

CREATIVE GUTS

# STRATEGIC PLAN 2026-2028





## MESSAGE FROM CHAIR

Creative Guts punches above its weight class. We produce a podcast, host events, publish zines, and facilitate an online creative community—all with tremendous and lasting impact. What’s surprising about this? We are a nonprofit with no staff and a modest budget. Our dedicated board and amazing volunteers pour their time, talent, and passion into an organization that enriches the arts and culture landscape of New Hampshire and beyond.

With such a robust offering of programs, we want to ensure that the quality of Creative Guts’ work remains as we grow, without compromising the well-being of our team. With that in mind, the themes of our strategic plan session were **Capacity** and **Sustainability**. How do we maintain our creative energy without burning out our team? How do we secure the resources needed to sustain growth? This plan offers a roadmap for those questions.

Thank you to those who provided feedback on Creative Guts through our planning process. Your input was invaluable in helping shape what comes next for this small but mighty nonprofit.

With gratitude and excitement for the future,

Laura Harper Lake  
Chair



### BOARD OF DIRECTORS

**Laura Harper Lake**  
Chair

**Becky Barsi**  
Vice Chair

**Joe Acone**  
Secretary

**Drew Collins**  
Treasurer

**Sy Dahar**

**Ash Sullivan**



## INTRODUCTION

Creative Guts began in 2019 as a podcast and quickly grew into a nonprofit 501(c)(3) organization with a mission to connect, inspire, and support creatives. Over just a few years, Creative Guts has become a trusted voice in New Hampshire’s arts community and beyond, offering programs, events, publications, resources, and community-building that spark creativity and build connections.

In our formative years, we focused on:

- Achieving financial stability;
- Expanding our network;
- Developing a consistent brand;
- Strengthening our capacity through good governance; and
- Serving aspiring creatives more effectively.

This next phase builds on that foundation. Guided by insights from our board’s strategic planning retreat on November 8, 2025, and shaped by community input, this plan charts our priorities for 2026-2028.

## MISSION

To awaken creativity, community, collaboration, and opportunities for gutsy creatives of all ages.

## VISION

Creative Guts envisions a world where everyone feels empowered to express themselves creatively.

## VALUES

1. Everyone is creative.
2. Like any other muscle, creativity is a muscle that needs to be exercised.
3. Creatives deserve to be paid for their work.
4. Art should be accessible to everyone.
5. Sharing your voice with the world is inherently gutsy.
6. Cultural equity is vital to the health of the arts and our society.
7. Art is made by humans; supporting art means supporting artists.

## PROGRAMMING STATEMENT

Creative Guts creates opportunities for people to share their creativity, connect with others, and feel empowered to explore new ideas. Storytelling (through our podcast, zines, art exchanges, and community events) is at the heart of our work. Each project encourages curiosity, collaboration, and confidence, while documenting the vibrant creative culture of New Hampshire and beyond.

Through this growing body of work, Creative Guts archives and celebrates the creative spirit of New Hampshire, New England, and the world at large.



# 2026-2028 STRATEGIC PRIORITIES

## PRIORITY #1: ORGANIZATIONAL CAPACITY

We will strengthen the foundation of our organization to ensure sustainability and impact.

### Initiatives:

- Increase the Board of Directors gradually;
- Build out robust procedures for onboarding new board members and their orientation;
- Encourage director participation and engagement in committees;
- Integrate project management into operations for better workflow between directors;
- Expand the Programming Committee and the Development & Finance Committee; and
- Build capacity through staff, specifically an executive director position.

## PRIORITY #2: FINANCIAL GROWTH AND SUSTAINABILITY

We will expand and diversify revenue streams to sustain our mission into the future.

### Initiatives:

- Produce a Development Plan for each year, informed by the Program Plan;
- Ensure events and programs are profitable;
- Redesign our sponsorship program and focus;
- Improve our donor management system;
- Host fundraising specific events;
- Raise funds for a reserve account;
- Invest in a development consultant; and
- Explore funding mechanisms for hiring staff and capacity building.

## PRIORITY #3: STRENGTHEN OUR MARKETING & BRANDING

We will increase Creative Guts' visibility and celebrate our story through creative marketing strategies.

### Initiatives:

- Partner with artists to develop merchandise for the organization;
- Identify and pursue more PR/media opportunities; and
- Increase our presence through all marketing channels.

## PRIORITY #4: CONNECTING WITH THE COMMUNITY

We will deepen our relationships with audiences, artists, and partners to build an even more vibrant creative ecosystem.

### Initiatives:

- Directors attend and network at more events and programs on behalf of Creative Guts;
- Build up our online community through our Discord server;
- Perfecting our events and program that serve the community;
- Pursue more partnerships with like-minded organizations to offer community programs, like live panel interviews; and
- Continue to serve as a creative resource and connector for the community.





To support our organization, consider making a donation to Creative Guts. Our budget is tiny, so donations of any size make a BIG difference! Learn more about us and make a tax-deductible donation through our website.

Find Creative Guts on Instagram, Facebook, and LinkedIn, where our handle is @creativegutspodcast. Join our newsletter or Discord server community through our website.

However you connect with us, we hope you'll show us your Creative Guts!

**[www.CreativeGutsPodcast.com](http://www.CreativeGutsPodcast.com)**

**[hello@CreativeGutsPodcast.com](mailto:hello@CreativeGutsPodcast.com)**