



# *The Circle*

Enhancing Lives through Art



## **Five-Year Strategic Plan Summary 2022-2027**

*Our path forward will enhance The Circle's vitality, relevance, and impact in supporting the VBMA and provide each of us with an enriching and engaging experience that fills our hearts.*

This summary highlights how The Circle started, where we are today, our objectives, the foundation of our strategic goals, and vision for our path forward. Thank you to our founders and membership for your critical input and support.

## *Where The Circle Started*

In late 2008, a major financial crisis turned our economy here and around the world on its head. Vero Beach was not untouched and neither was the Vero Beach Museum of Art. In fact, by 2009, major community outreach programs were at risk of being cancelled.

But then a few amazing women answered the call to fund these critical programs. Each woman was asked to give \$250, and they did. But that was not the end of the story. In fact, it was just the beginning of The Circle's story.

This dynamic band of women decided to come together to ensure that a lack of funding did not happen again. They were passionate and focused. In 2009, they crafted a mission for the group which has withstood time:

*The Circle is a group of philanthropic women committed to making a difference, by evaluating and funding VBMA community-focused initiatives through art enrichment programs that enhance lives.*

The driving force was personal at its core. It was friends reaching out to their friends who cared about the arts and about giving back. One person, one friend at a time forged a special path that led to undeniable success.

Over the next 12 years, The Circle raised \$400,000, engaged 126 members, supported 27 programs, and reached over 100,000 participants. Remarkable success by all measures. Great thanks to our amazing founders!!



# Where We Are Today

We are at another pivotal moment in our history. Today, we have lived through another crisis... a pandemic that rocked the world. It brought about many ramifications for the workplace, for life-style choices, and so much more. But one thing we know for sure, it changed the way people look at life and philanthropy.

People are making hard choices about where they spend their time, talent, and money. They are being protective of their time. They want to know their dollars are making a significant impact.

At the same time, the needs are greater than ever within the community, and with so many non-profits there is more competition for our financial resources. But thankfully the opportunity is greater for us as well.

More people are moving into Vero, we have a strong foundation, and as we saw with the response to our membership survey, we again have a band of amazing women who care and are ready to forge ahead. Knowing this, we have put in place our Five-Year Strategic Plan to build upon the learnings of what was and what can be.

## Our Two Objectives: To Preserve and To Fuel

**Preserve** the specialness of The Circle

- nurture the uniqueness of the relationships of our Members
- support select programs to reach out to our communities
- provide consistent funding

**Fuel** and ensure the vitality of The Circle

- re-think and grow our Membership
- increase sustainable financial impact through new opportunities
- set meaningful, achievable goals in our plan to provide consistent funding
- provide greater value to VBMA, our Members & community



# Five Pillars as the Foundation

To be successful, we need to be purposeful in how we approach building the foundation blocks which are the interconnected pillars of our plan.

- **Membership** Increase membership through acquisition strategies. Membership is our life-blood. A vital membership drives our financial support and program support.
- **Program Support** The onsite visits, conducted by our site teams, are at the heart of what we do and allow our members a unique opportunity to personally observe these programs in action. Members who participate become active ambassadors for the Museum's outreach programs, and are able to provide additional program-specific financial support if they choose.
- **Communications** This is our touchstone with our community. We will build on the powerful communications plan developed this past year. We will tell newsworthy stories that build trust. We will share them on many platforms to reach more potential members and the community at large.
- **Financial Impact** If our path forward is going to be sustainable, we must set financial goals, create additional sources of revenue, identify measurable metrics, and monitor what is working and what is not.
- **Value to the Museum** We will increase our value to the Museum both in perception and in dollars raised. Close partnership with VBMA will propel us faster and more effectively.



# *Membership will Drive our Success*

The more successful we are in engaging our members, the greater our value to the Museum. We conducted a survey asking our Members what would be of value.

## *Your input guided us*

You understood the need to raise our dues. You showed interest in being on a committee, which is very important. As we increase our membership, we need to have active committees to deliver the experience our Members want and deliver the goals we set.

You wanted an experience that is welcoming, valued, and relevant to your interests and passions. One member said it best – “Touch our hearts.”

You touched our hearts with this direction. So, the importance of personal touches to engage you, ways to enrich your time as a Member of The Circle, and new and personal ways to give, are top of mind and will be key.



# *The objectives outlined in this plan have informed our goals for the next five years*

## **We will create greater Membership Impact**

- Achieve a level of 250 Members on a yearly basis by 2027
- Energize and attract more Members
- Focus on creating a personal experience that engages, enriches, involves our Members

## **We will drive greater Financial Impact**

- Raise \$100,000 annually by 2027
- Explore additional funding and giving opportunities that resonate with Members
- Increase awareness of The Circle and how we support Museum programs for our community



# Our Path Forward



