

THE SHAKESPEARE LAB PROJECT

New York City

ANNUAL STRATEGIC PLANS

Fiscal Year 2025–2026

*Prepared for Organizational Planning & Case Study Use
Jacqueline Noguera*

CONTENTS

- I. Annual Development Plan
- II. Annual Communications Plan
- III. Annual Special Events Plan

PLAN I

Annual Development Plan

Fiscal Year: July 1, 2025 – June 30, 2026

Organization: The Shakespeare Lab Project | New York City

Budget Range: \$50,000 – \$150,000

Mission Statement

The Shakespeare Lab Project is a New York City-based nonprofit theatre organization dedicated to establishing the first dedicated Shakespeare and classical theatre academy in the United States. Through weekly open workshops, an annual residential retreat, and access to world-class instructors, we provide actors of all levels and backgrounds with rigorous, accessible Shakespeare training in the heart of the American theatre community.

I. Development Goals & Overview

The development plan for The Shakespeare Lab Project reflects the organization's position as an established and growing nonprofit in its third through fifth year of operation. The primary development objectives for the fiscal year are:

- Diversify and grow the revenue base to achieve a total operating budget between \$50,000 and \$150,000
- Reduce reliance on any single revenue stream to no more than 40% of total income
- Establish and steward a base of at least 50 individual donors
- Secure two to three new foundation or government grants
- Formalize in-kind revenue tracking and valuation for reporting and recognition purposes
- Cultivate corporate partnerships with NYC-area arts and education organizations

II. Revenue Streams & Targets

A. Workshop & Program Fees

The weekly Shakespeare gym sessions serve 30–50 actors per week, representing a significant earned income opportunity. Recommended fee structure:

Participation Tier	Weekly Fee	Annual Projection
Drop-in (Single Session)	\$20 per session	~\$10,400
Monthly Membership	\$60/month (3 sessions)	~\$14,400

Annual Membership	\$500/year (unlimited)	~\$10,000
Get Thee To A Nunnery Retreat	\$350–\$450 per participant	~\$7,000–\$9,000

Total Earned Income Target (Program Fees): \$35,000–\$45,000

B. Individual Giving

Individual giving will be cultivated through direct outreach, the annual donor cultivation event, and a year-end appeal. Donor segments should be established as follows:

- Friends of the Lab (\$50–\$249): Entry-level giving; acknowledge with recognition in programs and newsletters
- Lab Associates (\$250–\$999): Mid-level donors; invite to private instructor-led events and early access to retreats
- Lab Patrons (\$1,000–\$4,999): Major donors; named recognition, private cultivation events, 1:1 access to guest artists
- Founding Circle (\$5,000+): Lead donors; board-level engagement, naming opportunities for programs or the retreat

Individual Giving Target: \$20,000–\$30,000

C. Foundation & Government Grants

The Shakespeare Lab Project is well positioned to seek grants from arts, education, and cultural foundations. Priority grant targets for FY2025–2026:

Funder	Grant Type	Amount Target	Timeline
New York City Dept. of Cultural Affairs (DCLA)	General Operating	\$10,000–\$25,000	Apply Oct–Nov
New York State Council on the Arts (NYSCA)	Theater Program	\$5,000–\$15,000	Apply Jan–Feb
The Shubert Foundation	Theatre Arts	\$10,000–\$20,000	Apply Feb
The Harold and Mimi Steinberg Charitable Trust	American Theatre	\$5,000–\$10,000	Apply Mar
Booth Ferris Foundation	NYC Arts Orgs	\$5,000–\$10,000	Apply Spring
Corporate Foundation (TBD)	Arts Education	\$5,000–\$10,000	Year-round

Foundation & Government Target: \$25,000–\$50,000

D. In-Kind Contributions

In-kind donations are a significant and distinctive asset of The Shakespeare Lab Project's revenue model. All in-kind contributions should be formally documented, valued at fair market rates, and reported in financial statements. Categories include:

- Rehearsal and Performance Space: Discounted or donated weekly venue use. Fair market value: \$500–\$1,500/month per studio (\$6,000–\$18,000/year)
- Get Thee To A Nunnery Retreat Venue: St. Cuthbert's Convent hospitality and residential facilities. Fair market value: \$3,000–\$6,000 per retreat week
- Volunteer Instructor Time: Professional actors, directors, dramaturgs, and visiting UK artists donating workshop hours. Value at \$150–\$300/hour per instructor
- Video Production Services: Actor reel production services donated or discounted by production partners. Fair market value: \$500–\$2,000 per participant
- Dramaturgical Resources: Scripts, research materials, and classical texts provided to participants

