



# Strategic Plan 2024

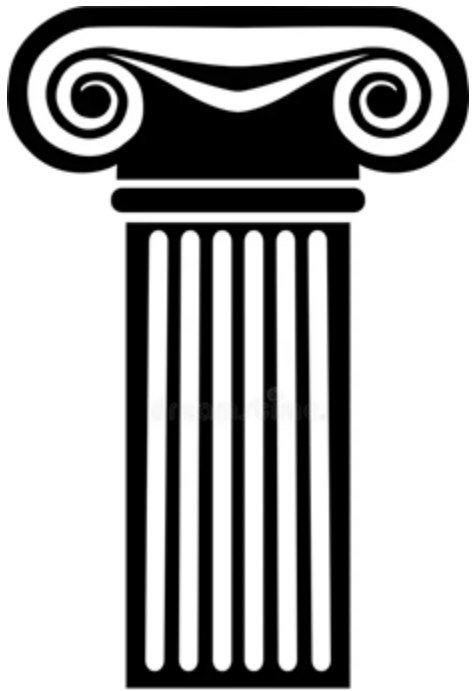
Approved Buffalo Philharmonic Chorus Board of Directors July 30, 2024



# THREE PILLARS

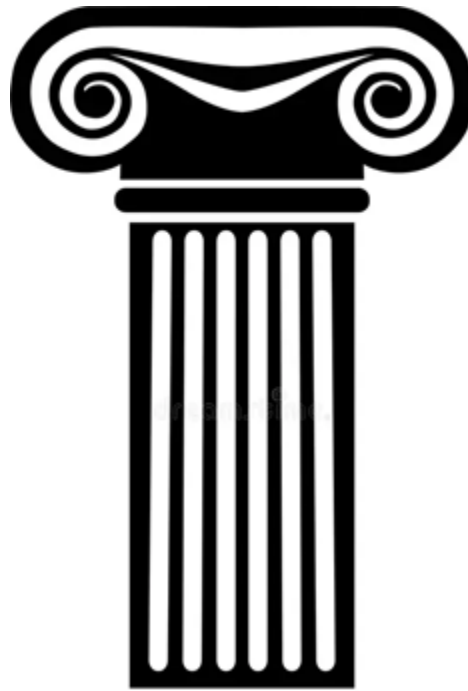
**Pillar One:**

ARTISTRY



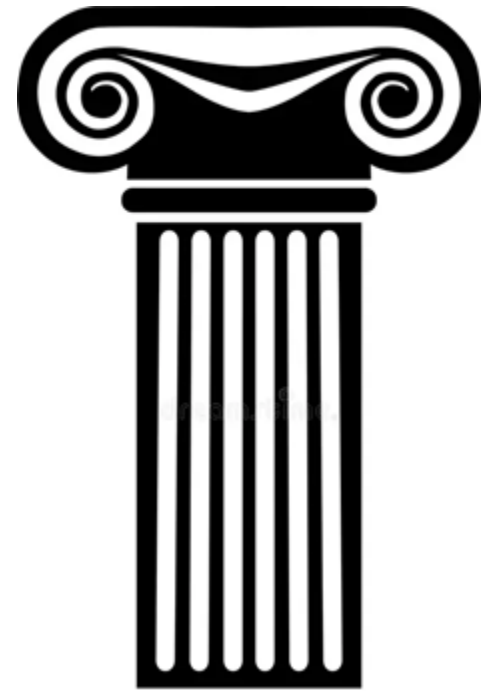
**Pillar Two:**

STEWARDSHIP



**Pillar Three:**

COMMUNITY





ARTISTRY

STEWARDSHIP

COMMUNITY

STRONG FOUNDATION



# Pillar One: **ARTISTRY**

Aspire to the highest standards of choral music  
excellence

- ♪ *Build a stable membership that meets our artistic standards to enable performance flexibility*
- ♪ *Educate and enrich the artistry of our organization*
- ♪ *Diversify our artistic experience*

# Pillar One Activities

# ARTISTRY

## **Year One: Member enrichment activities:**

- ♪ Establish task force for member enrichment
- ♪ Launch poll to measure baseline for skill development
- ♪ Establish skill building priorities

## **Three Year: Multimedia priorities:**

- ♪ Offer at least one multimedia (audio, video, streaming, etc.) event per year

## **High School Aspiring Voices priorities:**

- ♪ Build in a skill-building workshop for participants
- ♪ Add workshop component with paid staff
- ♪ Pilot year two/fully operate year three



## Pillar Two: **STEWARDSHIP**

Build and sustain organizational and financial practices that enable long-term choral excellence

- ♪ *Establish and align administrative staffing to growth goals*
- ♪ *Grow and diversify funding sources to reduce sole-source risk*
- ♪ *Increase focus on corporate sponsorships and planned giving*

# Pillar Two Activities

## STEWARDSHIP

### **Year One:**

- ♪ Secure a per diem Grant Writer under Executive Director's leadership
- ♪ Establish expanded Administrative and Operations Manager position 1.0 FTE
- ♪ Create Legacy Society to promote the development of endowment

### **Year Two:**

- ♪ Secure grant funding from at least one new funding organization
- ♪ Enlist and obtain funding from two new corporate sponsors
- ♪ Establish formal prospecting process to identify planned giving opportunities

### **Year Three:**

- ♪ Evaluate and establish formal staff roles to drive development activities
- ♪ Grow investment and endowment funds by 15% compared to end of FY 24
- ♪ Secure funding source specifically targeting additional artistic staff members



## Pillar Three: **COMMUNITY**

Forge and foster connections among our membership and the diverse communities of Buffalo, Western New York, and beyond

- ♪ *Build, expand, and maintain collaborative relationships within our community*
- ♪ *Foster a diverse membership that feels welcomed, enriched, and impactful*
- ♪ *Broaden and build relevance within the communities we serve*



# Pillar Three Activities

## COMMUNITY

### **Year One:**

- ♪ Offer one opportunity to engage college students in singing
- ♪ Cement a relationship with a currently untapped partner
- ♪ Expand marketing and engagement to underserved and underrepresented communities

### **Year Two:**

- ♪ Form a community advisory committee that includes artists and arts advocates from underrepresented and underserved communities
- ♪ Cement a second relationship with currently untapped partner

### **Year Three**

- ♪ Commit to a program/concert with one of our new partners from years one or two
- ♪ Sustain and nurture relationships with new partners