



WHAT THE BOARD NEEDS TO KNOW

WHAT DOES THE BOARD NEED TO KNOW?

1. Where are we going, the plot
2. Why does it matter, the script
3. What's my role. their character

When the executive 'director' says 'action' they need to know what to do!

LONG TERM STRATEGIC GOAL

In 2027 the impact of the Atchison Art Association should look like this:

A THRIVING ORGANIZATION IN A THRIVING ART COMMUNITY.

We look around and see a vibrant ARTS HUB - people are drawn to it, they come because of it, and they stay because of it; they talk to others about it, and they bring more people.

- New arts businesses in town - not just us
- Job creation-full time art employees both in AAA and community
- We have the money required to bring impactful exhibitions to Cultural Center.
- The Muchnic is a place where we support and nurture artist.
- Artist in residency programs -supporting emerging artist
- People know who we are, what we do, and recognize our branding; We are creatives and leaders!

1. WHERE THE STORY BEGINS. 2023 GOALS

Hang on and be prepared, this journey is not for the faint of heart, so find your inner hero, advocate, and your passion. Because it is going to take them all.

Build infrastructure as a
foundation for growth

Increase our Visability in
community

Ensure the arts are a
priority in the Atchison
Community

Create opportunities for
jobs, participation, and
engagement.

2023 PLAN



Mission

Access to the Arts,
Avenues for Artistic
Expression

Ensure the arts are a
priority, so Atchison will
thrive.

Vision

A Community strengthened
and transformed through
the Arts



CULTURAL CENTER

Experiences that connect us
Feels: Institutional, public space,
Downtown, Anchor art as a priority in the
community, Larger view

COMMUNITY

Public Art
Partnerships
Mentors
educators
Members



MUCHNIC GALLERY

Local & Regional Art
Artist in Residency Program
Architecture
Feels: intimate, Salon, cozy, individual
perspective

GOAL 1

Build infrastructure as a
foundation for growth.

- Create an organization knowledge bank.
- Create templates and procedures
- Implement Branding
- Know the One-Liner
- Communication guide knowledge shareing, resources, tools

GOAL 2

Ensure the arts are a priority in the
Atchison Community

- Participate in Match Day Team Funding
- Mention the One-liner to someone once a month
- The Bridge Completion
- Install 1 Beautiful Bench Muchnic Gallery
- improvements

GOAL 3

Create opportunities for jobs,
participation and
engagement

- Find diverse exhibits
- AIR Program
- Participate in shows & events
- Invite people to show & events
- Get new members

GOAL 4

Increase our visability in
community

- Target new demographics
- Artizan
- Name tags
- Radio shows
- Speak at 1 public event per year
- Implement branded merch
- Like, comment, share
- fall in love with AAA, talk about it!
- Install signage

Actionable steps to be
completed this year

2. WHY DOES IT MATTER? THE SCRIPT

Brand Story One-Liner

Most people don't know why art is important.
we create access to the arts,
so you can enjoy a vibrant community.

3. WHAT IS MY ROLE? THE CHARACTER

Personify Our Team Values to Stay on Brand



Fun



Inclusivity



Passion

WHAT DO I NEED TO DO TODAY?

What will each board member do to contribute to the plan?



