



Agenda for this meeting

- **Why we're here:** Many choristers have asked how they can help support AMC. We're meeting to discuss opportunities and ideas.
- **Quick review of some basics:** What is AMC: A glance at our current strategic plan and operational areas.
- **How you can get involved:** Some key areas needing immediate help. Your ideas and recommendations.



Review: Some definitions

The Corporation: AMC is a member-managed Arizona charitable corporation, registered with the Arizona Corporation Commission and the Internal Revenue Service. All volunteer choristers in good standing are voting members of the corporation. (Members elect directors; directors elect officers)

Mission: *Our mission is to inspire and enrich our community through the power of choral music.*

By-Laws: The governing document describing how the corporation operates, including the powers and duties of members, directors, officers, and contract positions,

Strategic Plan: A statement of AMC's purpose, our strategic artistic and operational goals for the next three to five years, and the activities necessary to reach those goals.

- **Program/Artistic Activities:** Activities directly connected to fulfilling AMC's artistic mission.
- **Operational Activities:** All other general business and non-program activities.

Products: Defining products is an essential part of "Running It Like a Business."

- **Tangible Products:** What AMC delivers to the community, currently and in the future: Concerts, outreach visits, contracted services, collaborations.
- **Intangible Products:** Fulfilling our mission through "The AMC Experience: the sheer beauty of sound and poetry."



Our current Strategic Plan (summary)

Arizona Masterworks Chorale Strategic Plan 2022-2025 Seasons

Strategic Objectives <i>To shape our future</i>	Success Factors <i>Key elements of the objective</i>	Targeted Results <i>Specific, measurable goals</i>	Game Plans <i>Steps to reach our targeted results</i>
<div style="background-color: black; color: white; padding: 10px; text-align: center;"> Artistic Growth AMC is recognized as a premier choral ensemble in Arizona </div>	<div style="border: 2px solid blue; border-radius: 15px; padding: 10px;"> <p>"The AMC Experience": Moves the audience by the sheer beauty of sound and poetry in our performances</p> <p>Musicianship: Enhanced musicianship of the Chorale</p> <p>Personal Satisfaction: A sense of enjoyment, reward, and accomplishment by AMC members</p> </div>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> 95% of audience experience satisfied or delighted <input checked="" type="checkbox"/> Increase repertoire depth and breadth each season <input checked="" type="checkbox"/> Add two new volunteer choristers per section per season <input checked="" type="checkbox"/> Minimum 40% of volunteer choristers in top tier per Music Director rating <input checked="" type="checkbox"/> 80% annual retention of top/mid tier singers; 100% satisfied or delighted 	<div style="border: 2px solid blue; border-radius: 15px; padding: 10px;"> <ul style="list-style-type: none"> • Determine audience satisfaction and expectations • Engage section leaders and ad hoc Chamber Choir to enhance Chorale sound and musicianship • Recruit new choristers in all sections • Individual chorister vocal technique and preparation development plans • Grow collaboration with current and new artistic partners </div>
<div style="background-color: black; color: white; padding: 10px; text-align: center;"> Operational Growth AMC is managed for long-term financial and organizational sustainability </div>	<div style="border: 2px solid blue; border-radius: 15px; padding: 10px;"> <p>Revenue: Growth through grants, donations, special events, and ticket sales</p> <p>Board and Volunteers: Well-trained and diverse; more members in both cohorts</p> <p>Community Outreach: Collaboration with new populations not yet reached</p> </div>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Concert attendance 75% of house capacity per season <input checked="" type="checkbox"/> Recruit and onboard two new outside board members per season <input checked="" type="checkbox"/> Minimum 50% of volunteer choristers participation in outreach or fundraising <input checked="" type="checkbox"/> Increase earned and contributed revenue by 25% year-over-year <input checked="" type="checkbox"/> One new non-traditional community engagement per season 	<div style="border: 2px solid blue; border-radius: 15px; padding: 10px;"> <ul style="list-style-type: none"> • Adopt and use a DMS to engage donors and sponsors • Create a community outreach plan; develop measurable goals • Refresh branding, publicity, and communications • Create a financial plan addressing revenue needs for program support • Grow board and volunteer capability, size, and diversity </div>

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Review: Operational Areas

Marketing and Sales.

- Telling AMC's story: Why support AMC? (artistic merit and value, community impact; who we are and what we do)
- Creation and distribution of marketing content and collateral (art, copy, audio, video, concert programs, etc. via website, newsletter, social media, print, etc.)
- Ticket, advertising, and merchandise sales

Development (Fundraising).

- Grant Management (AZ Commission, POAC, etc.)
- Donor Relationship Management (using DRM tools)
- Fundraising Activities (sponsorships, corporate and individual donations, contracted services, merchandise)

Artistic Administration.

- Season Programming (All products and collaborations)
- Staff engagement (music director, collaborative pianist, section leaders, featured artists)
- Music library management

Production Management.

- Season and event-specific production management tasks (venues, logistics, artist management, etc.)

Technology.

- Technical Resources Management (website, email, audio/video, software and technology tools administration)
- Social Media Administration (Constant Contact, Facebook, Twitter, YouTube, etc.)

Finance and Accounting.

- Financial Management: Budget Creation, Cash Flow and Expense-to-Budget Tracking
- Tax Management (donor acknowledgement, IRS Forms W-9 and 990N)
- Banking and Payment Account Management

Outreach and Collaboration Management.

- Relationship development and liaison with educational and community partners
- Scheduling and management of outreach events involving AMC personnel and partner organizations.
- Preparation of materials used in outreach events, including programs, study guides, Web content, etc.



Opportunities for involvement

- **Programming:** What AMC presents to the community, including repertoire, styles, and concert themes.
- **Development (Fundraising):** Raising money to underwrite AMC's operations; keeping in touch with our donors and sponsors.
- **Marketing, Media, and Sales.** Publicizing AMC's story, building community support; selling tickets, ads, and merch.
- **Finance and Accounting:** Creating and tracking a budget, paying the bills, and keeping the books.
- **Board Growth:** Growing the "working board" to guide continued success and improvement.