

Looking Forward

Philatelic Society of Lancaster
County (PA)

14 February 2024

COLLECTING MATTERS

We fight for our members to collect safely by demanding strong ethics.

1

EVERY STAMP HAS A PURPOSE

We work to ensure every philatelic item is used for its highest purpose in philately through collections, research, education, or combatting fraud.

2

STRONGER TOGETHER

We open every door to collectors. Our common interest means nothing without community.

3

THROUGH ALL THINGS, TEACH

We connect the generations of knowledge to the collectors of the future.

4

NO BOUNDARIES

We leverage technology to increase access within our community.

5

REMAIN RELEVANT

We rise to meet the changing needs of collectors and collecting.

6



The Art of ~~Marketing~~ Storytelling

People do not buy goods
and services.

They buy relations,
stories, and magic.

Seth Godin





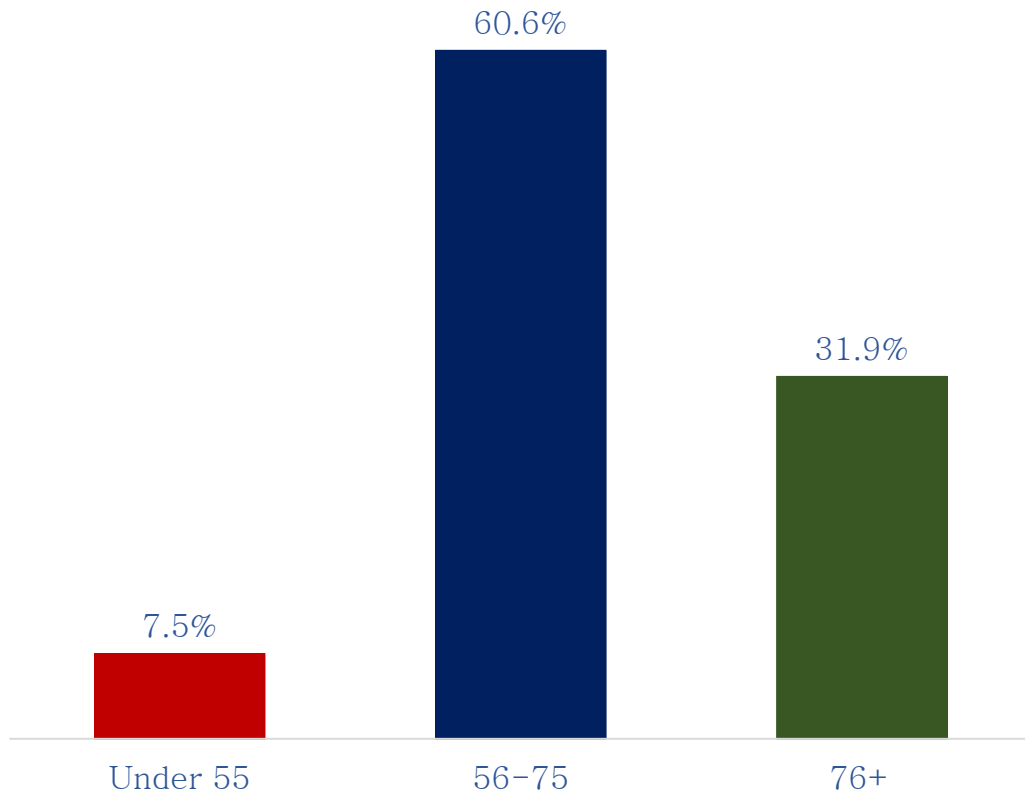


BUILDING OUR COMMUNITY

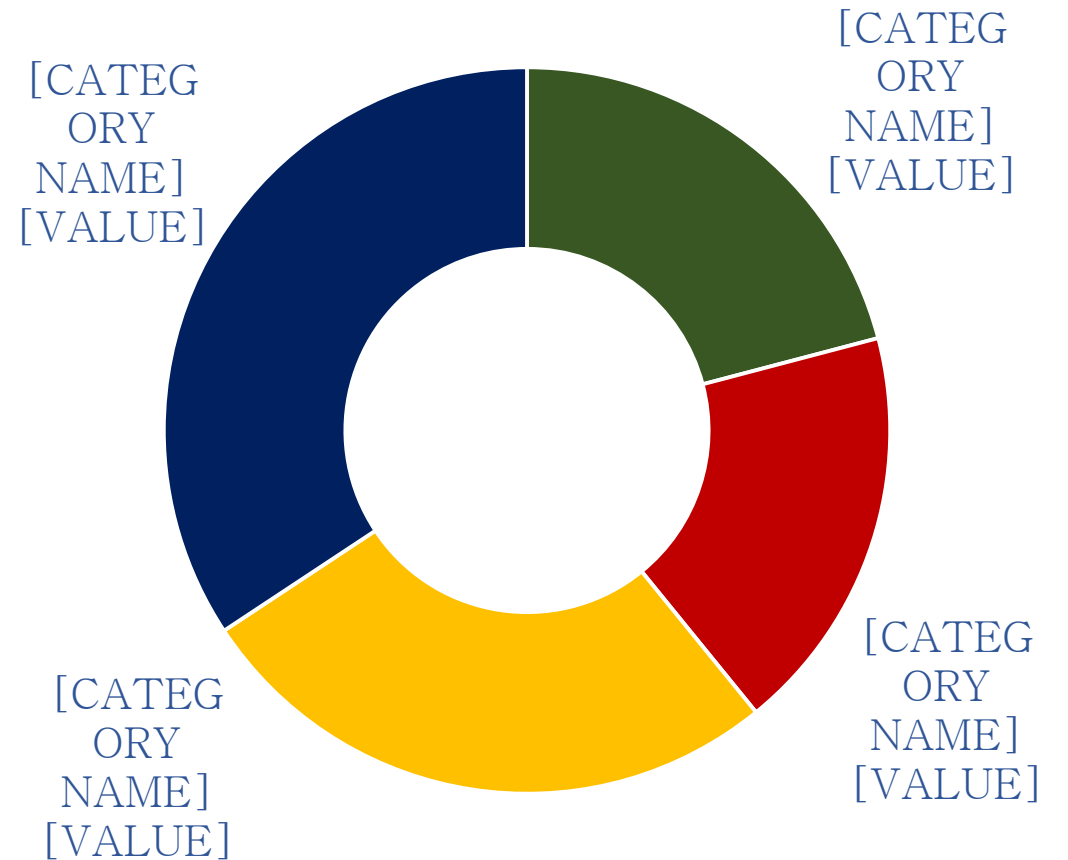


APS Member Demographics

Age of APS Members



Length of APS Membership




Digital Membership

2023 Membership:

- U.S./Digital: \$45/year
- Canada: \$55/year
- International: \$65/year

November 2023: Reduced to \$35/year for 2024

Results So Far: 1,875  3,010

STAMPed: NextGen Philately

Target Audience:

- **Ages:** 20–50
- **Gender:** 60% female/40% male
- **Collecting Experience:** 50% beginners/50% non-traditional collectors
- **Digital natives:** mobile, diverse, connected, flexible

Elements

- **Digital Magazine:** Quarterly, free, shareable
- **Online platform:** Collecting resources & hobby information
