

3 Year Strategic Growth Plan (2026 – 2028)

Core Strategic Goals



3 Year Strategic Plan

Focus: Strengthening Infrastructure, Expanding Programs, & Increasing Visibility

1. PROGRAM GROWTH & REFINEMENT

The Harmony Series (Fundraising Concerts)

3-Year Objectives:

- Grow from 3 current locations to 7 annual Harmony events
- Formalize Harmony Series as a premium donor experience
- Expand the tiered sponsorship packages (Title Sponsor, Education Sponsor, Venue Sponsor)
- Develop a repeatable production model (same gear, staffing, marketing templates)

Key Metrics by Year 3

- \$150K–\$250K annual gross revenue from Harmony Series
- 25–40% of attendees converted into donors or sponsors

Scholarship & Private Lessons Program

Current:

- 30 students
- \$36,000 awarded annually

3-Year Objectives:

- Expand to 50–60 scholarship students
- Increase scholarships to \$75,000 annually
- Create named scholarships for donors
- Track outcomes (retention, performance opportunities, student stories)

Key Metrics by Year 3

- 80% student retention for students under 16 years old
- Annual donor renewal rate above 65%

Practice Like A Rock Star (Online Practice Tool)

3-Year Objectives:

- Expand content library to 15-30 songs
- Increase user ship
- Onboard schools, after-school programs, music academies, homeschool networks and more
- Integrate Concert Rock Academy curriculum pathways

Key Metrics by Year 3

- 500-1,000 unique active users
- Student use for live concert preparation
- Increased earned revenue stream

Rock the Holidays Tour

Current:

- 8 cities
- 11 concerts
- < 100 students

3-Year Objectives:

- Expand to 12-15 cities
- Add regional student cohorts (community)
- Establish 3-4 local sponsors per city
- Build into an annual donor acquisition engine

Key Metrics by Year 3

- 150+ students participating annually
- Bridge concerts to local schools for assemblies
- Establish potential Harmony sponsors, presenters and venues

2. EDUCATIONAL & MEDIA INITIATIVES

Concert Rock Origins (Video Series)

3-Year Objectives:

- Release 2-3 new videos per year
- Build educational lesson plans tied to videos
- Pitch series to:
 - Schools
 - Museums
 - Cultural institutions
 - Retirement Homes
- Position as music + history + storytelling content

Key Metrics by Year 3

- 50K+ cumulative views
- Adoption by at least 10 schools or programs

Making Concert Rock (Behind-the-Scenes Series)

3-Year Objectives:

- Release 5-6 high-quality episodes
- Present to OPB/PBS as a potential series
- Use clips for social media, grants, and fundraising

Student Recording Project

3-Year Objectives:

- Complete 1 student recording per year
- Professionally film/document the process
- Use recordings as:
 - Student portfolio material
 - Donor impact proof
 - Marketing content

3. MENTORSHIP, OUTREACH & ADVOCACY

Professional Musician Mentorship

- Formalize mentorship curriculum
- Include financial literacy, branding, career pathways
- Track alumni outcomes

School Assemblies & Outreach

3-Year Objectives:

- Present in 10-15 schools annually
- Expand assembly presenters to include band members
- Align assemblies with:
 - Practice like a Rock Star
 - Concert Rock Origins
 - Making Concert Rock
- Convert schools into partners or subscribers

4. ORGANIZATIONAL & FUNDING DEVELOPMENT

Governance & Staffing

- Solidify staff infrastructure
- Refine and detail job descriptions
- Add:
 - Development/Fundraising committee
 - Student music coordinator
 - Audio, lighting and production assistants (A2 & LD)
 - Prospective partnership manager/donor relations/new acquisitions
- Create clear Key Performance Indicators (KPI's) and annual reporting

Revenue Mix by Year 3

25-30%

**Earned
Revenue**

65-70%

**Donations
& Sponsorships**

5-10%

**Grants
& Foundations**