

Folk Alliance International's 2018-21 Strategic Plan

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 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

The following strategic objectives (and associated goals) were developed to help move towards that vision over the next three years:

1) Building a Strong Relevant Board

- Develop board 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

2) 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

3) 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

4) 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