

Austin Friends of Folk Art Strategic Plan 2022-2025

VALUING FOLK ART AND GLOBAL CULTURES NOW AND IN THE FUTURE

AFFA Bylaw 2.2: For civic, educational and charitable purposes related to the support, promotion, appreciation and development throughout Austin and Travis County, Texas of Folk Art from around the world.

Vision: Public appreciation and support for folk art.

Mission: Bring the love of folk art to the public.



Create engaging folk art programs

- Conduct educational programs to include lectures, films, home tours, demonstrations, and exhibits with cost-conscious fees for AFFA members and the public
- Promote folk art programming that reflects the many cultures of Central Texas and global communities
- Display folk art collections and donations
- Host an annual holiday gathering and auction
- Build a permanent folk art museum in Austin, Texas to educate, exhibit, and experience global cultures through the arts



Increase public awareness and organizational growth

- Connect to global audiences by positioning our folk art collections, exhibits, and books to generate greater community access, conversations, and understanding and recognize folk art patrons and donors
- Continue monthly newsletter with posting on a redesigned AFFA website that includes a complete AFFA history
- Expand media footprint with articles to print, television, radio, and social media outlets
- Collaborate with arts organizations to advance folk art and to help arts education thrive
- Publish an annual report
- Recruit additional members, update form, and engage them with regular communications
- Outreach to younger audiences, including universities and colleges; develop speakers bureau



Assure effective administration

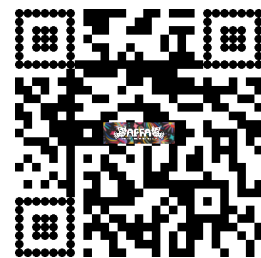
- Review bylaws annually and amend as necessary; describe Board positions and duties
- Continue monthly Board meetings and post quarterly summaries on the website
- Develop donation guidelines (acceptance criteria, transport costs, display, storage, sale and recycle); select secure storage location; create information storage retrieval system
- Collect, draft, and post major policies, including grant award program





Increase and diversify funding resources

- Advance operational stability by growing memberships, programs, grants, angel and in-kind donations
- Cultivate key sponsors to assist with funding and physical location for folk art museum
- Review and publish membership dues policy annually
- Create and promote a planned giving program
- Consider pertinent legal, financial, and governmental policies



Photographs are from the AFFA permanent folk art collection featured at the Folk Art Museum of Central Texas.

<https://austinfriendsoffolkart.org/affas-folk-art-collection>