

AMERICAN RECORDER SOCIETY STRATEGIC PLAN

MISSION: TO PROMOTE THE RECORDER AND ITS MUSIC BY PROVIDING RESOURCES AND OPPORTUNITIES TO THE DIVERSE RECORDER COMMUNITY
GOAL: TO BE THE COMMUNITY THAT RECORDER PLAYERS NATURALLY WANT TO JOIN

STAKEHOLDER #1	STAKEHOLDER #2	STAKEHOLDER #3	STAKEHOLDER #4
<p>ARS Members (current): Amateur players, Professional players, Chapters, Consorts, Recorder Orchestras, Vendors, Non-players, composers, publishers, instrument makers</p>	<p>Potential Members: Non-ARS members of ARS chapters, Beginners and potential beginners University music students, University music departments, Non-member amateur and professional recorder players, societies, consorts, recorder orchestras, AOSA members</p>	<p>Vendors Individual Donors</p>	<p>Educational Outreach* to Non-Members: Children Adults</p> <p>*Outreach is defined as reaching out to the broad recorder community</p>
<p>Objectives:</p> <ul style="list-style-type: none"> ● Improve member satisfaction ● Improve member donations ● Increase ARS membership ● Improve CCRO satisfaction, engagement and understanding of the value of ARS ● Better measurement of number of paying members (i.e. w/o CCROs) ● Better measurement of number of paying members (i.e. w/o CCROs) 	<p>Objectives:</p> <ul style="list-style-type: none"> ● Increase ARS membership ● Insure ARS is welcoming to a racially and ethnically diverse membership and increase the diversity of ARS membership ● Increase awareness of ARS brand 	<p>Objective:</p> <ul style="list-style-type: none"> ● Communicate value of membership to vendors: advertising, sponsorship, member benefits ● Explain value of supporting the ARS 	<p>Objective:</p> <ul style="list-style-type: none"> ● Use the recorder to support the role of music in education and personal development ● Insure ARS is serving a racially and ethnically diverse public
Measurements / Success indicators			
<ul style="list-style-type: none"> ● 85% of members renew (currently low 80s%) ● 60 % of new members renew after one year (currently around 50%) ● Measure and increase the number of beginners who transition from online classes to ARS membership ● Increase number of CCROs 	<ul style="list-style-type: none"> ● Increase the diversity of ARS membership ● Better measurement of number of paying members (i.e. w/o CCROs) 	<ul style="list-style-type: none"> ● Increase in number of business members ● Increase in number of new donors and size of donation 	<ul style="list-style-type: none"> ● Provide outreach grants in an amount commensurate with our ability to fund them from appropriate investment earnings

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STRATEGIC INITIATIVES				
#1 IMPROVE MEMBER BENEFITS, ENGAGEMENT AND RETENTION	#2 MAINTAIN A FUNDRAISING PROGRAM ENCOMPASSING INTERNAL AND EXTERNAL DONORS	#3 DEVELOP A COMPREHENSIVE COMMUNICATION PLAN	#4 SCHOLARSHIPS AND GRANTS	#5 DIVERSITY, EQUITY, AND INCLUSION
<ul style="list-style-type: none"> • Communicate benefits to existing members to retain them • Continue supporting beginners to bring them into the fold • Improve communication with CCRO's and chapter reps • Increase breadth and depth of member benefits • Align member benefits with member needs and wants 	<ul style="list-style-type: none"> • Increase number of new donors • Maintain & improve current fundraising efforts • Continue to involve board members in fundraising 	<ul style="list-style-type: none"> • Annually evaluate marketing plan, particularly focused on use of social media • Reflect diversity in our marketing materials • Define & maintain key marketing channels to reach target groups: AR, Website, Social Media, Email, Workshops, Chapters, Festivals, Brochures • Interface with AR editor, Marketing Mgr and Admin Director on magazine and ARS NEWS content as needed 	<ul style="list-style-type: none"> • Administer available Grant, Scholarship and Outreach funds • Use written standards for application evaluation for each type (incorporated in Web site application pages and in policy book • Aim to distribute all available Scholarship and Grant funds • Offer scholarships targeted to specific types of players 	<ul style="list-style-type: none"> • Monitor current plans and revise as necessary to ensure that ARS is welcoming to a racially and ethnically diverse membership and which increases the diversity of the ARS membership and board. • Model DEI for our chapters
2023-2024 ACTION ITEMS				
#1	#2	#3	#4	#5
<ul style="list-style-type: none"> • Marketing Manager will continue to promote member benefits on social media with goal of improving member retention • Continue to develop beginner zoom lessons (e.g. third-level) • Update chapter and consort handbooks • Develop YouTube channel • Analyze and utilize survey results of new ARS members re: satisfaction and use of resources • Review new member survey • Review member profile results • Create regular/periodic Zoom "sight-seeing" tours of the ARS website for new members 	<ul style="list-style-type: none"> • Conduct spring and fall fund drives • Continue donor segmentation • Continue donor letter personalization by sending letters to directors for completion. • Continue all activities per fundraising plan • Review and Revise Fundraising Development Plan at least annually • Develop angel sponsorship program • Improve donor reports 	<ul style="list-style-type: none"> • Support Marketing manager in executing the marketing plan • Reflect diversity in our marketing and other materials • Assist Membership Benefits with development of periodic surveys • Continue regular email communication with members and subscribers 	<ul style="list-style-type: none"> • Improve marketing and communication of scholarships and grant opportunities, make criteria clear • Diversity committee input in review of Diversity grants • Follow up with recipients of awards 	<ul style="list-style-type: none"> • Share ARS DEI efforts and resources with chapters—share success stories • Include DEI in updated Chapter and Consort handbooks • Review the Chapter and Consort handbook for DEI • Launch "Did You Know" articles in ARS News

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