

# 2026 Strategic Roadmap

Goals can be advanced as time and resources permit. Goals can be modified during annual planning meeting.

## Mission Statement

The Anderson Valley Winegrowers Association helps nurture, advocate for and safeguard the Anderson Valley appellation. Through promotion, the AVWA establishes Anderson Valley as a premier coastal cool-climate varieties wine region while also creating a protected and equal environment for future generations.

	Membership	Marketing	Fundraising	Advocacy
1 Year	<ul style="list-style-type: none"> <li>- Define member &amp; sponsor benefits/programs</li> <li>- Optimize member invoice process</li> <li>- Create communication strategy</li> <li>- Develop Vineyard Committee</li> </ul>	<ul style="list-style-type: none"> <li>- Define and promote Brand AV</li> <li>- Continue annual marketing efforts</li> <li>- Source placement &amp; design AVA sign</li> <li>- Continue to build Media partnerships</li> <li>- Publish vintage &amp; harvest reports</li> </ul>	<ul style="list-style-type: none"> <li>- Relaunch &amp; optimize Pinot Fest</li> <li>- Hold a White Wine Passport Weekend</li> <li>- Ensure healthy sponsor relationships</li> <li>- Address issues w/dues structure</li> </ul>	<ul style="list-style-type: none"> <li>- Partner with other associations/organizations</li> <li>- Develop Environmental Committee</li> </ul>
2-3 Year	<ul style="list-style-type: none"> <li>- Roll out benefits &amp; programs</li> <li>- Vineyard Committee helps with Vineyard focused events &amp; education</li> <li>- Update bylaws as required</li> </ul>	<ul style="list-style-type: none"> <li>- Develop brand AV SWAG program</li> <li>- Leverage Media partnerships</li> <li>- Evaluate feasibility of Media events: Roadshow, AV "camp" event, etc.</li> <li>- Improve digital tourist experience</li> </ul>	<ul style="list-style-type: none"> <li>- Perform a dues restructure</li> <li>- Design &amp;/or execute any new events</li> <li>- Identify grants &amp; evaluate foundation</li> <li>- Develop Fundraising Committee</li> </ul>	<ul style="list-style-type: none"> <li>- Environment Committee helps to educate &amp; safeguard our community</li> <li>- Develop Industry Affairs Committee</li> </ul>
3-5 Year	<ul style="list-style-type: none"> <li>- Membership growth, enthusiasm &amp; support from value received</li> </ul>	<ul style="list-style-type: none"> <li>- Participate in consumer/Press events</li> <li>- Develop historical archives</li> <li>- Evaluate feasibility of an AVA map</li> <li>- Assess partnerships w/other AVAs</li> </ul>	<ul style="list-style-type: none"> <li>- Fundraising Committee helps with fundraising and to create a foundation</li> <li>- Reassess current, &amp; identify alternative, revenue sources</li> </ul>	<ul style="list-style-type: none"> <li>- Support causes via foundation</li> <li>- Industry Affairs Committee helps to educate our community &amp; support industry causes</li> </ul>