

TENNESSEE CRAFT
Strategic Plan: 2015/16 – 2017/18
Approved Aug. 22, 2015

MISSION: To continue and create Tennessee’s fine craft tradition.

CORE VALUES:

Community - Tennessee Craft connects makers to a community of appreciative patrons, potential buyers and supportive partners, rallying everyone to a common purpose: to celebrate the tradition of fine craft in our state.

High Quality - When constantly surrounded by the best examples of Tennessee Craft, our organization strives to exemplify, embody and employ excellence in every aspect of our work. Through juried events and exhibitions, we aim to set a high bar, recognizing merit and encouraging makers and members of all skill levels to grow in their discipline.

Connecting - Tennessee Craft is the premiere statewide resource for artists, businesses and the public to connect, form lasting relationships, and identify opportunities to best deliver Tennessee Craft from a maker’s hands to a patron’s home.

Supportive - Tennessee Craft leverages organizational resources and donations to invest in artists – elevating craftsmanship, developing professionalism, and increasing the visibility of handmade craft across the state.

Inviting - Tennessee Craft welcomes artists and audiences of all levels through accessible events, educational opportunities and resources available in-person and online.

Tradition - Built on tradition, Tennessee Craft honors the people and practices that have formed today’s craft marketplace. It is our mission to continue and create Tennessee’s fine craft tradition.

THREE YEAR STRATEGIC GOALS

- I. **STRENGTHEN THE NETWORK:** Increase the number of artists and other members actively engaged with Tennessee Craft.
- II. **MARKET FINE CRAFT:** Connect emerging and experienced makers with the public and continue to brand Tennessee Craft for our unique role and history.
- III. **DIVERSIFY REVENUE:** Increase and diversify our sources of revenue to grow and sustain our impact.
- IV. **BUILD ORGANIZATIONAL CAPACITY:** Increase capacity to support our growing role in connecting artists and the public with opportunities to continue the fine craft movement.

Three-Year Goals and Strategies

- I. **STRENGTHEN THE NETWORK:** Increase the number of artists and other members actively engaged with Tennessee Craft.

Strategies

- *Explore and evaluate alternative membership models for active engagement*
- *Increase the number of networking events to connect members and others*
- *Highlight and provide linkage to professional development opportunities throughout the state*
- *Engage local chapters to get their ideas for how to strengthen the statewide network*
- *Conduct annual survey and other activities to learn about member needs and interests*
- *Reach out to new and emerging artists to engage them early in their career*
- *Use social media to connect, communicate and promote members*
- *Update the directory on line annually and in print every two years*

- II. **MARKET FINE CRAFT:** Connect emerging and experienced makers with the public and continue to brand Tennessee Craft for our unique role and history.

Strategies

- *Establish a Branding Committee to provide guidance for marketing and branding efforts*
- *Leverage the Fairs to better market art and artists*
- *Pilot more opportunities for interactive experience for the public at large, by using partnerships with local sponsors and venues*
- *Launch and sustain TN Craft Week*
- *Promote artists on our website with links to purchase their work*

- III. **DIVERSIFY REVENUE:**

Strategies

- *Identify and seek additional sources of earned revenue*
- *Nurture and retain current donors*
- *Expand the number of individual donors*
- *Achieve and maintain 100% board giving*
- *Increase support from State agencies for TN Craft in areas of the arts, tourism and economic development*
- *Broaden our corporate sponsorships and develop sustaining partners*

- IV. **BUILD ORGANIZATIONAL CAPACITY:**

Strategies

- *Explore opportunities to gain efficiencies in using our resources for greatest benefit*
- *Broaden community representation and diversify board membership*
- *Identify ways we can use contract resources to help us achieve our goals*
- *Develop new roles volunteers can take on and recruit people to fill them*
- *Continue to use our partnership guidelines to seek and form mutually beneficial partnerships*
- *Pursue opportunities to find new facilities that best meet our needs*

2015/16 Objectives:

STRENGTHEN THE NETWORK

1. If an intern or volunteer resource is identified, investigate and report alternative membership model(s) by June 2016.
2. Conduct a membership survey by year-end 2015.
3. Host a Chapter leaders focus group during 2015/16.
4. Encourage and promote up to 2 Chapter Networking events in 2015/16.

MARKET FINE CRAFT

5. Convene the Marketing Committee by August 2015.
6. Find a resource to help us incorporate video as a way to spotlight artists.
7. Promote and evaluate the inaugural Tennessee Craft Week October 2 – 11, 2015.
8. Determine how and track analytics for website traffic to establish a baseline for 2015/16.
9. Evaluate and continue to improve artist satisfaction with each craft fair.

DIVERSIFY REVENUE

10. Secure a resource in 2015 to help us set up a planned giving program.
11. Identify and pursue best approaches to advocate for Metro to significantly reduce or waive park fees for fairs.
12. Expand in 2015 our pilot effort to increase recognition of major donors.
13. Determine and implement new practices to increase our base of individual donors.

BUILD ORGANIZATIONAL CAPACITY

14. Identify and recruit up to five new candidates to diversify board composition for 2015.
15. Define roles and tasks by January that can be carried out by contract professionals or consultants.