

Indianapolis Early Music Goals and Objectives for the Next 5 Years

Goal #1: Be a showcase for a broad range of early music, instruments, and professionals

- Develop a longer season by adding a fall concert
- Expand programming to include dance
- Program more international performers to expand audience appeal and widen understanding
- Develop a “sister city” style relationship with another Early Music festival or organization within the Midwest to save money on bookings, share ideas and solutions to common problems
- Expand performance contracts to include permission for us to record performances to use in broadcast media and Marketing efforts, and to include use of performers’ photos in such efforts

Goal #2: Reach a wider, larger, more diverse audience

- Grow adult audiences, millennials through retirement age, through new media
- Grow minority audiences
- Grow national audiences
- Identify newly retired who now have more leisure time and are looking to fill it and increase their attendance

Goal #3: Expand our education program to include new ways of reaching potential Early Music lovers

- Grow younger audiences through educational outreach
- Develop an education package about Early Music with didactic and audio components to send to prospective audiences (teachers, music appreciation classes, etc.)

Goal #4: Develop the Board membership and staff to the necessary depth to accomplish our goals

- Assure that every board member is meaningfully involved in at least one committee
- Foster appreciation among board members for each other’s work
- Recruit new members with areas of expertise, connections and/or financial wherewithal as needed
- Diversify the board in age, race, and background
- Develop a board training program
- Develop a policy and procedures manual

- Develop a board leadership succession plan
- Develop a staff development, support, and succession plan

Goal #5: Create a formal fundraising/development program

- Demonstrate that we can attract single-sponsor concerts for half of our concerts
- Develop a long-term presenting sponsor relationship
- Reach 100% of board participation in philanthropy
- Create a Development Committee
- Involve all Board members in Development activities that recruit friends for IEM
- Maximize the number of grants we receive from local grantors
- Increase the number of our major gift donors from among our constituents
- Increase the yield on the Annual Fund
- Develop a planned giving program
- Identify goals for the Endowment
- Increase the Endowment to achieve its goals

Goal #6: Become a leader in community collaborations involving Early Music

- Partner with Indy Baroque Orchestra in making the Indianapolis Baroque Competition a quadrennial event
- Expand reciprocal advertising program with other arts organizations
- Expand use of ticket incentives
- Develop collaborative programs such as entry for Spirit & Place