Estimated Total In-Kind Value: \$40,000–\$80,000 per year (reported separately from cash budget)

E. Corporate Sponsorships

Target NYC-based corporations with connections to arts, entertainment, education, and cultural tourism. Sponsorship packages should be tiered:

- Season Sponsor (\$10,000+): Primary logo placement, VIP cultivation event tickets, named sponsorship of annual retreat
- Workshop Sponsor (\$5,000): Named sponsorship of monthly workshop series; social media recognition
- Community Partner (\$1,000–\$2,500): Program recognition, complimentary memberships for employee benefit programs

Corporate Sponsorship Target: \$10,000–\$20,000

III. Development Calendar

Quarter	Activity	Revenue Area	Lead
Q1 (Jul–Sep)	Launch annual membership drive; renew prior donors; open grant research	Fees / Individual	ED / Dev Staff

Q1 (Jul–Sep)	Submit DCLA and NYSCA grant applications	Foundation	Grant Writer
Q2 (Oct–Dec)	Host annual donor cultivation event with theatre luminaries	Individual / Corp	ED / Board
Q2 (Oct–Dec)	Year-end giving appeal (email + social); Giving Tuesday campaign	Individual	Communications
Q3 (Jan–Mar)	Submit Shubert, Steinberg, Booth Ferris applications	Foundation	Grant Writer
Q3 (Jan–Mar)	Plan and promote Get Thee To A Nunnery Retreat; open registration	Earned / In-Kind	Program Staff
Q4 (Apr–Jun)	Spring renewal campaign; board giving push; fiscal year-end close	Individual / Board	ED / Board
Q4 (Apr–Jun)	Stewardship reports to all donors and grantors; in-kind valuation	All	Dev Staff

IV. Board Development

The board of directors plays a critical role in development through personal giving, peer outreach, and event participation. In FY2025–2026:

- 100% board giving participation is required of all board members at any level
- Each board member should make at least two personal introductions to prospective donors or corporate partners
- Board members are expected to attend and assist at the annual donor cultivation event
- A Development Committee of 3–5 board members should be constituted to oversee fundraising strategy
- Consider recruitment of board members with backgrounds in theatre, arts philanthropy, education, and corporate partnerships

V. Donor Stewardship

Stewardship is as important as acquisition. The Shakespeare Lab Project will maintain donor relationships through:

- Personalized acknowledgment letters within 48 hours of every gift
- Quarterly email updates with program news, participant stories, and instructor spotlights
- Annual impact report distributed to all donors and grantors

- Exclusive invitation to the donor cultivation event and select workshop sessions
- Recognition in all printed and digital program materials
- Personal calls from the Executive Director to all donors giving \$1,000 or more

VI. Development Budget Summary

Revenue Source	Low Estimate	High Estimate
Program & Workshop Fees	\$35,000	\$45,000
Individual Giving	\$20,000	\$30,000
Foundation & Government Grants	\$25,000	\$50,000
Corporate Sponsorships	\$10,000	\$20,000
Special Event Net Revenue	\$5,000	\$10,000
TOTAL CASH BUDGET	\$95,000	\$155,000
In-Kind Contributions (non-cash)	\$40,000	\$80,000
TOTAL ORGANIZATIONAL VALUE	\$135,000	\$235,000

PLAN II

Annual Communications Plan

Fiscal Year: July 1, 2025 – June 30, 2026

Organization: The Shakespeare Lab Project | New York City

Communications Vision

The Shakespeare Lab Project tells a story that no other American arts organization can tell: the story of a grassroots Shakespeare academy born in the streets and studios of New York City, with the mission of making rigorous classical training accessible to every actor. Our communications strategy is built on three pillars — Education, Community, and Artistry — and leverages our most powerful assets: our instructors, our participants, our iconic retreat, and our streets.

