

PGC Long Term Planning Goals

Issue #1 – Guild-Chapter-Member Relationships:

Improve Guild-chapter-member relations, which can play a role in the size and satisfaction of our current membership and make becoming a new member a better value proposition.

Goal 1: Establish one new chapter by the end of 2019

- Identify an area west of our current chapters which may be receptive to development
- Identify at-large members who reside in that geography
- Identify core group of potential chapter leaders

Responsibility: ED / Membership Committee

Timeframe: End of 2019

Goal 2: Increase PGC membership by 10% over 2017 baseline

- Develop and provide to chapters recruiting info
- Post recruiting info on-line for chapters to download
- PGC Board members assist chapters who have shows to recruit at the show
- Target sources of younger persons to become members

Responsibility: ED with Membership Committee support

Timeframe: End of 2019

Issue #2 – Marketing and Fund Raising: Create and grow a strong marketing and fund raising initiative with the objectives of:

- **Extending the recognition, reach and impact of the Guild, its shows, its retail operations and its education programs beyond Lancaster**
- **Expanding membership to a broader geography and number of individuals**
- **Attracting growing public and member financial support of our mission and additional grants to fund special projects / programs.**

Goal 1: Create a Marketing Plan that encompasses:

- Retail store – an outlet for members to exhibit and customers to see, understand and purchase fine craft
- Educational offerings
- Fine Craft Fairs
- Benefits of PGC membership
- Digital outreach – web page / Facebook / etc.
- Chapter formation and support
- PGC presence outside of Lancaster
- State Museums

Responsibility: Marketing Chair; Exec Director Support

Timeframe:

Goal 2: Increase net revenue from Fundraising to 20% of total by end of 2020

Responsibility: Development Chair; Exec Director Support

Timeframe: end of 2020

Goal 3: Introduce the concept of Endowment giving to create a long term flow of annual income

- Use 75th anniversary to attract donations
- Set a goal of \$75,000 – i.e., 75 for our 75th

Responsibility: Development Chair; Exec Director Support

Timeframe: end of 2020

Goal 4: Develop a detailed plan of 75th Anniversary activities

- Theme
- Events – across the state, not just in Lancaster

Responsibility: Exec Director, PGC Board President

Timeframe: July 2018

Issue #3 – Retail Store: Increase retail sales and store visibility.

Goal 1 – Increase sales by 10% yearly

- Increase the number of artists represented by 25% (end of Q3 of 2018)
- Add more “necessity” items to the inventory mix to draw repeat customers who may later purchase the “nice to have” items

Responsibility: ED / Staff

Timeframe: Annual

Goal 2 – Make the Guild Store a showcase for all elements of PGC’s mission

- Products displayed should reflect and reinforce PGC’s brand
- More frequent in-store events . . . well-publicized
- Create displays reflecting:
 - Education programs
 - Charitable mission – community outreach
 - Fine Craft Fairs
 - Membership benefits
 - Members at work

Responsibility: ED / Staff

Timeframe: June 2018

Issue #4 – Education:

Goal 1 – Develop a well-rounded education program which:

- Schedules and successfully fills workshops and classes
- Reaches into the community with charitable offerings that promote an interest in craft and assists persons who may not have access to art or craft classes
- Offers classes in the communities and venues with the best potential for success
- Partners PGC with museums, living history destinations and other similar organizations which serve a wide range of persons

Responsibility: ED / Education Committee

Timeframe: January 2020

Issue #5 – Organization, Leadership and Governance

Goal 1 – Change the balance of revenue sources to reduce reliance on PDC revenue to 25%

Responsibility: ED

Timeframe: December 2019 (i.e., 2020 budget would reflect PDC fee and donation revenue would be 25% of total revenue)

Goal 2 – Develop / update staffing plan for PGC staff

Responsibility: ED

Timeframe: July 2018

Goal 3 – Increase the number of volunteers for leadership positions (Board members, Board officers, Committee chairs) by 50%

Responsibility: PGC President / PDC President

Timeframe: end of 2019