



Strategic Plan 2022-2025

110722 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	<i>How will we fulfill our mission?</i> A. MUSIC PROGRAMMING	<i>How will we foster choral collaboration in WNY?</i> B. CHORAL CONSORTIUM	<i>How will we finance our programs?</i> C. BUDGET/ FUNDRAISING	<i>How will we govern our efforts?</i> D. BOARD DEVELOPMENT	<i>How will we promote what we do?</i> E. MARKETING/ PUBLIC RELATIONS
PROGRAM OUTCOME	<ol style="list-style-type: none"> Sponsor music programs annually, with a special emphasis on choral music Create innovative, collaborative programming in a variety of venues Develop a Program Committee Support outreach to youth and underserved populations Develop means for tracking attendance at events Adopt a “pay it forward” method of program budgeting per fiscal year (exclusive of large-scale events) Offer generous hospitality as a key aspect of our events Offer grants in support of music events/needs using our established protocols 	<ol style="list-style-type: none"> Maintain a collaborative all-WNY choral online calendar Maintain a website for sharing information among WNY choral groups (i.e., bios of conductors; descriptions of each group; how to join a choir) Plan the first all-WNY “Big Sing” (target date: early summer 2023) Plan social/networking consortium events Establish Choral Consortium membership fees and publicize benefits of membership 	<ol style="list-style-type: none"> Aspire to increase budget for program support annually Increase individual donor base and donor amounts to match increased programming budget Identify foundation grants for large scale events or projects Increase corporate sponsorship and advertiser revenue 5% annually Establishing a fund raising committee with chairperson and set annual goals Expand poinsettia drive to include consortium members 	<ol style="list-style-type: none"> Expand and diversify board membership to address greatest needs (i.e., technology, finance, PR/media, connections to large donors) Develop a committee structure, to include: <ul style="list-style-type: none"> Program Choral Consortium PR/Marketing Hospitality Youth Advisory Board Review and update all legal documents Update by-laws to reflect new mission and committee structure Review board member roles, terms and responsibilities Continue education and training for board members 	<ol style="list-style-type: none"> Continue to maintain and increase engagement in social media Increase engagement in social media Develop a system and prototypes for press/media releases Improve annual appeal (i.e., improve graphics, update contacts, pinpoint major donors) Utilize email blasts Add “Venmo” for online payment; update other online payment methods Update GBFOM signage to display at events Add a “media person” to the board Build brand recognition through consistent use of logos Collaborate with WNED to market events

PREVIOUS STRATEGIC PLAN OUTCOMES COMPLETED

A. Music Programming

Establish outreach to youth and underserved populations

B. Choral Consortium

Develop a collaborative all-WNY choral online calendar

Develop choral profiles on website

Plan networking events for consortium

C. Budget/Fundraising

Hold annual poinsettia fundraiser

D. Board Development

Add board member pictures and/or bios to website

Procure magnetic name tags for board members*

E. Marketing/Public Relations

Overhaul website

Establish email blasts for events