



FRANK LLOYD WRIGHT BUILDING CONSERVANCY

Frank Lloyd Wright Building Conservancy

Strategic Plan 2019-2022

FINAL – Approved by Board of Directors on 5/3/19

Mission: We facilitate the preservation and stewardship of the remaining built works designed by Frank Lloyd Wright through advocacy, education and technical services.

Vision: The remaining built works designed by Frank Lloyd Wright are valued and preserved as a vital part of our artistic, cultural and architectural heritage.

Values:

Commitment

We are committed to exploring and implementing creative and long-lasting solutions to preserve all Frank Lloyd Wright’s remaining built works.

Responsible Stewardship

We are dedicated to convening and collaborating with building stewards to ensure the integrity of Wright’s built works is preserved utilizing site-appropriate solutions, which meet professional standards of conservation and responsible stewardship.

Excellence

We strive to provide responsive service, high quality programs, accurate technical information and informed communications.

Partnerships

We value our partnerships with regional, national and international organizations, which enable us to achieve more impactful results through collaboration.

A Diverse Community

We enable a broad and diverse community of people to experience Wright’s designs through our programmatic content.

Respectful Environment

We value an inclusive, respectful and welcoming environment for our staff, board, members and participants.

ADVOCACY: Increase advocacy capability and responsiveness to ensure the preservation of Wright’s built work.

Initiatives:

1. Work with regional, national and international partners to promote and support advocacy work.

Key projects:

- i. Collaborate with regional, national and international preservation partners to build programs and initiatives that highlight the value of Wright’s work and specific advocacy issues.
- ii. Develop opportunities with public and overnight stay sites to actively promote our advocacy message with visitors.
- iii. Build relationships/work with local and regional governmental planning offices to ensure the protection of Wright buildings.

2. Actively promote Wright on the Market to find and inform preservation-minded buyers.

Key projects:

- i. Develop print and digital strategies that reach larger target audiences
- ii. Strengthen information for buyers on Wright on the Market that promotes the positive aspects of owning a Wright building.

3. Work with building stewards to plan for the future of their buildings.

Key projects:

- i. Provide information for homeowners and their families on preservation-focused succession planning.
- ii. Promote the preservation benefits of easements and landmarking while addressing key concerns.
- iii. Identify incentives for building owners who protect their buildings.

EDUCATION: Educate and encourage more people to become active participants in the preservation of Wright’s built work.

Initiatives:

1. Develop a proactive marketing and outreach program that increases our reach and brand.

Key projects:

- i. Build & implement a formal, measurable multi-channeled marketing and PR plan.
- ii. Develop a digital master plan to develop online content and social media engagement.
- iii. Create a content strategy and calendar that promotes our message and brand.

2. Make educational content more relevant and accessible to expand our audience.

Key projects:

- i. Pilot regional events to reach more people through programming.
- ii. Increase reach and distribution channels of Conservancy publications.
- iii. Expand audience reach for Conservancy conferences and events.

TECHNICAL SERVICES: Strengthen our role as the premier network for technical services and specialized information for building stewards.

Initiatives:

1. Grow programs and information to encourage best practices in preservation.

Key projects:

- i. Develop robust, user-friendly online resources about preservation techniques, planning and adapting to modern living.
- ii. Provide for opportunities for building stewards and professionals to receive technical assistance at conferences and regional events.
- iii. Promote best practices in strategic planning and operations for public sites.
- iv. Revise awards program to better recognize and promote excellence in preservation by building stewards.

2. Increase the collection and sharing of high-quality technical information for building stewards.

Key projects:

- i. Develop methods of frequently collecting data on professional referrals, technical information, and building alteration and restoration histories.
- ii. Regularly promote the availability of resources for building stewards through communications.

3. Grow opportunities to provide specialized information for building stewards.

Key projects:

- i. Develop ways to support building stewards in accessing information from the FLW Archives at the Avery Library.
- ii. Build additional programs that provide preservation planning services to building stewards.

CAPACITY-BUILDING: Develop and invest in resources needed to achieve our mission.

Initiatives:

1. Attract and retain passionate and engaged people to the staff and board.

Key projects:

- i. Evaluate and align staff and Board committees to the strategic priorities.
- ii. Develop employee benefits that attract and retain talent.

2. Diversify earned revenue opportunities to support operations.

Key projects:

- i. Conduct a revenue SWOT analysis to consider earned revenue opportunities.
- ii. Create a 3-year plan around special events and travel programs.
- iii. Evaluate and improve conference auction to increase efficiency and revenue.

3. Broaden contributed revenue and strengthen fundraising operations.

Key projects:

- i. Audit the fundraising practices of the organization and strengthen policies and procedures for donor/member engagement.
- ii. Re-evaluate and enhance membership program to bring in more individuals and building stewards.
- iii. Develop more formalized corporate partner and conference sponsorship program.

4. Build financial resources to successfully support our programs.

Key projects:

- i. Develop a fundraising menu for program support and expansion.
- ii. Prepare for and launch a major fundraising program to enhance our preservation capabilities.