



THREE-YEAR STRATEGIC PLAN (2025 – 2028)

Table of Contents

Strategic Plan Executive Summary.....2

Setting Strategic Directions..... 3

Establishing Annual Goals..... 4

Planning for Year One Implementation Plan..... 5

Strategic Plan Executive Summary



Mission

To inspire a culture of art & education in our community.

Vision

To be a vibrant, self-sustaining organization that serves the community by providing a gathering place that engages people of all ages through the creation of, and appreciation for, the arts.

Organizational Priorities

Inspiring Visual Art & Creativity
Building Organizational Capacity
Learning & Growth | Strengthening Community

Strategic Directions

We will achieve our organizational priorities by EXPANDING...

	Engagement Attracting participants to classes & bringing people into the space to build community connection.	Fundraising Securing support to sustain programs and maximize use of our space over time.	Marketing & Promotion Promoting opportunities to experience art in the gallery and throughout the community.
Year Three	<ul style="list-style-type: none">Increase organizational reach by achieving measurable growth in membership (individual & corporate).	<ul style="list-style-type: none">Develop and begin implementing an inviting and fun outdoor art project to bring awareness to FAAA.	<ul style="list-style-type: none">Evaluate progress and adjust marketing and outreach strategy action steps.

Setting Strategic Directions

Approximately one year after the initial strategic brainstorming, organizational leaders reconvened to identify actionable steps that address key barriers and move Fremont Area Arts Association closer to its organizational Priorities. These action steps were organized under common strategic focus areas typically prioritized by nonprofit organizations.

Brainstorming Potential Action Steps and Strategic Directions	
Engagement	
Previous Brainstorming (JAN 2024) <ul style="list-style-type: none"> Diversity of exhibits, highlighting different mediums, different cultures, etc. Expanded community outreach to kids, families, downtown business community (new – other strategic organizations) Increased membership, engagement, & partnerships More classes, especially for kids & youth Staff will have more time to focus on programming. 	<ul style="list-style-type: none"> Hispanic emgement? Hispanic festival – high engagement at festival, no ROI from our time there Consider Facebook ads in Spanish Invite others in community to utilize our space More people / foot traffic and more people in classes – increase membership (kpi), increase aware ness of gallery (KPI) Continue to appeal to the Artist community to be members, Gallery & gift shop Gift shop & Gallery space for members Dual bottom line activity Children’s Gallery – help with membership
New Brainstorming (MAR 2025) <ul style="list-style-type: none"> Doing well so far on what success looks like No happening (yet) growing membership – currently attracted mostly by seasoned / experienced members, challenge engaging younger populations 	
Fundraising	
Previous Brainstorming <ul style="list-style-type: none"> Overall sustainability & modernization Financial sustainability Increased grants & funding Building construction done! 	New Brainstorming <ul style="list-style-type: none"> Space – utilization / maximize – i.e., movable walls, donor wall Fundraising beyond construction – sponsorship, external exposure community (i.e., J.Doe, fish) Creative, exposure funding choices Staff development on fundraising Set priorities & goals for fundraising
Marketing & Promotional	
Previous Brainstorming <ul style="list-style-type: none"> AE will be busy with customers Increased weekend traffic Swag 	<ul style="list-style-type: none"> Table tents at restaurants Digital media – LindkedIn Art on Loan Maximize website – update monthly QR codes to website Membership incentives Facebook – where take people – membership page Finish PSA
New Brainstorming <ul style="list-style-type: none"> Focus – marketing plan & budget (frequency & consistency) Strategy – drive traffic to Gallery, donations, membership Skills, connections Spanish speaking person on board to help 	

Establishing Annual Goals

Leaders next developed annual goals for each year of the strategic plan. Those goals are documented in the tables below for each strategic direction.

Year One Goals (SEPT 2025-AUG 2026)	Year Two Goals (SEPT 2026-AUG 2027)	Year Three Goals (SEPT 2027-AUG 2028)
Expanding Engagement		
SD1.G1.Yr.2026 <ul style="list-style-type: none"> Implement dependable and consistent programming, including free biannual classes, to increase membership. 	SD1.G1.Yr.2027 <ul style="list-style-type: none"> Strengthen and explore consistent collaboration with community partners especially for children's programming. 	SD1.G1.Yr.2028 <ul style="list-style-type: none"> Increase organizational reach by achieving measurable growth in membership (individual & corporate).
Expanding Fundraising		
SD2.G1.Yr.2026 <ul style="list-style-type: none"> Developed and began implementing fundraising strategy for sustainable operations. 	SD2.G1.Yr.2027 <ul style="list-style-type: none"> Evaluate and adjust fundraising plan to strengthen donor engagement and increase sustainable funding. 	SD2.G1.Yr.2028 <ul style="list-style-type: none"> Develop and begin implementing an inviting and fun outdoor art project to bring awareness to FAAA.
Expanding Marketing		
SD3.G1.Yr.2026 <ul style="list-style-type: none"> Establish a comprehensive marketing and outreach strategy. 	SD3.G1.Yr.2027 <ul style="list-style-type: none"> Activate and implement the marketing and outreach strategy with a sustained focus on membership engagement. 	SD3.G1.Yr.2028 <ul style="list-style-type: none"> Evaluate progress and adjust marketing and outreach strategy action steps.

Planning for Year One Implementation Plan

Finally, leaders developed implementation plans to identify quarterly action steps they can take to make progress on their year one goals. For each, they indicated the individual (by role) and/or team that is responsible for ensuring the completion of the steps. The first-year implementation plan with accountability assignments is documented in the table below for each strategic direction.

Year One Goals	QTR 2 (2025) SEPT-NOV	QTR 3 (2025-2026) DEC-FEB	QTR 4 (2026) MAR-MAY	QTR 1 (2026) JUN-AUG
Expanding Engagement				
SD1.G1.YR2026. Implement dependable and consistent programming, including free biannual classes, to increase membership.	✓ Actively begin recruiting a board member who brings diverse lived experience and strong community insight.	✓ Nominate board member ✓ Talk to people / teachers about Children's Art Gallery	✓ Define corporate sponsors ✓ Plan to increase & retain membership	✓ Broaden access to the arts by securing a mission-aligned corporate sponsor to underwrite free classes and expand programming that supports diverse participation. ✓ Start Children's Art Gallery
Expanding Fundraising				
SD2.G1.YR2026. ■ Developed and begun implementing fundraising strategy for sustainable operations.	✓ Identify fundraising plan committee	✓ Clarify the organization's long-term fundraising strategy by assessing internal capacity and external expertise options to determine the most effective path for developing a sustainable and mission-aligned fundraising plan. Invest in staff versus hiring third party SME ✓ Create fundraising plan for beyond construction	✓ Define corporate sponsorship – give with a purpose	✓ Fundraising plan completed – including budget for marketing
Expanding Marketing & Promotions				
SD3.G1.YR2026. ■ R: Establish a comprehensive marketing and outreach strategy.	✓ Set realistic marketing goals for year – focus on membership ✓ Marketing PSA campaign outdoor opportunities ✓ Explore/strengthen digital marketing plan	✓ Develop marketing budget Explore grant opportunities to support marketing ✓ Update website ✓ Explore PSA campaign	✓ Explore grant opportunities to support marketing ✓ Update website as needed ✓ Launch possible PSA campaign ✓ Grow Downtown partnership	✓ Explore grant opportunities to support marketing ✓ Evaluate effectiveness of PSA campaign