



MIDWEST WRITING CENTER

Midwest Writing Center Strategic Plan 2021-2026

Adopted by the Midwest Writing Center Board of Directors April 28, 2021

Mission Statement: Fostering appreciation of the written word, supporting and educating its creators.

Vision Statement: The Midwest Writing Center is the premiere resource for high quality, accessible and innovative literary arts programming for readers and writers of all ages in every stage of creative exploration and development.

Tag Line: Write More Light into Your Life

Goal #1 — To achieve financial stability through a more consistent and reliable source of revenue and planning. (Advancement Committee guides completion)

Action Plan #1 – Manage advancement & membership initiatives.

- Task: Create annual funding plan
- Task: Collection and record keeping of in-kind hours
- Task: Review status of funding plan at each meeting

Action Plan #2 – Increase active memberships by 10% each year over the number of members at the end of the preceding fiscal year.

- Task: Each year a contact is made to lapsed members to encourage them to renew-post card, letter, phone call
- Task: Promote membership at all events in person and online
- Task: Communicate awareness of how membership donations are used (website, newsletter, membership solicitation letters) – ongoing
- Task: Communicate benefits of membership-website, brochure, newsletter, membership solicitation letters
- Task: Research instituting levels of membership – fiscal year 2022

Action Plan #3 – Fundraising including Birdies for Charity, end of the year, donations, grants, and special events will supply 80% of the budgeted income.

- Task: Increase Birdies participation to at least \$10,000 – 2021, increase 5% each year after
- Task: Obtain a match for donations – ongoing
- Task: Take advantage of promotional opportunities provided by John Deere Classic – ongoing
- Task: Offer membership with a donation of at least \$25

- Task: Communicate the opportunity to use IRA minimum required distribution funds for a win- win for the donor and MWC
- Task: Communicate the advantage for MWC of donating through Birdies with the bonus – ongoing
- Task: Research and pursue new and existing grant opportunities by month as appropriate – ongoing
- Task: Pursue new Bechtel Charitable Trust opportunity for programming in Scott County – 2022

Action Plan #4 – Increase endowment by at least 4% annually.

- Task: Communicate the existence of our endowments and how they benefit MWC and potential tax advantages for the donor (website, etc.) – ongoing
- Task: Encourage recognition gifts to MWC and to the endowments honoring a life or life event/recognitions in the newsletter (website, newsletter) – ongoing
- Task: Communicate the possibility and appreciation of including MWC and/or the endowments in your estate planning thus becoming a member of the Legacy Society-plan an informational event with the Quad City Community Foundation – fiscal year 2022
- Task: Search for opportunities for matching endowment funds – each year
- Task: Develop and execute a fall endowment fund drive – by 2024

Action Plan #5 – Increase the number of sponsorships of programs or events by one per year.

- Task: Encourage the board and members to reach out to organizations or companies they are affiliated with to ask for sponsorship support – ongoing
- Task: Develop criteria for sponsorships – 2022
- Task: Develop plan for how sponsorships will be recognized and share with prospective sponsors as well as any benefits they will receive (tickets, free admission, VIP treatment, etc.) – ongoing
- Task: Develop a template letter for asking for a sponsorship – 2021
- Task: Obtain a media sponsorship – 2022

Goal #2 — To increase name and mission recognition of MWC through marketing and programs as evidenced by increased attendance, membership, and communications.

(Program and Promotions Committee guides completion)

Action Plan #1 – Increase MWC YouTube channel subscribers to 250 by 12/31/2024, with the following benchmarks: 100 by 12/31/21, 150 by 12/31/22, and 200 by 12/31/23.

- Task: List and/or describe MWC YouTube library on website and social media and encourage people to subscribe – by 2022 and ongoing

Action Plan #2 – Increase MWC e-newsletter subscribers to 2000 by 12/31/2025, with the following benchmarks: 1500 by 12/31/21, 1625 by 12/31/22, 1750 by 12/31/23, and 1875 by 12/31/24.

- Task: Invite people to subscribe to the newsletter through social media and website – ongoing
- Task: Develop a reward for the first person to read, find and respond to something in the newsletter – 2022
- Task: Publish and send weekly e-newsletter highlighting upcoming events and continuously monitor engagement via click and open rates, making adjustments as needed – ongoing

Action Plan #3 – Increase MWC's average monthly unique website visitors to 1,500 by 12/31/2025, with the following benchmarks 1200 by 12/31/21, 1275 by 12/31/22, 1350 by 12/31/23, and 1425 by 12/31/24.

- Task: Develop a user friendly, value added website – 2021
- Task: Encourage registration, donations, and book purchases to go through the website – ongoing
- Task: Create an introduction to MWC letter & each board member agrees to email or snail mail it to at least 10 people who they think may not know about MWC by the end of 2021

Action Plan #4 – Increase MWC's instances of services by 2% each year.

- Task: Increase program opportunities by 5% per year
- Task: Increase variety of program offerings based upon interest expressed in feedback – ongoing
- Task: Executive Director and/ or board members make appearances/presentations online or in person when available at least 4 times per year – ongoing
- Task: Publish and send weekly e-newsletter highlighting upcoming events and encouraging participation – ongoing
- Task: Have a person from each county we serve join the programming/promotions committee by the end of 2022
- Task: Send letter and MWC brochure to all the libraries in each county it serves when the libraries open completely to the public

Action Plan #5 – Increase social media engagement by 5% annually.

- Task: Maintain regular posting on social media and responding to comments and visitor posts and continuously monitor engagement, making adjustments as needed – ongoing
- Task: Create a checklist for board members, committee members, and MWC friends indicating how they can help promote MWC on social media and elsewhere by the end of 2021

Action Plan #6 – Increase sales of MWC Press publications by an average of 10% annually.

- Task: Develop a marketing plan for MWC Press by the end of 2023

Goal #3 — To increase the efficacy and customer service of our operations by defining job descriptions to better use the skills of employees, increasing volunteers, and adding paid employees. (Personnel and Executive Committees guide completion)

- Task: Hire a clerical/admin assistant so we can depend on less volunteering – 2022
- Task: Review and revise as needed employee and volunteer job descriptions – annually
- Task: Advertise volunteer opportunities and recognize volunteer contributions – ongoing

Goal #4 — To strengthen the Board’s contribution by increasing recruitment, diversity, integrating new board members into leadership, and enhancing institutional memory. (Board and Nominating Committees guide completion)

Action Plan #1 – MWC will always have a full board of eleven diverse members.

- Task: Board to identify organizations/businesses that seem to have members/employees serving on other boards and reach out to them to ask if they have anyone looking for a board to work with – ongoing
- Task: The board will primarily be a governing body, be responsible strategic planning and executing the strategic plan, and approval of financial expenditures – 2021 and ongoing
- Task: When in person events are allowed, hold an “about MWC” and beginning writing workshop/presentation at least once annually
- Task: Encourage members and others to serve on committees to develop interest in board service and leadership – ongoing
- Task: Eliminate requirement that board members must chair committees – 2021
- Task: Use emeritus board members as a resource for recruitment, mentoring, and past practices – ongoing
- Task: Encourage board participation and attendance in programs to increase understanding of our mission to share with others – ongoing