



Alpaca Owners Association

2026–2027 Goals

A focused view of the goals, measures, and actions guiding AOA’s work for members and the alpaca community.

Board term: 2026–2027

Goal	Key Performance Indicator (KPI)/Target	Action
Be Accountable (Board conduct standard)	Integrity, respect, preparation, results, one voice, transparency, commitment to the mission, and courage	Communicate clearly, often, and with one voice.
		Speak up and participate.
		Build trust with one another.
		Share honest perspectives, even when conversations are difficult.
Growth	Increase member retention to 85%	Complete the Grassroots registry migration and retire Proteus.
		Introduce automatic membership renewal.
		Explore multi-year memberships and survey members to gauge interest.
		Implement list sharing with affiliates, develop a policy, and communicate the vision with affiliate leaders.
		Reinstate the Membership Committee.
		Identify new member benefits and review existing benefits.
	Welcome 400 new members annually	Expand public-facing programming at shows to highlight the alpaca community and industry.
		Launch a Refer-a-Friend gift membership campaign.
		Expand the East vs. West competition into a member campaign connected to the AOA National Alpaca Show.
	Reach 1,750 total members	Make five personal outreach calls each month. (Staff, Board, Committee Volunteers)
		Invite members to serve on the board, committees, and task forces through one-on-one outreach.
Role Model	Visible leadership and member connection	Develop an affiliate member teaching program.
		Record and share one AOA board member’s “why” each month.
		Communicate organizational changes clearly and consistently with members.