

Vision

The vision for the next 3 years includes:

1. Being An Advocate for the Folk Music Community,
2. Thoughtful Intentional Growth,
3. A Respected Organization within the Music Industry, and
4. Continuing to Produce High Profile Meaningful Events.

Challenges

Challenges to address include:

- funding with a holistic approach,
- expanding and institutionalizing advocacy work,
- clarifying board and staff roles,
- bringing on new systems to manage high profile events,
- international travel barriers,
- helping new members enter FAI,
- and retaining members

Objectives

The following are the strategic objectives (and associated goals) to help move towards the vision:

Building a Strong Relevant Board

- Develop strategies to prepare new board members for active participation and to gain insight from exiting members
- Develop future leaders and leadership
- Activate Advisory Board
- Build Board contribution strategy
- Diversify Board regarding age, ethnicity, and nationality
- Create diversity strategy

Expanding FAI Reach and Impact (Brand and Outreach)

- Activate regional and local strategy
- Create local events with board member
- Increase presence in international community
- Conduct high level meetings with industry
- Actively promote community as centerpiece
- Provide events with higher profile industry contacts and artists
- Raise visibility of brand: Grammys; radio charts

Engaging and Retaining Membership (Membership)

- Develop strategies for membership retention
- Develop strategies to retain “successful” artists continually engage artists and industry throughout all stages of their careers
- Identify and implement effective communication strategies with members
- Improve web educational offerings
- Provide members with research to help them make data-driven decisions
- Develop membership diversity

Building Systems and Mechanisms for Growth and Sustainability

- Cultivate a sustainable donor base
- Institutionalize advocacy work (staff)
- Monitor conference locations regarding benefits/risks, etc.
- Build systems for a “365” (year-round) organization