

**Ocean Pine Players**  
**3 Year**  
**Strategic Plan**  
**June 2022**

◆ **MISSION STATEMENT:**

The mission of the Ocean Pines Players is to entertain and educate Worcester County and surrounding areas by offering diversity and inclusion in all areas of theater production so that the joy and human kinship of the Performing Arts is accessible to everyone.

<b>Position</b>	<b>Name</b>	<b>Term Begins</b>	<b>Term Ends</b>
President / Production Committee	Frank Pasqualino	1 Jan 22	31Dec 24
Vice President	Joanna Cross	1 Jan 22	31Dec 24
Treasurer / Education Committee	Karen Adcock	1 Jan 22	31Dec 24
Secretary	Donna Pasqualino	10 May 22	31 Dec 22
Board Member	Pat Diniar	1 Jan 22	31Dec 24
Board Member – Web Master	Cara Downing	10 May 22	31 Dec 22
Board Member – Tech Committee	Ed Guinan	1 Jan 22	31Dec 24
Board Member – Finance Committee	Wayne Klitsch	1 Jan 22	31Dec 24
Board Member	Dorothy Leslie	1 Jan 22	31Dec 24
Board Member - Publicity	Barbara Miller	1 Jan 22	31Dec 24
Board Member	Patty Jo Moore	1 Jan 22	31Dec 24
Vacant – Membership Committee			
Vacant – Box Office/FOH			
Vacant – Community Outreach			

◆ **AREAS OF RESPONSIBILITY:**

● **PRODUCTION COMMITTEE**

- Selects with approval of VP, Producers for each show.
- Arranges for audition help:
  - People to staff table
  - Assist Producer in scheduling audition space
  - Assist Producer in scheduling rehearsal space
- Attends initial production meeting for each show
- Refers Producer’s and Director’s questions and concerns to proper OPP officers or committee chairs.
- Assists Producer’s in finding designers and crews as necessary
- In coordination with Tech Support assures production needs are being met.
- Liaison with producers/directors in arranging or obtaining photographs, accurate advertising and playbill copy, and satisfactory graphics for use in reporting or advertising OPP productions

● **BOX OFFICE / FRONT OF HOUSE**

- Updates OPP’s reservation and information Phone number
- Collects on-line and phoned in reservations
- Recruits Box Office help for performance night; with follow-up reminders
- Ensures Box office Supplies are stocked; including refreshments
- Tallies receipts after each performance
- Coordinates with Treasurer on deposits and seed money

- o Sets up lobby areas; including outdoor signs and sign up sheet
- o Collects mailing list signup information during performances
- o Seating
- o Concessions
- o Ticketing

● **FINANCE COMMITTEE**

- o Planning and conducting an ongoing and dynamic program to seek grant support from all available sources;
- o Writing and submitting grant proposals;
- o Adhering to all reporting and monitoring requirements for grant awards accurately and in a timely manner;
- o Planning and conducting an ongoing and dynamic sponsorship program;
- o Seeking individual donations of funds, as well as in-kind contributions such as free printing, joint ad campaigns, set pieces, etc.;
- o Leading and coordinating all fund-raising activities;
- o In concert with show producers, investigate opportunities for fund raising at events, such as raffles, product placement revenue, co-sponsorship of events, in-house sales of refreshments or other products, hosting vendors, etc.;
- o Understanding and complying with all legal, reporting, and procedural requirements connecting with any fund-raising effort; and
- o Keeping the Board apprised of progress, both through regular monthly reports at Board meetings and by notifying the Board of any potential challenges or obstacles in a timely way.
- o Taxes & Reporting

● **EDUCATION;**

- o Coordinate Classes open to public (eg. movement, acting, singing)

● **COMMUNITY (Outreach)**

- o Opening Night Receptions: Meet & Greet Actors.
- o OPEN HOUSE: Photo Cutouts, Costumes for kids, Improvs, Script Readings, PICS FOR News Media, games, prizes. Invite local celebrities.
- o History Week programs (and anything we do for free)
- o Developing and administering an annual program of social events for OPP members, as well as seeking and coordinating ad hoc opportunities for members to meet and interact informally;
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● **PUBLICITY**

- o Monthly News Letter development with input from all other committees
- o Timely advertising/marketing of OPP productions and other activities

- o Playbills and flyers (including graphics)
- o Coordination of distribution of flyers, postcards, season brochures and other publicity material
- o Communications with reviewers, including invitations to press night and press packets
- o Audience building and other revenue-building endeavors (i.e., sponsors, selling ads, etc.)
- o Ensures cast/crew have 'postcards' in sufficient time to be mailed with bulk mailing.
- o Ensures all printed material is ready for distribution for OPP Annual Events
- o Archives all reviews, playbills, photos, etc.. for each production
- o Prepares posters for display in lobby
- o Establishes and appoints other individuals or committees to help carry out the above duties.
- o Social Media - Design, Develop, and Maintain OPP social media sites

