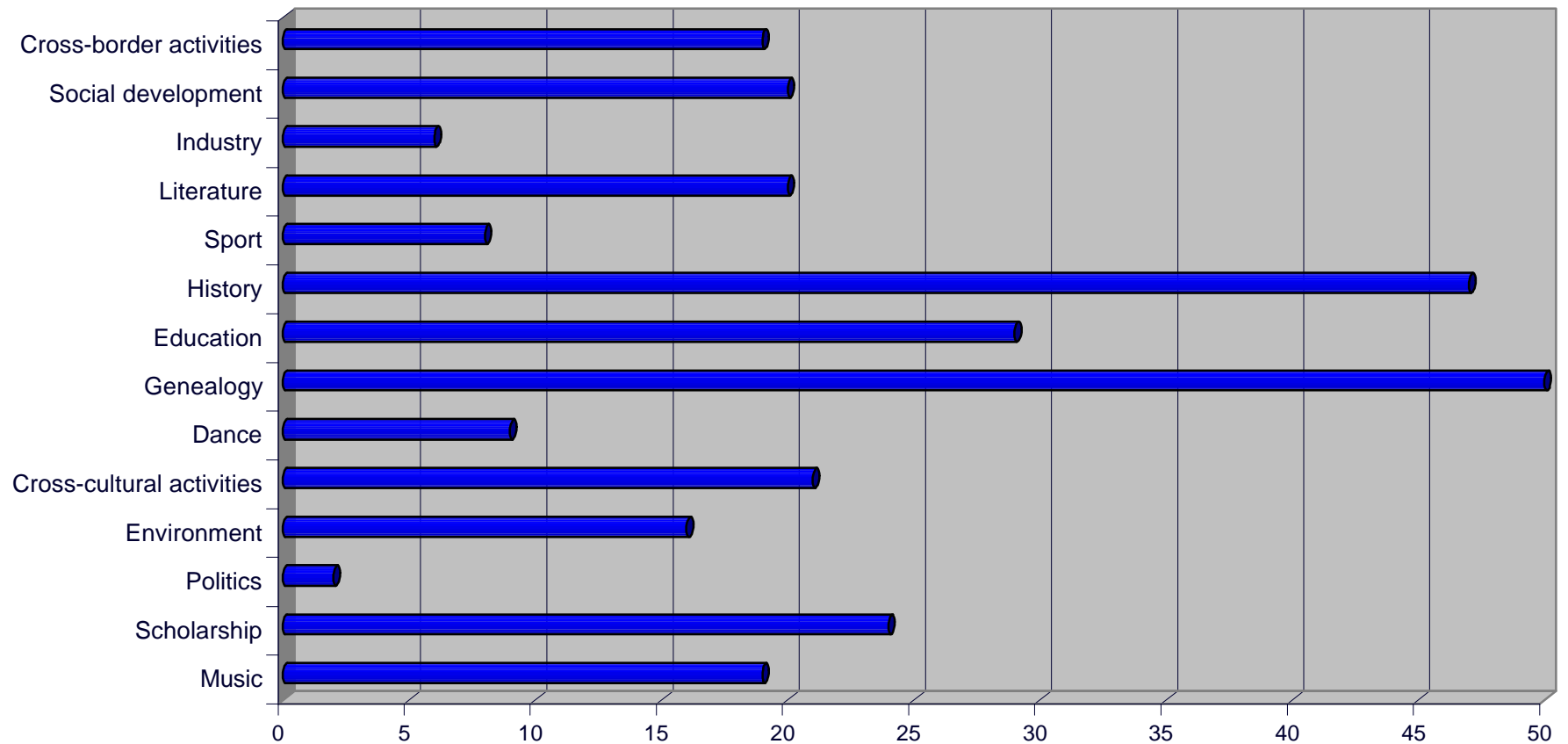
Q56. Would you ever consider returning to Ireland to live?