- **Community:** Connect with peer enthusiasts, video meetups, educational opportunities
- **To learn more:** stamped.pub





STAMPed: Business Model

Seed Funding for Two Years
Free: \$25,000 (Donor Driven)

Fundraising: \$12,800+

Goal: Sustainable by Year 3
(1,000+ premium members)

Through All Things, Teach



A hand is visible on the left side of the frame, holding a cardboard target symbol. The target is made of concentric rings of cardboard, with a small white circle in the center. The background is a blurred indoor setting with warm lighting.

Learning without Limits: Objectives

Key Goals

- **No Limits:** Not limited by location, time, or physical limitations
- **Consistent:** Year-Round v. Events
- **Education 365:** Always available
- **Relevant:** Meet the needs of collectors

Learning without Limits: 2024

- Large donation pledged to build an online learning platform
- Additional fundraising to reach \$200,000 total goal
- Digital Forward
- **Target three audiences:**
 1. *Beginners*: Micro-credentials (Free for all)
 2. *Intermediate*: Communal learning. Longer form, shared experience, and problem solving together
 3. *Community*: Storytelling and sharing the “APS Experience”



COMING SOON



GREAT AMERICAN STAMP SHOW

- 100+ dealers, societies, and postal administrations
- Joint event: APS, ATA, and AFDCS
- USPS sponsorship: Two first day ceremonies!
- 1,000 exhibit frames
- National Duck Stamp finalists
- Hundreds of talks





Questions?

Scott D. English,
FRPSL

Executive Director

scott@stamps.org

(814) 933-3814