Advocacy



Appreciation



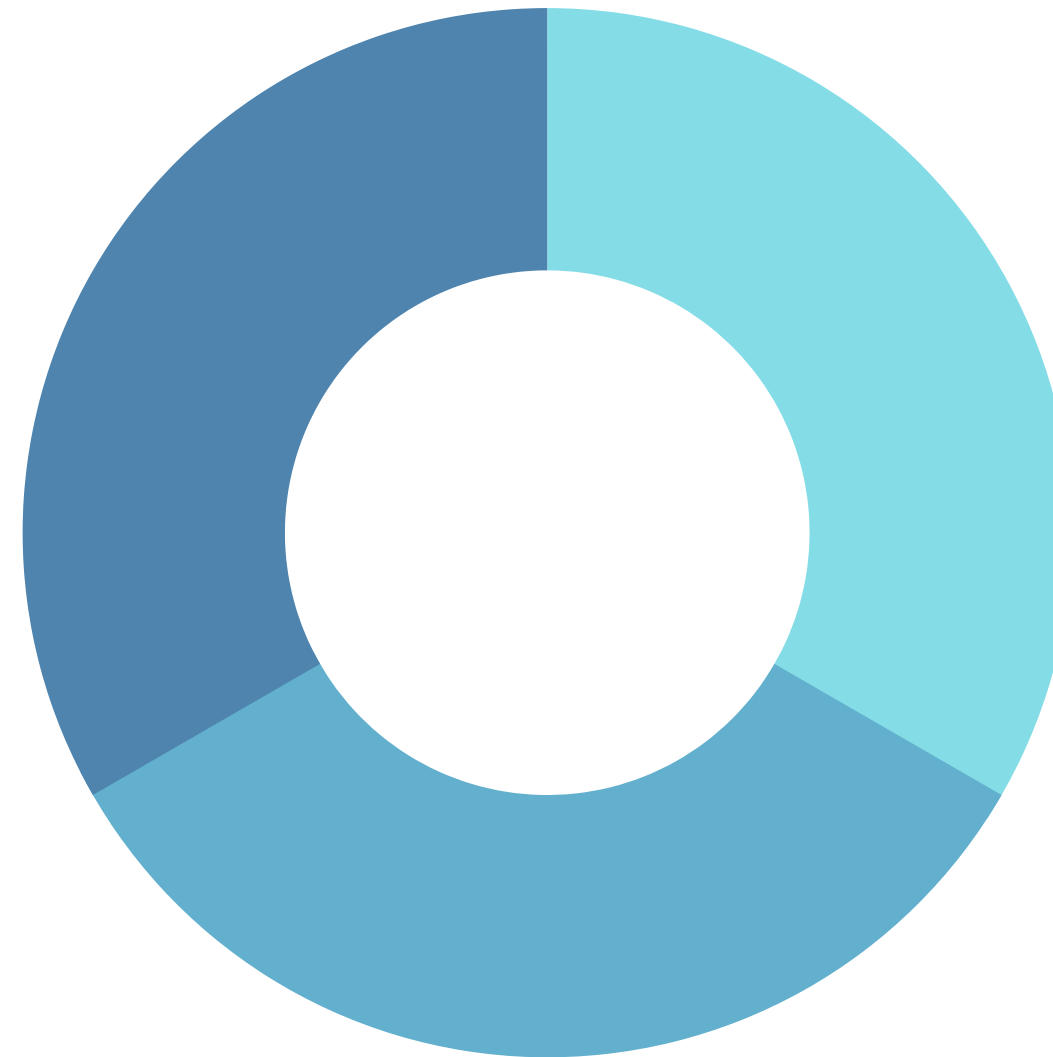
Appeals

Pick one each month, this is your contribution

A Nonprofit Board of Directors Daily Strategy

Appreciation

- Recognize your supporters, donors, volunteers and employees.
- Check-in with each other, directors, and docents.
- Recognize opportunities to offer appreciation to everyone in our community



Advocacy

- Encourage engagement.
- Share your passion for the organization's goals, mission, and vision with others.
- Share, comment, like social media
- Talk to groups
- Memorize the One-Liner

Appeals

- Solicit donations
- Seek opportunities for funding
- Bring in new members



DON'T KNOW WHY YOU DO WHAT YOU DO BUT YOU DO



Why does it matter? Find the 'because' for each goal

Build infrastructure as a foundation for growth

Increase our Visability in community

Ensure the arts are a priority in the Atchison Community

Create opportunities for participation and engagment in the arts and art education.

THANK YOU!!