

Mission

The Minnesota Boychoir, through inspirational music and performance, develops exceptional character and musical ability in boys of many backgrounds.

The Minnesota Boychoir welcomes all boys and young men regardless of race, religion, ethnicity, national origin, physical abilities or sexual orientation.

We exist to develop responsible, caring, creative young people capable of becoming productive citizens with a passion for music, the arts and service to the community.

Vision

We nurture boys to find their voice and become leaders of the next generation.

GOAL 1: BOYS

GOAL: Increase and diversify membership

Strategy

- Increase member enrollment to goal of 175
- Continue to increase racial and ethnic diversity among members
- Continue to brand and market the Boychoir as inclusive and welcoming of all manners of diversity

Tactics

- Set goals for Board, families, and alumni to recruit 15 new boys for each group
- Generate consistent, brief, targeted (email, FB, Insta, etc.) messaging that can be shared by families, boys, alumni, etc. to send to potential members
- Market our programs in BIPOC spaces (schools, churches, community centers, neighborhood papers/newsletters, etc)
- Seek out exchange opportunities with BIPOC youth music organizations
- Continue the Open House events
- Continue Bring a Friend events
- Have an alum speak (to recruit) at the end of concerts
- Continue School Tours to targeted schools (schools with specific demographics -largely BIPOC, majority free/reduced lunch or lacking music programming)
- Have board or families brainstorm events where Special Project boys could sing for recruitment

GOAL 2: BOARD

GOAL: Preserve stability and ensure recruitment of Board membership

Strategy

- Expand and maintain board membership to 15 members
- To address both planned and unplanned attrition, identify and recruit 4-6 potential board members annually
- Continue to increase the racial and ethnic diversity of the board to better reflect our community by recruiting members through BIPOC led or focused arts/music/youth groups/schools
- Seek out board members with a variety of skills and experiences, and with an affinity and passion for the arts

Tactics

- Board members commit to engage at least 2 individuals annually within personal networks and provide names to Executive Director/Board Committee
- Executive Director maintain list of potential board members for ongoing recruitment consideration
- Board committee responsible for engagement of potential recruits to identify interest, fit, and timing of any nomination
- Board committee and staff to promote the value of board membership with the choir and engage local organizations/companies who might be seeking board membership opportunities for employees

GOAL 3: BUCKS

GOAL: Increase contributed revenue by 20% year over year for the next three years

Strategy

- Continue strong fundraising campaigns
- Increase participation and revenue through events like the annual gala
- Develop new fundraising and communications efforts to attract new donors and larger donations from existing donors

Tactics

- Build off of successful fundraising campaigns, such as the virtual Valentine's Day notes.
- Increase giving through smaller yearly friend-/fund-raising events
- Board will continue to garner greater audience participation at concerts and events
- Finalize Charities Review Council review
- Support the Development Manager in finding new foundational and corporate grants to support an annual 5% increase
- Review gala activities and finances on a regular basis to make sure it meets the fundraising needs of the organization
- Continue to engage Alumni to volunteer, attend events, and ultimately give Philanthropically; create Alumni Association to support this tactic
- Increase efforts in diversity, equity, and inclusion to further diversify the choir, which naturally provides access to additional potential donors

- Continue to use digital donation options to increase giving
- Utilize fresh faces and concepts during the freewill ask

GOAL 4: BODIES

GOAL: Expand and diversify audiences at all major winter and spring concerts

Strategy

- Increase audience size by 500 people per set of concerts (winter, spring)
- Increase concert donation to an average of \$10 per attendee
- Continue to increase racial and ethnic diversity of concert goers

Tactics

- Continue grassroots efforts within the Boychoir community (ex. competitions among families and board)
- Continue to use digital donation options to increase giving
- Utilize fresh faces and concepts during the freewill ask
- Seek out diverse venues for smaller concerts throughout the season
- Continue to increase awareness of the Boychoir in the broader communities
- Continue to identify diverse musical groups to partner with as a part of cultural exchanges
- Continue to market (informally and formally when financially possible) the Boychoir concerts, specifically that they are free and open to the public.