



The Writer's Garret

— illuminate your literary landscape —

Strategic Plan 2025-2028



Mission

The Writer's Garret connects people through the imaginative power of language.

Vision

The Writer's Garret envisions a Dallas literary community that is:

- creative and curious
- diverse and welcoming
- an emerging literary leader

Values

- accessibility
- community
- creativity
- inclusivity
- resilience

Impact

- Cultivate a vibrant literary culture in Dallas and beyond by expanding and deepening literary engagement; curating programming that is diverse in perspective; and strengthening ties with local, state and national arts organizations.
- Foster creative expression and lifelong learning through accessible, high-quality arts education; partnerships with educational and community organizations; and expanded in-house programming prioritizing collaboration with inequitably sourced communities.
- Expand and strengthen the literary community by supporting writers at every stage of their practice; creating opportunities to amplify emerging and underrepresented writers; engaging a diverse array of traditions, authors and literary forms; and offering accessible programming and platforms for writers and literary enthusiasts to connect and share.
- Sustain and grow The Writer's Garret for long-term impact through diversified strategic partnerships with organizations and funders, and strengthened internal infrastructure, capacity and leadership.

Revenue

- Secure funds for marketing & development contract or part-time support.
 - Bring Executive Director compensation into the competitive range.
 - Increase Educational Contract earned income to 10% of annual budget.
 - Activate donor management as a full year cycle, with 3 tentpole campaigns.
 - Increase organizational savings to support 6-month reserves.
-

Operations & Culture

- Implement quarterly check-in sessions for staff and applicable volunteers.
- Explicate and update organizational policies across all staff and contract positions.
- Activate vision and values within programs, strategically engaging individuals and organizations with aligned values and mission.



Brand & Marketing

- Increase audience across new and existing digital platforms.
 - Create & execute evergreen content strategy.
 - Increase capacity for marketing & social media via PT, volunteer or contract support.
 - Deepen and develop relationships with local and national media.
 - Create and execute a plan for regular community outreach and communications via email & social media.
-

Governance

- Develop formal, scalable recruitment system with the goal of expanding Board to 9 members.
- Prepare and be ready to implement succession plan timeline for staff leadership.
- Create infrastructure for and utilize ad hoc committees and advisory council to complement Board capacity and capabilities.
- Address long-term plans regarding funding sources, space, and organizational growth.