I. Brand Voice & Messaging Framework

Core Messaging Pillars

- **There is no dedicated Shakespeare and classical theatre academy in the United States. The Shakespeare Lab Project exists to change that — one workshop, one actor, one monologue at a time. The Gap We Fill:**
- **From college students to mid-career professionals to lifelong learners — the Lab's gym-door is open to all levels, all backgrounds, and all ambitions. Access & Inclusion:**
- **Our instructors include working Broadway and Off-Broadway directors, dramaturgs, Shakespeare scholars, and visiting artists from the United Kingdom's most prestigious theatre traditions. World-Class Faculty:**
- **We bring Shakespeare off the page and into the streets, studios, and convent halls of New York — demonstrating that classical theatre is not museum theatre; it is alive. Living Shakespeare:**

Tone of Voice

- Inspiring but grounded — we honor the tradition without being precious about it
- Inclusive and welcoming — no actor is too inexperienced or too advanced for the Lab
- New York energy — urgent, diverse, street-level, and theatrical
- Scholarly but accessible — we take the work seriously without taking ourselves too seriously

II. Audience Segments

Audience	Who They Are	What They Need	Primary Channels
Prospective Participants	Actors of all levels, ages 18–55, NYC metro area	Clear info on how to join, costs, schedule, what to expect	Instagram, TikTok, Word of Mouth, Pop-Up Events
Active Participants	30–50 weekly workshop attendees	Inspiration, community, advancement opportunities, reel info	Email Newsletter, Instagram, In-Person
Individual Donors	Theatre lovers, alumni, arts patrons	Impact stories, program updates, donor recognition	Email, Website, Events, Personal Outreach
Foundation & Institutional Funders	Program officers, arts philanthropists	Mission clarity, outcomes data, organizational credibility	Website, Annual Report, Grant Narratives
Corporate Partners	NYC arts/entertainment businesses	Brand alignment, employee engagement, audience access	LinkedIn, In-Person Pitch, Events
General Public / Press	NYC arts media, theatre community, cultural audiences	Compelling story, unique programming, notable instructors	Press Releases, Pop-Up Events, Social Media

III. Channel Strategy

A. Email Newsletter

Frequency: Bi-weekly (every other week, 26 issues per year)

Platform: Mailchimp or Constant Contact

- Audience: Participants, donors, alumni, press, and community partners
- Content mix: Workshop recaps, instructor spotlights, participant success stories, upcoming events, donation appeals, Shakespeare quotes & dramaturgical notes
- KPIs: 35% open rate, 5% click-through rate, list growth of 20% per year

B. Instagram

Frequency: 4–5 posts per week + daily Stories

- Primary content: Behind-the-scenes workshop footage, instructor quotes, participant reel clips, retreat photography from St. Cuthbert's, Pop-Up Shakespeare moments
- Reels & short video: 30–90 second clips of monologue work, instructor coaching moments, NYC street performances
- Hashtag strategy: #ShakespeareLab #NYCTheatre #ClassicalTheatre #Shakespeare #ActorLife #NYCACTOR #GetTheeToANunnery
- KPIs: 10% follower growth per quarter, 4–6% engagement rate

C. TikTok & YouTube

TikTok: 3–4 posts per week | YouTube: 2–4 videos per month

- TikTok content: Fast-cut workshop clips, 'Shakespeare in 60 Seconds' educational series, Pop-Up street performance videos, 'What Does This Line Mean?' instructor explainers
- YouTube content: Full-length instructor workshops (with permission), participant reel before/after, Get Thee To A Nunnery retreat documentary-style content, program explainer videos
- These channels reach prospective participants under 35 and build a national/international audience that supports the case for a permanent Shakespeare academy
- KPIs: TikTok — 1,000+ followers by end of Q1; YouTube — 500 subscribers by year-end

D. Facebook

Frequency: 3 posts per week

- Primary audience: Donors aged 35+, parents of student participants, alumni, arts organizations
- Content: Event announcements, newsletter links, longer-form stories, fundraising appeals, retreat registration
- Use Facebook Events for workshop registration and special events promotion

E. Website / Blog

The website serves as the organization's primary institutional home. Priority pages and features:

- Clear Workshop Registration and Fee Information — updated weekly
- Instructor Bios — featuring all faculty including UK visiting artists
- Get Thee To A Nunnery Retreat page — full description, dates, registration, St. Cuthbert's imagery
- Donate page — with tiered giving options and donor recognition
- Blog / News — monthly long-form posts featuring participant stories, dramaturgical notes, and program impact
- Press page — media coverage, press kit download, contact information

F. Pop-Up Shakespeare in the Streets

This is one of the organization's most powerful and distinctive communications tools. It functions simultaneously as community outreach, audience development, press generation, and brand building.