● **MEMBERSHIP AND VOLUNTEER COMMITTEE**

- o Developing and conducting a coordinated recruitment and management plan for OPP paid membership.
- o Maintaining an up-to-date data base of current paid members that includes their stated volunteer interests, skills, and volunteer status;
- o In close collaboration with the BoD Treasurer, designing and administering an annual program of dues invoicing and collection;
- o By October each year, presenting to the BoD an annual status report on current membership as well as any plans or recommendations for changes in the plan. This report must include estimates of any expected financial outlays for the coming year;
- o Assisting other committees as needed in recruiting volunteers, either from the membership or the community at large, to help with OPP activities;
- o In collaboration with show producers, providing the names of all current members/volunteers to be included in playbills or other material;
- o Taking the lead in exploring other membership options down the road, such as graduated levels of membership or a season ticket program.; and
- o In coordination with Treasurer, enter new Member, Subscriber, Donor, Volunteer, and Mailing List info into the database.
- o Member and Subscriber lists for use by Box Office;
- o Donor list for insertion into the playbill;
- o Volunteer Directories;
- o Merged Renewal Requests to existing Donors;
- o Merged Thank-you Letters to new Donors;
- o Merged Renewal Requests to existing Members;
- o Merged Renewal Requests to existing Subscribers;
- o Write (form letter), sign, and send a Thank-you note and a Membership and/or Subscription card to each member and/or subscriber.
- o Print new Membership and Subscription cards as needed.

- o Print/copy new Membership, Subscriber, and Donor forms as needed.
  - o At the Annual Membership Meeting, tracks the number of members for the new season, versus the number present (physically and by proxy) so as to determine whether or not a quorum for the Annual meeting is present.
  - o Coordinates the end of season mailing announcing: the Annual Membership Meeting (including date, time, and directions), the slate from the Nominating Committee (plus proxy form), renewal requests as appropriate (based on existing Member, Subscriber, and Donor status).
- **TECH SUPPORT COMMITTEE**
    - o Inventory of physical property
    - o Maintains OPP equipment
      - Sub Committees
        - Lights - Ed
        - Sound - Frank
        - Tools
        - Costumes – Dorothy?
        - Props
        - Make-up
    - o Advises organization in obtaining State of the Art theatrical resources to meet the needs of OPP.
- **WEB MASTER**
    - o    Web Development
      - Design, Develop, and Maintain OPP Web-site
- **AD HOC COMMITTEES**
    - o Play Reading Committee
    - o Play Selection / Season Planning Committee
    - o Director Selection Committee
    - o    Election Committee

◆ ***SHORT TERM GOALS (1 Year):***

- **Increase Membership to 60 Active Members**
  - o 3 Shows on stage
  - o Membership Drive
  - o Activate Current Members
  - o Award Members
  - o Partnership with non-profits / schools / businesses
- **Re-Brand Logo**
- **Education Classes**
  - o Acting
  - o Vocals
  - o Improv

- o Dance
- o Stage Management
- o Lighting
- o Sound
- **Grants**
  - o At least 1 new Grant over the next 12 months
- **Increase Donations**
  - o **Donation Levels and Benefits:**
    - **Platinum Supporter** - \$1000 and above
      - 2 One-year subscriptions
      - Name listed in program for one season
      - 25% Program Ad discount
      - Tax Deductable
    - o **Gold Supporter** - \$500-\$999
      - 1 One-year subscription
      - Name listed in program for one season
      - 20% Program Ad Discount
      - Tax Deductable
    - o **Silver Supporter** - \$250-\$499
      - 2 Complementary Tickets to one show
      - Name listed in program for one season
      - 15% Program Ad Discount
      - Tax Deductable
    - o **Bronze Supporter** - \$100-\$249
      - 1 Complementary Ticket to one show
      - Name listed in program for one season
      - 10% Program Ad Discount
      - Tax Deductable
    - o **Friends of Ocean Pines Players** - \$50-\$99
      - Name listed in program for one season
      - Tax Deductable
    - o **Stage Hands** - \$25-\$49
      - Name listed in program for one season
      - Tax Deductable
- **Cultivate Corporate and Private Sponsorships – Executive Producer:**
  - o **Musical** - \$5000 or a %
  - o **Non-Musical** - \$1000 or a %
  - o **Radio Air Waves** - \$250

◆ **MID TERM GOALS (2 YEARS):**

- **Increase Membership to 80 active members**
  - o 5 Full Length Shows on stage

- o Membership Drive
- o Activate Current Members
- o Award Members
- o Partnership with non-profits / schools / businesses
  
- **One Act Play Writing Competition**
  
- **Full Length Play Writing Competition**
  
- **Grants**
  - o At Least two new grants

◆ **LONG TERM GOALS (3 YEARS +):**

- **Increase Membership to 100 Active Members**
- **Increase Donations**
- **Increase Sponsorships**
- **Grants**
  - o At Least three new grants
- **6 Full Length Shows on Stage**
- **New Permanent Venue**
- **One Act Play Competition**