

Heartland Art Club 2026 Strategic Plan



Heartland Art Club serves and promotes artists in the heartland of America. The club supports and encourages the creation of quality representational art through education, exhibits, and engagement. Its purpose is to elevate representational art, its disciplines, and history.

Strategic Goal:

Heartland Art Club strives to empower artists, engage a vibrant community, and amplify the impact of representational art through sustainable funding, inclusive participation, and inspiring exhibitions and partnerships across the Midwest.



Financial Sustainability

Vision:

Cultivate enduring philanthropic support and innovative funding models that empower artists, expand access to the arts, and ensure long-term organizational vitality.

What Success Looks Like:

A diversified, predictable revenue base with growing donor and sponsor participation, a revitalized Ticket to Pick It fundraiser, and consistent grant funding that supports strategic growth.



Community & Membership

Vision:

Build an inclusive, engaged community of artists, volunteers, and supporters united by shared purpose, creative growth, and service to the arts.

What Success Looks Like:

Increasing numbers of active artists, volunteers, and members who feel valued, participate regularly, and serve as ambassadors for the organization.



Visibility & Partnerships

Vision:

Elevate the organization's voice and reach through inspiring exhibitions, storytelling, and partnerships that strengthen Kirkwood's cultural fabric and advance representational art across the Midwest.

What Success Looks Like:

Recognized regional and national presence demonstrated by strong attendance, meaningful Kirkwood and Midwest partnerships, collaborative exhibitions, and expanded audience reach.

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