



Prairie Voices Inc. Strategic Plan

VISION

We want to build a diverse, resilient community that broadens the perception of what choir can be and who choir is for.

KEY VALUES

Diversity, Accessibility, Reach, Expansion, Community, High-Calibre, Quality, Chorister Enjoyment, Financial Sustainability

PVI STRENGTHS

1. A strong and engaged community fostering lifelong growth and connection
2. Very high standards of quality and performance for an amateur ensemble
3. A joyful chorister experience that leads to increased commitment and powerful, resonant performances
4. A commitment to pushing boundaries and promoting diversity

STRATEGIES & GOALS

- 1. Strategy: Establish and maintain a robust and sustainable financial framework to foster long-term stability and enhance adaptability.**
 - a. *Goal:* Develop a fundraising strategy that includes plans for establishing an endowment fund
 - b. *Goal:* Establish a 25th-anniversary board committee to plan event (endowment fund launch)
- 2. Strategy: Promote diversity and inclusion while building and strengthening our community**
 - a. *Goal:* Establish a new ensemble (senior, lower-commitment)
 - b. *Goal:* Develop a school recruitment plan
 - c. *Goal:* Brainstorm emergency recruitment efforts for Bluestem
 - d. *Goal:* Establish a marketing committee
 - e. *Goal:* Develop an internal and external marketing/comms strategy
- 3. Strategy: Maintain our uniquely high standard of quality and performance**
 - a. *Goal:* Establish guidelines for diversity and quality in artistic choices
 - b. *Goal:* Establish informational guidelines for recruitment outlining expectations and commitment levels
- 4. Strategy: Cultivate chorister enjoyment and satisfaction**
 - a. *Goal:* Explore options for offering chorister childcare