- Format: Unannounced or lightly promoted flash performances of Shakespeare scenes and monologues in public spaces across all five boroughs

- Locations: Washington Square Park, Brooklyn Bridge Park, the High Line, Times Square pedestrian plazas, Flushing Meadows, Staten Island Ferry terminal, Inwood Hill Park
- Frequency: Monthly during fall/spring; bi-weekly during summer
- Documentation: Professional video and photo documentation at every pop-up; content fed directly to Instagram, TikTok, and YouTube within 24 hours
- PR value: Pitch to NYC local press (Time Out New York, Gothamist, New York Times Arts, Broadway World) as a recurring feature story
- Participant involvement: Invite active workshop participants to perform; this deepens engagement and creates powerful personal content for their reels

IV. Content Calendar — Seasonal Themes

Season	Theme	Key Content	Key Actions
Fall (Sep–Nov)	Return to the Lab	Fall workshop launch, instructor announcements, new participant welcome stories	Email campaign, Instagram Reels, Pop-Ups in parks
Holiday (Nov–Dec)	The Gift of Shakespeare	Year-end appeal, donor spotlight, Giving Tuesday, holiday retreat teaser	Email appeals, Facebook fundraiser, donor event
Winter (Jan–Feb)	Deep Work	Instructor spotlights, workshop technique deep-dives, UK visiting artist announcements	Blog posts, YouTube workshops, grant season
Spring (Mar–May)	Into the Streets	Pop-Up Shakespeare season launch, retreat registration push, participant success stories	TikTok/IG street content, retreat marketing
Summer (Jun–Aug)	Get Thee To A Nunnery	Retreat coverage, post-retreat participant stories, reel previews, season wrap-up	YouTube documentary, annual report, renewal

V. Earned Media & Press Strategy

- Maintain a press list of arts journalists, theatre bloggers, and cultural reporters at: New York Times, Time Out New York, Gothamist, Broadway World, The Village Voice / Village Sun, New York Theatre Guide
- Issue quarterly press releases tied to: retreat registration opening, visiting UK artist announcements, Pop-Up Shakespeare events, and annual donor event
- Pitch a feature story to the New York Times Arts section on the concept of a US Shakespeare Academy — positioning the Lab as its prototype

- Offer exclusive behind-the-scenes access to a journalist for a 'day in the life of The Shakespeare Lab' story

VI. Communications Budget

Line Item	Low	High
Website hosting, design updates, and maintenance	\$1,200	\$2,400
Email platform (Mailchimp/Constant Contact)	\$600	\$1,200
Social media scheduling tool (Buffer/Later)	\$300	\$600
Photography & videography (Pop-Up events + retreat)	\$3,000	\$6,000
Graphic design (print + digital materials)	\$1,500	\$3,000
Print materials (programs, flyers, signage)	\$800	\$1,500
PR / media outreach support	\$1,000	\$2,500
TOTAL COMMUNICATIONS BUDGET	\$8,400	\$17,200

PLAN III

Annual Special Events Plan

Fiscal Year: July 1, 2025 – June 30, 2026

Organization: The Shakespeare Lab Project | New York City

Events Philosophy

The Shakespeare Lab Project's events are not galas — they are experiences. Every event we produce reflects our mission: to make Shakespeare alive, intimate, and irresistible. Our flagship cultivation event brings donors into direct contact with the extraordinary artists who teach and learn at the Lab. Our retreat takes participants to a convent in upstate New York where the walls breathe Shakespeare. And our Pop-Up performances bring the Bard to every corner of New York City, uninvited and unforgettable.

I. Events Overview

Event	Date	Format	Primary Goal
An Evening at the Lab: Donor Cultivation Event	October 2025	Intimate evening event	Major gift cultivation; \$15,000–\$25,000 net
Get Thee To A Nunnery Shakespeare Retreat	June 2026	Week-long residential retreat	Program revenue; community deepening; PR
Pop-Up Shakespeare in the Streets	Monthly (Sep–Jun)	Outdoor flash performance	Community outreach; press; audience development
Winter Showcase: Works in Progress	December 2025	Participant performance evening	Donor stewardship; participant celebration
Spring Open House & Lab Demo	April 2026	Workshop demonstration event	New participant recruitment; corporate prospecting

II. Flagship Event: An Evening at the Lab

Donor Cultivation Event with Theatre Luminaries

Date: October 2025 (exact date TBD)

Venue: Intimate Off-Broadway theatre space or private loft, Downtown Manhattan

Attendance: 60–100 guests

Ticket/Table Pricing: \$150–\$500 per person; table sponsorships \$2,500–\$10,000

Revenue Goal: \$15,000–\$25,000 net

Event Concept

This is not a formal gala — it is a curated evening that invites donors and prospects into the world of The Shakespeare Lab Project. The event blends live performance, intimate artist interaction, and cultivation in a setting that feels like being inside the work itself.

