



Austin Friends of Folk Art Strategic Plan (2026–2030)

Vision

Austin Friends of Folk Art (AFFFA) is Texas's leading folk art organization, celebrating artists and global connections through exhibitions, dynamic programs, and education for all ages.

Mission

AFFFA exists to preserve, present, and advance folk art through collaborative exhibitions, educational programs, and community engagement.

1. Preserve Folk Art and Cultural Knowledge Through Education

Goal:

Preserve and advance folk art traditions through accessible, engaging educational initiatives and experiences.

Key Strategies

- Offer exhibitions, lectures, artist talks, films, demonstrations, and education programs
- Host permanent, traveling, virtual, and community-based exhibitions
- Develop folk art experiences for all ages
- Capture digital archives of folk art collections, exhibitions, and programming

Outcomes

- Preservation of cultural knowledge beyond physical objects
- Broader public understanding of folk art's relevance today
- Intergenerational learning and cultural continuity

2. Center Folk Artists and Arts Organizations as Co-creators and Broaden Our Audience Reach as Co-creators and Broaden Our Audience Reach

Goal:

Shift from a presenter model to a co-creation model that recognizes folk artists and cultural organizations as partners and leaders to reach a global audience.

Key Strategies

- **Co-curate exhibitions, films, books, and public programs with folk artists, arts organizations, sponsors, and supporters**
- **Use strategic marketing to connect global audiences to promote community events, membership, folk art education programs, a speaker's bureau, and donations**
- **Expand media reach across print, TV, radio, digital, and social platforms**
- **Partner with local, regional, and international folk art organizations with targeted outreach to youth, creatives, museum deserts, and rural communities**

Outcomes

- **Enriched programming**
- **Stronger community relationships**
- **Programs rooted in lived experience rather than interpretation**
- **Cultivate folk art donations for the AFFA collection and to generate funds for administrative expenses**

3. Establish multiple forums to honor Folk Art, including a permanent physical museum in Austin, Texas

Goal:

Create a permanent, accessible museum, traveling exhibits, virtual museum spaces, and mini popup demonstrations dedicated to folk art from around the world.

Key Strategies

- **Develop a phased facilities plan that partners with Travis County to open the Corridor of Art in 2026 and consider additional venues for a permanent site**
- **Restructure the Museum Committee and research site selection options, scale, funding, and sustainability to include arts organization experts, folk artists, architects, and designers experienced in art museum spaces**
- **Secure flexible gallery space for exhibitions, demonstrations, performances, film screenings, and workshops**
- **Conduct quarterly folk art exhibitions and educational programs**
- **Continue to update the virtual folk art museum collection through donations and acquisition purchases, including book descriptions and an annual valuation**
- **Support website design, publications, and exhibitions in physical and digital forums**

Outcomes

- A physical anchor for folk art in Central Texas
- Long-term preservation of folk art collections, books, and archives
- Increased visibility and appreciation for folk artists and cultural traditions

4. Diversify and Strengthen Funding Streams

Goal:

Build a resilient financial model that supports long-term sustainability and growth.

Key Strategies

- **Expand individual giving through membership programs, donor circles, and in-kind contributions, including an annual board commitment of \$250 each year beginning in 2027**
- **Pursue foundation and government grants aligned with arts, culture, education, and community outreach**
- **Develop strategic partnerships with corporations, nonprofits, and arts organizations**
- **The annual budgets to project earned revenue streams (sponsored programs, ticketed events, film screenings, folk art market days, auctions, and workshops)**
- **By 2030, create a capital campaign for the permanent museum**
- **Promote a planned giving program and consult an endowment coordinator**

Outcomes

- **Reduced reliance on single funding sources**
- **Increased financial stability**
- **Capacity to maintain folk art collections, sponsor artists, fund storage space, and pay contract professionals**

5. Strengthen Organizational Governance

Goal:

Establish additional administrative policies and practices to ensure organizational continuity

Key Strategies

- **Annually review board position descriptions, bylaws, and major policies; create a board and committee expectations document and review metrics quarterly**
- **Set annual budget, create a reserve and acquisition policy, and annually set museum revenue goals**
- **Consider succession planning for major organizational functions**
- **Annually determine the folk art collection size and valuation, including books**
- **Set long-term target date for Museum Accreditation**
- **Maintain good standing with funders. Develop policy for filing required funder reports**

Outcomes

- **Stronger governance and accountability**
- **Stronger financial stability**
- **Enhanced organizational continuity and stewardship**