

# PLAYERS DE NOC, INC STRATEGIC PLAN OUTLINE

MISSION: Players de Noc is committed to creating high quality theatrical performances to entertain, enrich and educate people of all ages.”

## STRATEGY ONE: GOALS

- A. MINIMUM 3 STRAIGHT PRODUCTIONS, ONE MUSICAL AND ONE RADIO SHOW PER YEAR (MAIN STAGE) – OFF SITE PRODUCTIONS AS OPPORTUNITIES BECOME AVAILABLE
- B. YOUTH THEATRE- WHETHER HOME GROWN OR OTHERWISE.
- C. GROOMING NEW TALENT IN ALL AREAS OF PRODUCTION
- D. PROFESSIONAL DEVELOPMENT INCLUDING PARTICIPATION IN THE AACT FESTIVAL AT AS MANY LEVELS AS POSSIBLE
- E. COMMUNITY OUTREACH. (PARTNERSHIPS WITH OTHER ORGANZATIONS, ETC)
- F. IMPROVEMENTS IN OUR PHYSICAL PLANT

## STRATEGY TWO: RENEW AND REVISE

- A. BYLAWS
- B. BOARD JOB DISCRIPTIONS,
- C. PRODUCTION MANUAL
- D. HANDBOOK

## STRATEGY THREE: EXPAND VISIBILITY AND BOLSTER COMMUNITY RELATIONSHIPS

- A. MAXIMIZE USE OF SOCAIL MEDIA PLATFORMS
- B. EXTEND USE OF TRADITIONAL PRINT, SOUND AND VISUAL MEDIA
- C. EMPHASIZE BRANDING ACROSS ALL MEDIA
- D. ACKNOWLEDGE OUR MEDIA PARTNERS
- E. ACKNOWLEDGE OUR SPONSORS
- F. OUTREACH TO SCHOOLS AND OTHER THEATRICAL GROUPS IN THE UPPER PENISULA

## STRAGETY FOUR: FUNDING DEVELOPMENT

- A. EXPAND GRANT TEAM TO ENABLE PURSUIT OF MORE GRANTS
- B. EXPAND SEASON TICKET SALES
- C. ENCOURAGE SPECIFIC SPONSORSHIP OF SHOWS
- D. ENCOURAGE GENERALIZED DONATIONS
- E. ENCOURAGE LEGACY GIVING
- F. ESTABLISH AN ENDOWMENT TO FUND OUR FUTURE