



National Film Festival for Talented Youth (NFFTY) Strategic Plan 2021-2023

Approved by the Board of Directors on November 12th, 2020

GOAL A | Capacity & Sustainability

NFFTY has the leadership structures and tools that bring resources, both human and financial, to support geographic, equity, and program goals (Goals B, C, D)

Objective 1: Complete NFFTY Alumni database

Objective 2: Add more strategic fundraising programs calibrated to core audiences and activities

Objective 3: Form an industry advisory board (IAB)

Objective 4: Form a global ambassador program (GAP)

Desired Outcome: NFFTY generates sufficient resources to be able to support staffing plan associated with goals B, C, D

GOAL B | Global Growth

Increase NFFTY's year-round visibility, relevance, and participation on a global scale.

Objective 1: NFFTY has clear marketing/brand strategy

Objective 2: NFFTY establishes better connections with schools

Objective 3: NFFTY establishes official partnership program

Objective 4: NFFTY scales its physical events with year-round popups and mini-festivals

Objective 5: NFFTY is a more geographically representative organization at a national and global scale

Desired Outcome: NFFTY draws official selections from a global pool of entrants, and strengthens our brand through highly visible partnerships

GOAL C | Equity & Access

NFFTY will strengthen our commitment and accountability to social justice and racial equity, and increase access by lowering barriers to participation

Objective 1: NFFTY increases representation for filmmakers of color

Objective 2: NFFTY increases representation for filmmakers under 18, with emphasis on middle-school-and-younger filmmakers

Objective 3: NFFTY engages young filmmakers and educators

Objective 4: NFFTY programs/content available for cheap or free to underrepresented filmmakers

Objective 5: NFFTY diversifies staff/board of the organization, commits to directing resources to underinvested communities

Desired Outcome: NFFTY has a pipeline into the official festival and other programs for youth of all ages, with a special focus on youth of color, and works to ensure that its staff and board reflect the community it serves

GOAL D | Program Growth

NFFTY provides a broader array of resources and opportunities calibrated to increase the breadth and depth of our impact

Objective 1: NFFTY Online becomes a regular resource for alumni and educators, and home for year-round virtual programming

Objective 2: NFFTY launches mentorship program

Objective 3: NFFTY launches grantmaking program

Objective 4: NFFTY relaunches/expands NFFTY Creative to fellowship program

Desired Outcome: Provide more opportunities for filmmakers at different stages of their career to meaningfully engage and participate in NFFTY through in-person and digital activities, with a special focus on female/non-binary, LGBTQIA+, and BI-POC filmmakers