



## AMERICAN GUILD OF ORGANISTS

# Strategic Plan 2026 – 2028

## LEADING WITH INSIGHT AND PURPOSE

*Input from more than 2,600 AGO members played a critical role in informing and shaping this strategic plan.*

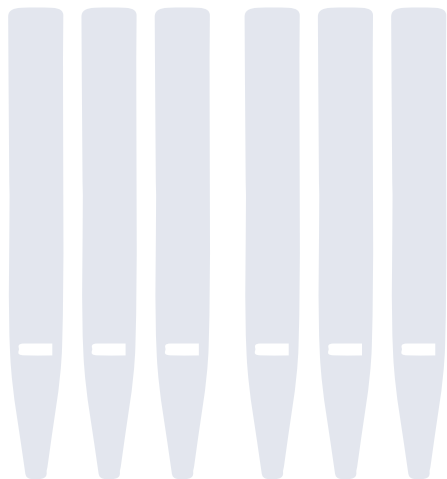
**We are proud to share our latest strategic plan, which is grounded in careful listening, informed analysis, and a shared commitment to the future of the American Guild of Organists (AGO).**

Shaped by the voices of members, volunteer leaders, and staff from across the organization, it reflects both current realities and emerging opportunities. At its heart, the plan represents a collective effort to move forward with clarity and purpose, strengthening what matters most while positioning the AGO to adapt and thrive in a changing environment.

The planning process was intentionally inclusive, rigorous, and data-informed, and was facilitated by the AGO's strategic partner, 2B Communications & Strategy Group. It began with extensive research and input gathering, including a comprehensive member survey and a thorough, multi-year review of key operational and performance data. We were especially encouraged that respondents included leaders and members from 96% of the AGO's 254 chapters.

These insights were explored in depth through two facilitated, in-person planning sessions that brought together the National Council, regional representatives, and staff. Between sessions, draft elements were shared with the planning group for feedback, creating multiple opportunities for reflection, refinement, and alignment. The result is a plan shaped through thoughtful inquiry, dialogue, and collaboration, designed to guide the AGO with focus and accountability in the years ahead.

The National Council approved this strategic plan on December 15, 2025.





## *Guided by Our Vision and Mission*

Our vision and mission anchor our plan. As part of the planning process, we thoughtfully refined our mission so that all current and future members can see themselves reflected in our shared purpose.

### **VISION**

The AGO's vision is to engage, support, and uplift every organist.

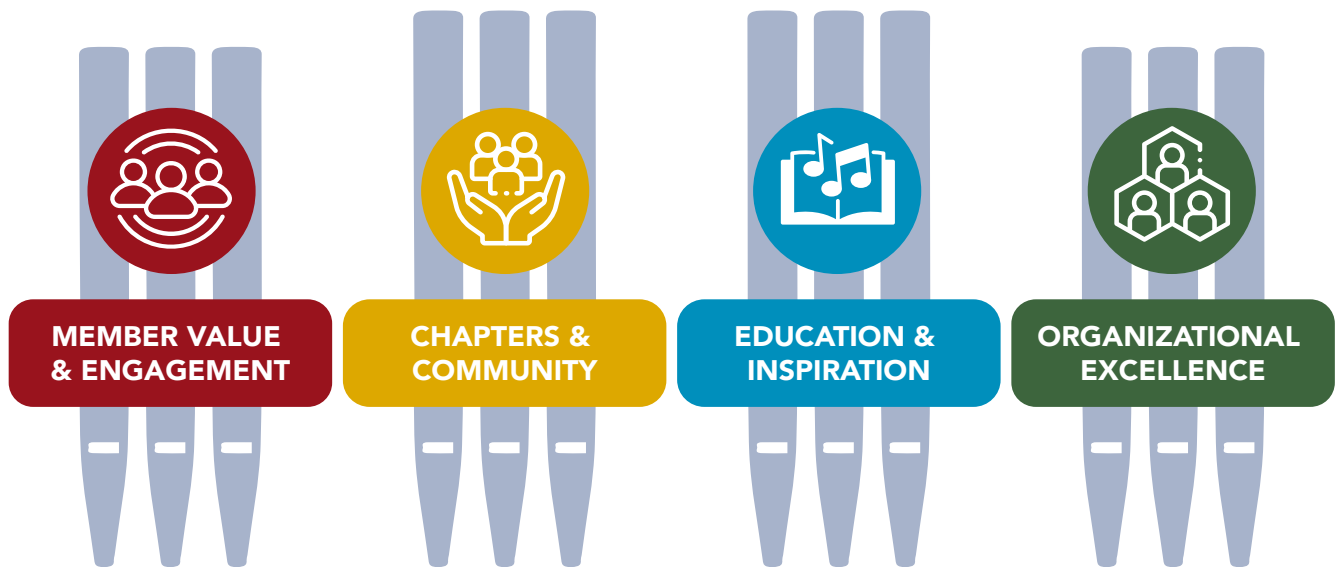
### **MISSION**

The AGO's mission is to foster a thriving community that shares knowledge and inspires passion for the organ.

### **STRATEGIC GOAL THEMES**

This strategic plan is a living roadmap that defines our organization's priorities, goals, and strategies. It will guide our programs and activities over the next three years while remaining flexible and responsive to change. As implementation moves forward, the National Council and staff will regularly assess progress, refine strategies, and adapt as needed to ensure we fully advance the mission of the AGO.

The plan is organized around four strategic goal themes that, together, focus our efforts and align our work for the years ahead.





## 2026-2028 GOALS & STRATEGIES



### MEMBER VALUE & ENGAGEMENT

**Goal: Be the primary resource for organ education, advocacy, connection, and support.**

**Strategies:**

- a. Design and tailor membership benefits to meet the diverse interests and needs of all members.
- b. Adapt our communications to reach and engage members effectively.
- c. Focus on member enrollment and retention.
- d. Advocate for organists, the organ, and organ-related professions.



### CHAPTERS & COMMUNITY

**Goal: Empower chapters and members to thrive through engagement, leadership development, and sharing.**

**Strategies:**

- a. Create an effective leadership training program.
- b. Assist chapters in providing quality programming.
- c. Help chapters meet legal requirements.
- d. Build community among members through interest-based engagement (e.g., online communities).
- e. Enhance volunteer and member appreciation and recognition at all levels.



### EDUCATION & INSPIRATION

**Goal: Foster lifelong learning and inspiration for all who seek to explore, understand, and celebrate the organ.**

**Strategies:**

- a. Provide opportunities for people of all ages to discover and explore the organ.
- b. Expand access to educational programs and opportunities.
- c. Facilitate skill and knowledge development at all levels.
- d. Convene signature conventions and other events for the organ community.



### ORGANIZATIONAL EXCELLENCE

**Goal: Ensure the AGO's long-term success by employing best practices.**

**Strategies:**

- a. Refine national and regional volunteer processes (e.g., identification, recruitment, training, and tracking).
- b. Cultivate and build strategic external partnerships in the areas of education, conventions, meetings, and membership.
- c. Commit to leadership continuity, succession planning, and documentation.
- d. Invest in technology systems and support.
- e. Increase fundraising and sponsorship support.
- f. Ensure strong financial planning and oversight.
- g. Promote and foster a positive and supportive organizational culture.