



VANCOUVER INTERNATIONAL WRITERS FESTIVAL SOCIETY: Strategic Plan 2019-2021 (extended due to Covid through 2023)

Who we are and what we stand for			
Mission <i>Our purpose</i>	We connect people to exceptional books, ideas and dialogue through year-round programming that ignites a passion for words and the world around us.		
Where we're going			
Vision <i>The lasting impact we ultimately aspire to achieve in the future</i>	A world in which the transformative power of books and ideas is the foundation of an empathetic, inspired and just society.		
Priority Areas <i>High-level areas we are focusing on</i>	Audience Development and Engagement	Sustainable funding	Organizational excellence
Goals <i>The long-term outcomes we want to achieve</i>	Develop and engage sustainable and diverse audiences through inspiring, educational, and entertaining events and programs	Retain, diversify, and grow our financial resources	Ensure that our foundational business processes, technology systems, commitments to equity and justice, governance and staffing are effective, efficient and consistent with wise practices so that VWF can meet its goals.
How we're moving forward			
Strategies <i>High level courses of action for achieving our Objectives and Goals</i>	<ul style="list-style-type: none"> 1.1 Continue to diversify our program content and delivery. 1.2 Continue to strengthen existing partnerships and forge new ones. 1.3 Develop events and programs to engage people off-Granville Island. 1.4 Develop an engagement plan for the adults under-45 demographic. 1.5 Strengthen awareness and reputation of VWF locally and nationally. 	<ul style="list-style-type: none"> 2.1 Develop and implement new fundraising strategies, including Legacy Giving. 2.2 Strengthen the staff's fundraising capacity. 2.3 Increase revenue generating opportunities from attendees and supporters. 2.4 Implement a VWF Fundraising Advisory/Ambassador Council. 2.5 Develop the Board's fundraising effectiveness. 2.6 Assess and strengthen key stakeholder relationships. 	<ul style="list-style-type: none"> 3.1 Create and maintain effective systems, processes and tools to best serve the organization. 3.2 Broaden the skills, capacity and diversity of our staff and volunteers. 3.3 Consistently review and strengthen Board governance practices.