Proposed Format:

1. Cocktail reception (45 min): Guests mingle with Lab instructors — including NYC theatre luminaries and visiting UK artists — in an informal setting with Shakespeare-themed décor and quotes as conversation starters
2. Programme of short works (30 min): Selected Lab participants perform 4–6 polished monologues and scenes, coached and introduced by their instructors. This is a 'best of the Lab' showcase that makes the mission tangible
3. Luminary conversation (20 min): A moderated onstage conversation between the Executive Director and one or two featured guest artists about the case for a dedicated American Shakespeare Academy
4. Dinner or seated dessert reception (60 min): Table-based conversations facilitated between guests and board members or instructors; major gift asks made in follow-up within two weeks

Luminary Talent Strategy

The 1:1 access to prominent theatre professionals is the defining feature of this event and its primary cultivation tool. Confirmed or prospective luminaries should include:

- Broadway and Off-Broadway directors with Shakespeare credits
- Renowned Shakespeare scholars and dramaturgs from US universities
- Visiting artists from the UK with RADA, RSC, or National Theatre credentials
- Prominent alumni of The Shakespeare Lab Project who have gone on to professional careers

Cultivation Strategy Note

Each luminary should be briefed in advance on 2–3 specific major donor prospects attending the event. Board members and the ED should facilitate direct introductions. The goal is not to ask at the event — it is to make the donor feel that this world values and includes them. The ask follows within two weeks via personal call from the ED or board chair.

Event Timeline & Logistics

Milestone	Deadline	Owner	Notes
Venue selection and contract	August 1	ED / Operations	Seek in-kind or discount from partner venue

Luminary invitations sent	August 15	ED / Board Chair	Personal calls from ED, not form letters
Invitations designed and sent	September 1	Communications	Print + digital; personal notes for major prospects
Sponsorship outreach to corporates	September 1	Board / Dev Staff	Table sponsors close by Sept 20
Guest list finalized (80% confirmed)	September 20	Dev Staff	Track RSVP by giving history
Performer selections and coaching begins	September 15	Artistic Director	4–6 participants; 2 instructors coaching
Day-of run of show rehearsal	October (1 wk prior)	Artistic Director	Full tech and performance run-through
Event day	October TBD	All Staff + Board	All board members in attendance; assigned to tables
Post-event thank you notes sent	Within 48 hours	ED / Dev Staff	Personalized for all attendees
Major gift follow-up calls	Within 2 weeks	ED / Board Chair	For all prospects rated \$1,000+

III. Get Thee To A Nunnery Shakespeare Retreat

Location: St. Cuthbert's Convent, Upstate New York

Date: June 2026 (one week, Sunday–Saturday)

Capacity: 20–25 participants

Fee: \$350–\$450 per participant (plus optional scholarship assistance)

Revenue Goal: \$7,000–\$9,000 (plus in-kind value of convent venue and hospitality)

Program Design

The Get Thee To A Nunnery Retreat is a transformative, immersive week of intensive Shakespeare training hosted by the Sisters of St. Cuthbert's Convent. The contrast of a sacred, serene upstate setting with the rigorous, electric work of classical actor training is both the program's signature and its most powerful storytelling asset.

Daily Schedule (Sample):

- Morning: Physical and vocal warm-up; text analysis session with resident instructor
- Mid-morning: Small group scene work and monologue coaching
- Afternoon: Outdoor performance exercises in the convent gardens
- Evening: Informal performance sharing, community dinner, dramaturgical discussion
- Optional: Early morning contemplative text meditation sessions in the chapel

Faculty

The retreat should feature a minimum of two lead instructors, with at least one UK visiting artist. Ideal faculty mix:

- A lead director or voice teacher with RSC, National Theatre, or RADA credentials
- A NYC-based dramaturg or Shakespeare scholar in residence
- A movement or physical theatre instructor

Communications & Fundraising Leverage

- Document the retreat with professional photography and video for year-round communications use
- The 'Get Thee To A Nunnery' name and concept is a major press and social media asset — pitch to travel/arts media as a unique cultural experience
- Offer a limited number of scholarship places funded through the donor cultivation event proceeds
- Produce a short documentary-style video of the retreat for YouTube; use clips for TikTok and Instagram throughout the following season

IV. Pop-Up Shakespeare in the Streets

Frequency: Monthly September–June (10 events per year)