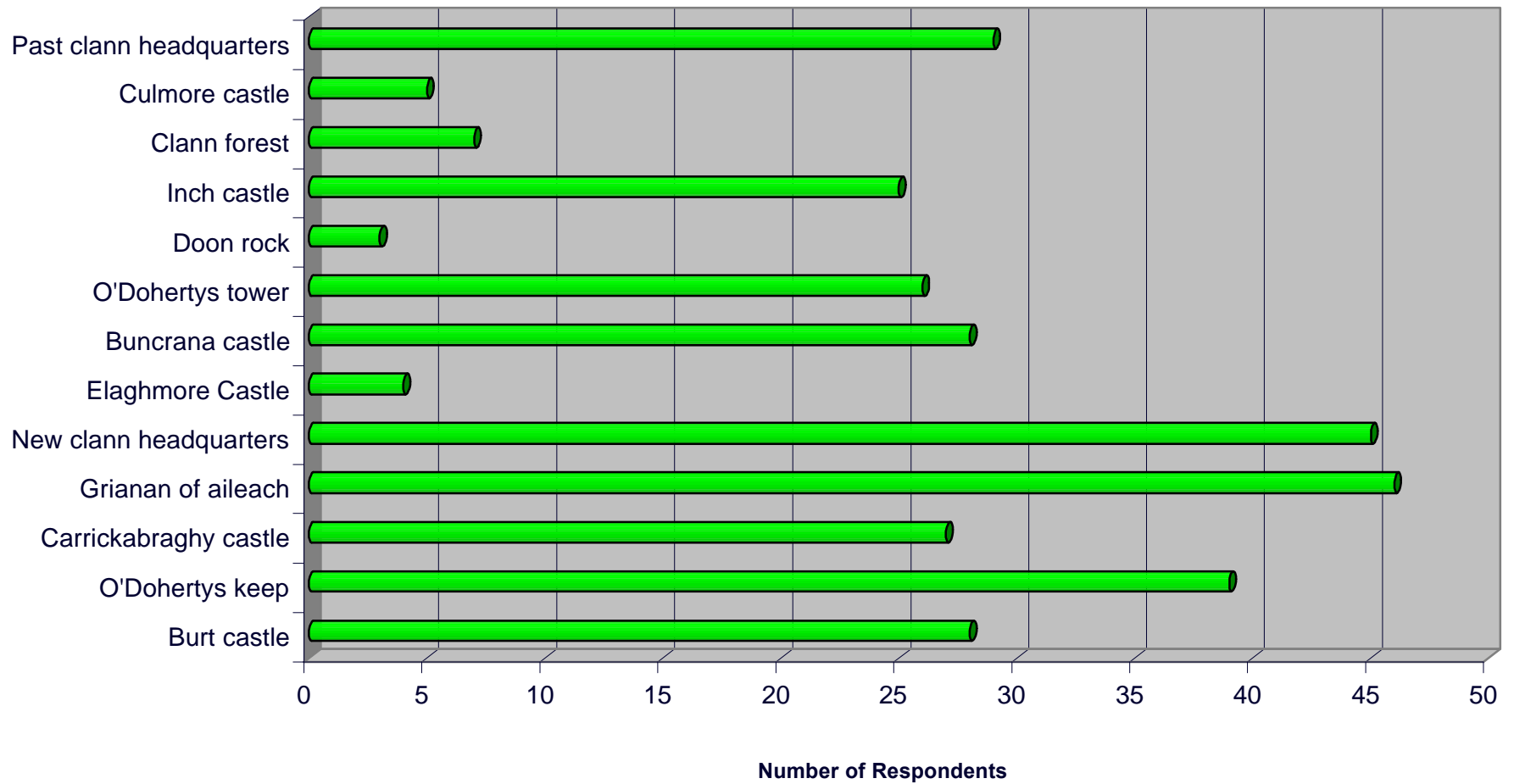
Q57. Do you know anyone who has done this?



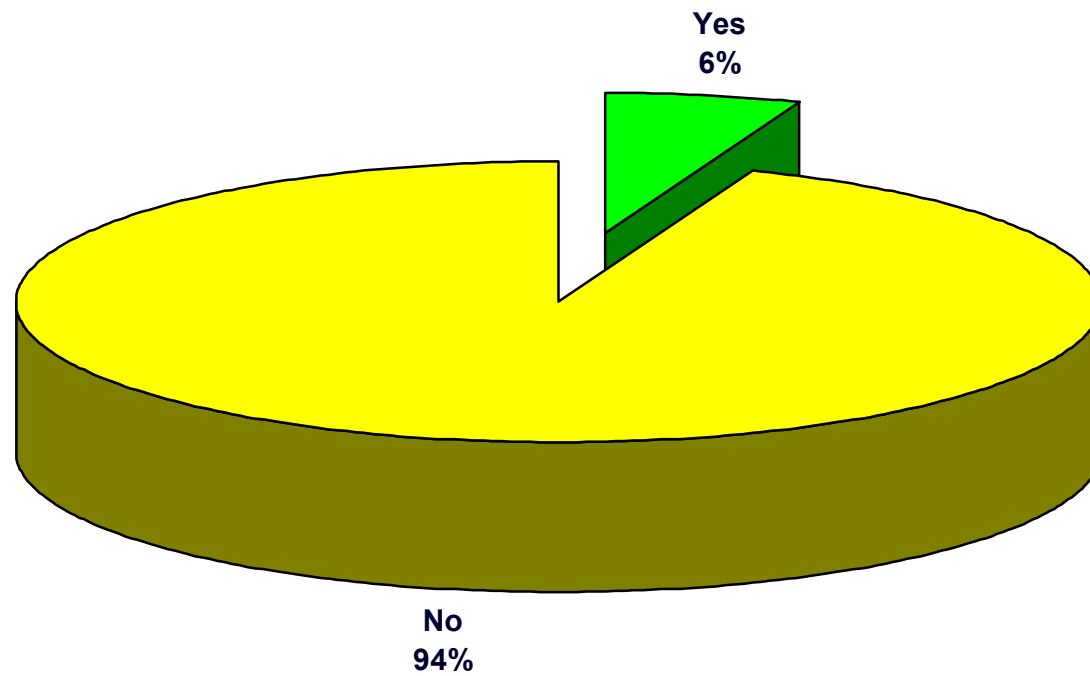
Q58. Which of the following do you feel the Clann should be involved in?



Q59. Which of the following Clann sites have you visited?

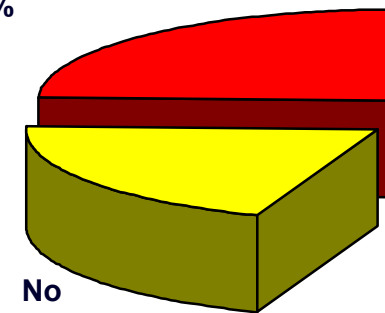


Q60. Do you have any involvement with any other Clann association?



**Q62. Do you think that Inishowen should be branded in some way
as O'Doherty country?**

**If it would not offend
others
24%**



**No
20%**

**Yes
56%**

Q63. Do you think the O'Doherty Clann could play a role as guardians of life in Inishowen, lobbying for such things as the environment, better health care, heritage protection and against such things as unemployment, pollution and social exclusion?

