

Magenta

Service: Impact Roadmap and Resource Alignment with ATL Collective

Case Study

Clarifying Mission, Vision, & Impact to Maximize Resources

A clear mission creates a stronger path forward.

As ATL Collective navigated a period of growth and change, it needed a clearer way to communicate its purpose and focus its resources. By refining its mission, vision, and impact strategy, the organization strengthened its messaging, prioritized its highest-impact programs, and unlocked new funding opportunities to support long-term growth.

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Point of Departure

Launched as a grassroots concert series in 2009, ATL Collective has long served as a hub for Atlanta-based musicians, providing community and resources to help artists build their audience and support their careers locally. The organization's founders witnessed fellow musicians relocating to other cities that offered stronger creative infrastructure, and set out to enhance connectivity and provide resources so artists could sustain their careers in Atlanta.

The organization took many shapes throughout the years, officially incorporating as a nonprofit in 2018. As COVID-19 swept the community, needs for resources in the music industry skyrocketed. ATL Collective's small team remained agile in meeting the evolving needs of its constituents, but like many grassroots arts and culture organizations, faced significant challenges coming out of the pandemic: ticket sales had plummeted, and its largest sponsor was acquired. Moreover, the organization had spread itself thin by serving its community with an array of offerings, resulting in inconsistent messaging that did not resonate with new funders who hadn't experienced that magic of ATL Collective firsthand.

ATL Collective needed to re-collect its purpose, and Magenta was ready to help.



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Flight Plan

Magenta led ATL Collective through our **Mission-Vision-Impact Logic Model** to clarify the problem they sought to address, its methods for solving it, and the effectiveness of those methods. Through this process, we unlocked a key throughline of ATL Collective's initiatives that was diluted in its communications: providing resources to sustain musical careers.

Magenta worked closely with the Leadership Team to **clarify the Mission and Vision Statement by:**

- **Specifying ATL Collective's ambitions,**
- **Sharpening its methods, and**
- **Positioning career resourcing at the top of the statement**
  ("career resourcing" has previously been buried toward the end).

The proposed revision identified ATL Collective not only as an arts nonprofit, but also as an organization **uniquely equipped to solve economic development challenges in the creative sector.**



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Liftoff

Ultimately, ATL Collective's board of directors voted to adopt Magenta's proposal for a revised mission and vision statement.

Prior Mission & Vision:

ATL Collective exists to connect and empower Atlanta's musical community through building relationships, fostering education, and promoting preservation. We aim to connect musicians with wider fan bases and provide the resources necessary to sustain musical careers.

We aim to amplify the Atlanta musical community and share our voice with the world.

Revised Mission & Vision:

ATL Collective enriches lives by uniting Atlanta's music community and providing resources to sustain musical careers.

We seek to build an ecosystem that celebrates the cultural vibrancy of Atlanta and connects undiscovered artists with new audiences.

Next, with this clarified direction, Magenta worked with ATL Collective's Leadership Team to assess the cost and impact associated with each program offering. **The process helped ATL Collective concentrate its resources around three programs that demonstrated the most significant outcomes** among local artists: a songwriting incubator for professional musicians (Camp Collective), live performances by local musicians (Preservation Series), and crisis relief funding (With the Band Fund). The organization sunsetted initiatives that no longer drew meaningful engagement or advanced its impact goals.

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Point of Arrival

Clarifying the throughline across ATL Collective's mission, vision, and impact goals enabled the organization to streamline its program offerings, which in turn freed up resources to cultivate programs most aligned with its unifying mission statement.

Constituents began to recognize ATL Collective not only as a place to build community, but also as an important resource for developing the professional skills and safety nets needed to thrive in the tumultuous music industry. In particular, participation in Camp Collective grew, and ATL Collective successfully achieved the ambitious outcomes metrics they set for the Camp.

Moreover, positioning ATL Collective as a nonprofit at the intersection of arts and workforce development **qualified the organization for an entirely new category of funding.** As a result, ATL Collective achieved record fundraising despite the loss of its largest previous sponsor. Most notably, Georgia Power signed on as the Presenting Sponsor of Camp Collective with a significant investment and has since renewed its sponsorship for three consecutive Camps.



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