



## **American Truck Historical Society - Vision Survey**

As a result of the adoption of a new vision statement for the American Truck Historical Society, there is an effort to translate these words into ideas and experiences. As we think about opportunities beyond a magazine and convention, we are looking at the possibility of something more experiential or immersive that could manifest as a library, archive, hall of fame and/or other.

We are very early in the intake, discovery, and visioning process to uncover what these experiences or program elements come to life. This process begins with you and we are asking for your participation in this first step. The following questions are critical to our understanding, will ask you to reflect on your current experience with ATHS, as well as what you envision for the future of the organization.

As an outcome of this survey, additional work with the ATHS Long-Range Planning Committee, and further discussions, a vision and story document will be produced to communicate the ATHS experience that can be used for fundraising purposes to bring the vision to life.

**Responses are due back July 15<sup>th</sup>, 2024**

**[TAKE SURVEY](#)**