

# STRATEGIC PLAN

FY 2026-2029

FLEMINGTON

DIY



26 Stangl Road  
Flemington, New Jersey  
[flemingtondiy.org](http://flemingtondiy.org)

# SUMMARY

## OUR STRATEGIC PLAN: GROWING TOGETHER

In fall 2024, Flemington DIY partnered with Creative Capacity, LLC to chart the next chapter of our work. Our goal: grow our impact, strengthen our foundation, and ensure DIY continues to thrive as an all-ages space for art and radical community.

### HOW WE BUILT IT

This plan was shaped by the people who power DIY:

- Two in-depth retreats with our board, volunteer coordinators, and key community members
- A strategic planning committee working closely with Creative Capacity
- Input and insight from volunteers, artists, and members

### WHAT IT'S ABOUT

At its heart, our strategic plan focuses on:

- Expanding our impact
- Deepening community engagement
- Strengthening our systems behind the scenes
- Building long-term sustainability

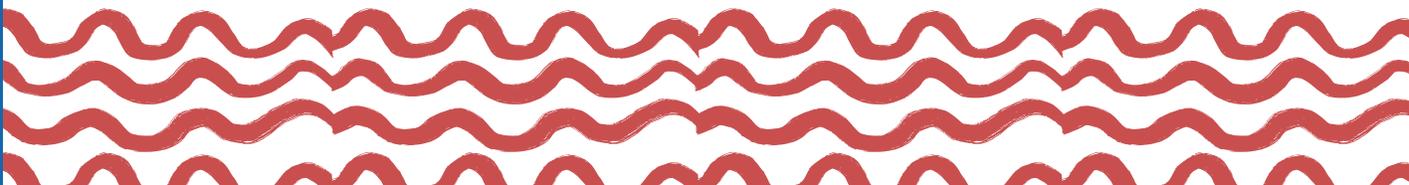
We're building on what already makes DIY unique while making sure we have the structure to support our future.

### OUR GUIDING BELIEF

Flemington DIY is a space for everyone

This three-year plan gives us a clear vision and larger goals, with flexibility to adapt as we grow. Specific projects may evolve, but our commitment to creativity, connection, and inclusivity will remain constant.

We're excited for what's ahead and grateful to everyone helping shape the future of Flemington DIY.



# GOALS



**Goal #1: Broaden and deepen our engagement with our core communities of artists/makers and audiences.**

- Diversify the artists and art forms shared at DIY.
- Increase support for artists by way of publicity, financial support, visibility.
- Consistently increase audience attendance.
- Diversify audience participation (race, age), especially from the local Hispanic/Latinx community, as they make up nearly 50% of the Borough population.



**Goal #2: Design and implement efficient operational systems that will allow DIY to grow.**

- Build a larger, more diverse volunteer corps, where most volunteers participate regularly.
- Strengthen DIY's marketing capacity to build wider visibility among artists, audiences, and potential volunteers.
- Continue to enhance financial systems and develop the grant process.



**Goal #3: Enhance the board's structure and practices to support strategic, transparent governance.**

- Design and implement a board structure that reflects DIY's mission, values, and do-it-yourself ethos.
- Build a more diverse board that includes a wider range of ages, backgrounds, and skills.
- Build an intentional leadership development pipeline.
- Ensure strong, collaborative relationships between the board, volunteers, and creators.

# VISION

- **Providing a safe and accessible outlet for community members' expression**
- **Showcasing socially-conscious ideas and promoting networks between others**
- **Actively combating sexism, homophobia, racism, and other forms of oppression**
- **Creating a safer space for everyone**



## BOARD OF DIRECTORS

Jeff Hersch, President & Executive Director

Jeff Cogen, Treasurer

Ellen Gallos, Secretary

Ruth Cooper

Megan Henninger

Leanne McGowan

Joey Novick, Esquire

Justine Rosikiewicz

Judd Roth

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