Operations

1. The ACWL – Nuveen will create and develop an organization structure that will result in a balance between financial viability and productive operations.
   1.1 Update employee job descriptions to reflect current responsibilities.
   1.2 Create an internal chain of responsibilities and communication.
   1.3 Hold quarterly budget reviews.
   1.4 Establish and implement a consistent system of evaluation for all employees (artists, staff, instructors)

2. The ACWL – Nuveen will be proactive in yearly planning, aiding in membership communication and fundraising purposes.
   2.1 Present a proposed calendar of events for the next fiscal year, by September 1 of the current year.

Fundraising/Donor Relations

1. The ACWL – Nuveen will increase grant and donor revenue for programming.
   1.1 Identify successful programming that needs funding.
   1.2 Create marketing materials to give to donors.
   1.3 Establish a grant committee that will meet on a regular basis.

2. The ACWL – Nuveen will engage a broader market by offering smaller demographic targeted fundraisers.
   2.1 Identify demographics of the White Lake and ACWL membership.
   2.2 Implement smaller scale fundraisers.

3. The ACWL – Nuveen will create efficient and modern modes of donor acknowledgment.
   3.1 Survey donors’ preferred acknowledgement form and wishes.
   3.2 Implement clear standards and systems for donor acknowledgement.
   3.3 Increase digital presence and donor credit through videos and social media.
Marketing

1. The ACWL – Nuveen will increase visibility throughout the community consistently throughout the year.

   1.1 Increase Facebook likes/views by increasing frequency of posts.
   1.2 Publish and distribute more printed material advertising for ACWL events.
   1.3 Consistently use branding at events and on documents
   1.4 Regularly produce email content to communicate upcoming events for contact list.

2. The ACWL – Nuveen will increase effectiveness and consistency of communication with its members and donors.

   2.1 Create annual report that is sent to all ACWL donors and is accessible to all members.

Membership

1. The ACWL – Nuveen will increase membership at a rate of 10% each year.

   1.1 Emphasize the benefits of membership at all classes by providing printed material.
   1.2 Create marketing materials that highlight the importance of membership.

Programming/Community Relations

1. The ACWL – Nuveen will efficiently use and recruit volunteers.

   1.1 Publicize volunteer needs early and create an accessible needs/volunteer list.
   1.2 Survey membership’s interest in volunteering and specialties.
   1.3 Connect with local schools to reach a younger volunteer base.

2. The ACWL – Nuveen will continue to promote and establish a presence in the community.

   2.1 Attend and offer engaging activities at community events.
   2.2 Partner with individual artists to offer more artist directed programming.
   2.3 Consistently publicize upcoming events in local newspaper.