Format: Unscripted, flash public performances of Shakespeare by Lab participants, 20–40 minutes

Locations: Rotating across all five boroughs

Borough Rotation Schedule (Proposed)

Month	Borough / Neighborhood	Proposed Location
Sep	Manhattan — Greenwich Village	Washington Square Park
Oct	Brooklyn — DUMBO / Brooklyn Bridge	Brooklyn Bridge Park Main Lawn
Nov	Queens — Flushing	Flushing Meadows-Corona Park
Dec	Manhattan — Midtown	Bryant Park / Times Square Plaza
Jan	Bronx — Grand Concourse	Joyce Kilmer Park / Franz Sigel Park
Feb	Staten Island	Staten Island Ferry Terminal / Snug Harbor
Mar	Manhattan — Upper West Side	Riverside Park
Apr	Brooklyn — Park Slope / Prospect Park	Prospect Park Bandshell

May	Manhattan — Inwood / Washington Heights	Inwood Hill Park
Jun	All Five Boroughs (Season Finale)	Simultaneous multi-borough flash event

Production Requirements per Pop-Up

- 2–6 participants performing one or two scenes or monologues each
- 1 instructor or facilitator present to introduce the work and field questions from the public
- 1 photographer / videographer capturing content for social media
- Simple signage or banner identifying The Shakespeare Lab Project
- Permits secured in advance for all parks (NYC Parks Dept. performer permits)

V. Winter Showcase: Works in Progress

Date: December 2025

Venue: Partner theatre space, Downtown Manhattan

Format: 90-minute informal performance evening featuring Lab participants

Attendance: 80–120 guests (participants, family, donors, press)

- This event serves dual purposes: donor stewardship (showing impact to existing supporters) and participant celebration (honoring the community's work)
- No ticket price — suggested donation of \$25–\$50 at the door
- Feature short video clips of Pop-Up Shakespeare moments from the fall season
- Provide a preview of the upcoming Get Thee To A Nunnery Retreat to generate early registrations
- Revenue goal: \$3,000–\$5,000 in door donations and small sponsorships

VI. Spring Open House & Lab Demo

Date: April 2026

Format: Live demonstration of a Shakespeare Lab workshop session, open to the public and prospective participants

Goal: New participant recruitment; introduce prospective corporate partners to the Lab's work

- Invite 2–3 corporate HR contacts or employee engagement managers as observers with a view to subsidized employee memberships
- Feature a guest instructor — ideally a UK visiting artist — to maximize draw and press interest
- Offer a workshop registration discount for attendees who sign up at the event
- Collect contact information from all attendees for newsletter and follow-up

VII. Annual Events Budget

Event	Expenses	Revenue	Net
An Evening at the Lab (Donor Event)	\$5,000–\$8,000	\$20,000–\$33,000	\$15,000–\$25,000
Get Thee To A Nunnery Retreat	\$5,000–\$7,000	\$8,750–\$11,250	\$3,000–\$5,000
Pop-Up Shakespeare (10 events)	\$3,000–\$5,000	\$0 (outreach)	Investment
Winter Showcase	\$1,500–\$2,500	\$3,000–\$5,000	\$1,500–\$2,500
Spring Open House	\$500–\$1,000	\$0 (recruitment)	Investment
TOTAL	\$15,000–\$23,500	\$31,750–\$49,250	\$23,000–\$37,500

VIII. Events Success Metrics

- Donor Cultivation Event: Minimum 10 major gift follow-up meetings secured; 2+ new donors at \$1,000+ level
- Retreat: 20+ participants enrolled; 90%+ participant satisfaction; 1 major press mention secured
- Pop-Up Events: Average 50+ public audience members per event; 1,000+ social media impressions per event
- Winter Showcase: 80+ attendees; 5+ donor renewals attributed to event attendance
- Open House: 30+ prospective participants; 1+ corporate partnership inquiry initiated

THE SHAKESPEARE LAB PROJECT

"All the world's a stage, and all the men and women merely players."

— As You Like It, Act II, Scene VII

These three plans — Development, Communications, and Special Events — are designed to work in concert. The development plan sets the revenue goals; the communications plan tells the story that drives donors, participants, and press to engage; and the special events plan creates the experiences that make the mission tangible and the community real.

Together they represent a full-season strategy for an organization positioned to become the first dedicated Shakespeare and classical theatre academy in the United States.

Document prepared for:

The Shakespeare Lab Project

By Jacqueline Noguera

Fiscal Year: 2025–2026

For organizational planning and case study purposes