



Strategic Plan 2019-2022

111219 Revision

MISSION STATEMENT

Greater Buffalo Friends of Music provides collaborative, creative, financial and logistical support for music enrichment throughout the Western New York region.

CHALLENGE	How will we fulfill our mission? A. MUSIC PROGRAMMING	How will we foster choral collaboration in WNY? B. CHORAL CONSORTIUM	How will we finance our programs? C. BUDGET/ FUNDRAISING	How will we govern our efforts? D. BOARD DEVELOPMENT	How will we promote what we do? E. MARKETING/ PUBLIC RELATIONS
PROGRAM OUTCOME	<ol style="list-style-type: none"> 1. Sponsor a minimum of 8 music programs annually, with a special emphasis on choral music 2. Create innovative, collaborative programming in a variety of venues 3. Develop a Program Committee 4. Increase outreach to youth and underserved populations 5. Develop means for tracking attendance at events 6. Adopt a “pay it forward” method of program budgeting per fiscal year (exclusive of large-scale events) 7. Offer generous hospitality as a key aspect of our events 	<ol style="list-style-type: none"> 1. Develop and maintain a collaborative all-WNY choral online calendar 2. Develop a website for sharing information among WNY choral groups (i.e., bios of conductors; descriptions of each group; featured works; job postings; how to join a choir) 3. Plan the first all-WNY “Big Sing” (target date: early summer 2021) 4. Plan one annual social/networking consortium event 5. Determine if there should be a fee for member organizations 	<ol style="list-style-type: none"> 1. Increase programming budget 5% annually 2. Increase individual donor base and donor amounts to match increased programming budget 3. Develop a membership package with donor levels and corresponding benefits 4. Identify foundation grants in the amount of \$30,000 to finance the “Big Sing” 5. Increase corporate sponsorship and advertiser revenue 5% annually 	<ol style="list-style-type: none"> 1. Expand and diversify board membership to address greatest needs (i.e., technology, finance, PR/media, connections to large donors) 2. Develop a committee structure, to include: <ul style="list-style-type: none"> • Program • Choral Consortium • PR/Marketing • Hospitality • Youth Advisory Board 3. Review and update all legal documents 4. Update by-laws to reflect new mission and committee structure 5. Define board member roles, terms and responsibilities 6. Add board member pictures and/or bios to website 7. Procure magnetic name tags for board members* 8. Establish protocols for the annual meeting 	<ol style="list-style-type: none"> 1. Improve website 2. Develop electronic media advertising (i.e., increase presence on social media) 3. Develop a system and prototypes for press/media releases 4. Improve annual appeal (i.e., improve graphics, update contacts, pinpoint major donors) 5. Establish email blasts for events 6. Add “Venmo” for online payment; update other online payment methods 7. Update GBFOM signage to display at events 8. Add a “media person” to the board 9. Design new graphics for each new season

* Outcome completed