

ANA Strategic Plan

Updated January 26, 2017

Our Mission

The American Numismatic Association is a nonprofit organization dedicated to educating and encouraging people to study and collect coins and related items. The Association serves the academic community, collectors and the general public with an interest in numismatics.

The ANA helps all people discover and explore the world of money through its vast array of educational programs including its museum, library, publications, conventions and seminars.

Our Values

Education

We strive to deliver the best educational opportunities in numismatics.

Service

We are invested in caring for and understanding the needs of our members.

Community

Our ANA clubs and district representatives create a grassroots network of support for numismatists.

Leadership

We support and develop the current and upcoming generations of hobby and industry principals.

History

We preserve the time-honored traditions of collecting and research for our membership and the numismatic community.

Top Priorities for 2017

Market ANA membership
Establish a fund development program
Engage in strategic partnerships
Increase online content

Strategic Plan Objectives

Enhance Education Resources

Increase online content

Continue website development and social media outreach

The ANA's website, money.org, is an invaluable tool toward promoting numismatic education to members and the public. Continuous improvements to money.org as well as use of social media will help us maximize outreach and engage with collectors and scholars.

Exceptional Membership Service

Market ANA membership

Advocate for consumer and hobby protection

We strive to maintain an active and robust ANA membership and grow interest in the numismatic hobby. We seek to provide exceptional service to our members through programs and services that benefit a variety of collecting interests. We advocate for the best interest of numismatics in legislative matters at the state and national level through our relationships with organizations such as the Industry Council for Tangible Assets.

Ensure Stability

Create strategic partnerships

Establish a fund development program

Grow revenue

The ANA partners with numismatic organizations to offer the best information and services to its members and to promote numismatic education through a multitude of media streams to a variety of demographics. The ANA recognizes that building a better future for the organization relies, in part, upon the generous gifts of its donors and is cultivating a program of donor appreciation and recognition. The organization is also focused on generating more educational services and products to grow revenues to be reinvested in furthering our mission.