



SARAH VAUGH, SCATTERED THOUGHTS (detail)

AC SOCIETY OF
ARTS + CRAFTS

STRATEGIC PLAN

2025-2028

The Society of Arts + Crafts cultivates a thriving, diverse community centered around our appreciation for craftsmanship. We value a deep connection to materials, the process of creating with intention, and equity in the arts. This continuity of purpose and a mission of promoting joyful, creative lives through craft guides us in everything we do.

OUR MISSION

The mission of the Society of Arts + Crafts is to support and celebrate craft makers and their creativity. The organization's vision is to build and sustain a vibrant and diverse community and shape craft's future.

OUR VISION

Craft improves our lives.
Craft combines old + new.
Craft connects us to the maker story.
Craft provides new pathways for all.

OUR FUTURE

The Society of Arts and Crafts Strategic Plan centers on the cultivation and expansion of a thriving and diverse community of craft and its makers. Our Strategic Plan recognizes and values our history while providing a vision for our future as an organization, reflects our belief in the transformative power of craft, and renews our dedication to securing a sustainable future for this legacy organization. We honor our legacy as the nation's first craft organization while laying the foundation for continued leadership.

Our commitment to building community drives this plan. We will grow initiatives that support artists, engage the public through threshold experiences, and expand our audiences by celebrating a rich, diverse tapestry of cultures. Our initiatives integrate these perspectives meaningfully, providing inclusive pathways for all.

We recognize that the world of craft is dynamic, continually shaped by material, technology, and global trends and events. Our strategic initiatives ensure that craft remains accessible, relevant, and impactful; embracing the innovations that define the future of craft. As we strengthen our relationships with individuals and institutions across the landscape of craft, we will evolve through innovation and exploration, ensuring that we can sustain and grow our resources.

Our plan is meant to be a fluid document, to be reviewed annually by our board of directors, to ensure continual focus on the mission of the Society of Arts and Crafts. We lead this process with inspiration, transparency, and commitment to realizing the organization's vision to build and sustain a vibrant and diverse community and shape the future of craft.





INSPIRE

Expand our audience by creating impactful events, educational programs, and collecting opportunities that showcase the relevance of craft and its power to inspire a creative life, spark curiosity, and foster a deeper connection with both new and existing communities. Embrace and celebrate a rich, diverse tapestry of cultures, ensuring that every voice is heard and represented. Integrate these diverse perspectives meaningfully, demonstrating that craft provides inclusive pathways for all, regardless of background or experience.

INITIATIVES

- Form strategic partnerships and programming with craft-related institutions, fostering deeper connections between the community and organizations that support craft.
- Cultivate relationships with artists, craftspeople, and cultural organizations from various communities to co-create and co-host events. This ensures a richer dialogue with a wider circle of voices and perspectives.
- Hold exhibitions and events that highlight artists of varied cultures and points of view, broadening the scope of work presented and attracting a wider audience who see themselves reflected in the organization.



Katina Loucas
President
CRAFT



ENGAGE

Cultivate the craft community by hosting in-person events that bring people together through art and mutual connections, all centered around a shared passion for fine craft. These threshold experiences serve as entry points, encouraging individuals from all backgrounds to explore and engage with craft in ways that resonate with them. By hosting dynamic events that connect makers, collectors, and enthusiasts, we create opportunities for collaboration, inspiration, and personal growth. Our commitment to inclusivity ensures that these experiences reflect the diversity of the communities we serve, making craft a welcoming and transformative space for all.

INITIATIVES

- Broaden access to fine craft by offering programming to the public and extending invitations to a wide variety of constituents, such as partner organizations, community-led, and educational institutions.
- Promote the career development of makers through submission and exhibition opportunities, fellowship, grants, and by creating opportunities to connect artists with collectors and institutions.
- Convene fine craft enthusiasts for informative talks, educational programs, and collecting opportunities.
- Share artist work, exhibitions, happenings, and opportunities for engaging with craft by leveraging our in-person and online audience.



ROGER COLUMBIAK, AFTER THE STORM (detail)



SUPPORT

Supporting craft artists is at the core of our mission. Through our initiatives, we will build a supportive community that uplifts artists, providing them with the resources and opportunities needed to thrive throughout every stage of their career.

INITIATIVES

- Administer programs of direct grants to craft artists working across the full spectrum of media and levels of experience. Publicize the awards through print and social media. Build communities of awardees for mutual support and to attract the attention of the public. Collaborate with other granting organizations and encourage increased grantmaking to craft artists.
- Host multiple annual Calls for Entry with a broad array of inspiring themes and foci. Mobilize juror panels of well-respected, accomplished experts with backgrounds in curation, craft education, and studio practice. Organize in-person and virtual exhibitions (with sales opportunities). Publish and widely distribute catalogs of selected art.
- Establish a Craft Mentor Program that pairs experienced and successful artists with emerging artists to share expertise on materials selection and acquisition, marketing and business practices, and career development.
- Build a program of travels to connect with and experience craft, which includes visits to local artist studios as well as all-day or multi-day trips to visit artists who are clustered in given locales. Sales and purchase opportunities will be a feature of the tours.





SUSTAIN

Build a financially sustainable future for the Society by increasing contributions and sponsorships from individuals, foundations and corporations and by generating increasing revenues from retail sales and fees related to ongoing programs. Safeguard our resources and contain costs by carefully managing conservative budgets, continuing to utilize volunteers, and partnering with other organizations that share our values and mission.

INITIATIVES

- Attentively steward current donors in ways that generate excitement, fun, and a sense of belonging to a community; deepen their engagement with and commitment to the community. Solicit contributions through regularly scheduled appeals. Report regularly on progress towards the attainment of goals. Introduce new donors through cultivation events and individual engagement.
- Remain current on opportunities for funding and/or sponsorships of specific initiatives (as well as operating support) by foundations and corporations (local, regional and national). Nurture relationships with individuals connected to these institutional sources. Develop clear statements of cost/benefits.
- Cultivate and expand the Board of Directors to include individuals interested in craft and with the skills to improve and track financials.
- Build budgets for our initiatives that project costs and revenues to establish reasonable and realistic revenue goals. Test and review projections.
- Maintain a small staff. Utilize contractors where cost-effective and reasonable. Spread volunteer work among a broad group of supporters.



AC SOCIETY OF
ARTS + CRAFTS

Society of Arts + Crafts

Non-Profit Numerics
Box 5, 50 Portland Street
Worcester MA 01608