Strategic Plan 2026-2030

Musical Development

Financial Development

Audience Development

Member Development

Committee:

Deborah Hunt

Tim McManus

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Faciliator:

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Delaware Symphonic Winds

Mission

To unite distinguished musicians and music educators from Delaware and the surrounding region to present outstanding wind ensemble performances featuring a diverse repertoire with a commitment to works by under-represented composers.

Vision

A strengthened musical fabric of our community with cultural enrichment and artistic growth through educational programming, historical context, and mentorship of student musicians.

Strategic Directions

Musical Development	*Financial Development*	*Audience Development*	*Member Development*
Guest Conductors	Fall/Spring Donation Drives	Media Campaign, Website, Social Media, Posters, Mailing List	Board Membership
Guest Soloists	Grant Writing	Senior Citizens	Section Leaders/ Principal Players
Guest Composers	Create small ensembles - seek venues and opportunities	Prelude Concerts	Conducting Opportunities
Additional Performances	Present Budget Overview for full membership	Side-By-Side Concerts	Literature Suggestions
	Membership Financial Support	Student Concerto Competition	Social Events

Musical Development			
Action Plan	*Timeline*	*Who*	*Metric*
Guest Conductors	Once a year	Music Director, Board, Members	Member Survey Audience Survey
Guest Soloists	Once a year	Music Director, Board, Members	Member Survey Audience Survey
Guest Composers	Occasional	Music Director, Board, Members	Member Survey Audience Survey
Additional Performances	Member survey	Music Director, Board, Members	Member Survey

Financial Development			
Action Plan	*Timeline*	*Who*	*Metric*
Fall/Spring Donation Drives	Giving Tuesday/Do More 24 Delaware	Fundraising Chair, Members	Matching Board Fund for Do More 24 Delaware Increased number of donors and sponsors
Grant Writing	Ongoing	Grant Writer	Number of grants written Number of grants received
Create Small Ensembles - seek venues and opportunities	Ongoing	Music Director, Members	Increased small ensemble performances
Present Budget Overview for full membership	Annual meeting prior to rehearsal in Fall	Treasurer, Board	Membership meetings
Membership Financial Support	Ongoing	Members	100% membership financial support

Audience Development

Action Plan	*Timeline*	*Who*	*Metric*
Media Campaign, Website, Social Media, Posters, Mailing List, Literature Choices	Ongoing	Marketing and Publicity Chair, Secretary, Music Director	Audience attendance data
Senior Citizen Communities	Ongoing	Board Member	Senior Communities attend concerts Mini-Bus
Prelude Concerts	Fall, Winter and Spring Performances	President	Education Audience development Reduced/Free performance venue
Side-By-Side Concerts	Spring Performances	Side by Side Coordinator	Student Survey Member Survey Audience Survey
Student Concerto Competition	Spring Performances	Student Concerto Committee	Successful performance with DSW

Member Development			
Action Plan	*Timeline*	*Who*	*Metric*
Board Membership	Ongoing	Members	Members who become Board Members
Section Leaders/Principal Players	Ongoing	Members	Member Survey
Conducting Opportunities	Fall and Spring Concerts	Members	Programs
Literature Suggestions	Ongoing	Members, Music Director	Programs
Social Events	Fall, Winter and Spring Concerts	Social Event Coordinator	Attendance at Social Events