

Go Tango Nonprofit Strategic Plan

A 3–5 Year Framework for Growth, Cultural Stewardship, and Artistic Excellence

INTRODUCTION & STRATEGIC CONTEXT

Go Tango is entering a defining moment in its evolution—from a long-standing artistic practice to a national nonprofit dedicated to Argentine Tango’s preservation and innovation. This Strategic Plan provides a values-driven roadmap that guides the next phase of organizational development, centering cultural integrity, accessibility, and community impact.

This plan is designed as a living document, one that will evolve as Go Tango grows, builds partnerships, and responds to the needs of the communities it serves.

MISSION

Go Tango preserves and expands the legacy of Argentine Tango as a vibrant, multicultural expression of resilience. Through performance, education, and cultural exchange, we honor Tango’s origins and support its ongoing evolution as both a social and performing art.

VISION

Go Tango envisions Argentine Tango flourishing nationwide as a leading performing art and cultural force—celebrated for its artistic excellence, cultural significance, and power to cultivate connection across communities and generations.

VALUES

- Artistic Integrity – Honoring tradition while supporting creative evolution.
- Equity & Inclusion – Ensuring Tango is accessible beyond exclusive or elite circles.
- Cultural Stewardship – Preserving Tango as a living heritage rooted in resilience and identity.
- Collaboration – Building partnerships that expand artistic and cultural opportunity.
- Excellence – Upholding the highest standards in performance, instruction, and organizational practice.

ORGANIZATIONAL ROLE

Go Tango serves as a cultural bridge—connecting the historic and contemporary expressions of Argentine Tango through performance, education, cultural exchange, and community engagement. We support dancers, students, audiences, artists, musicians, organizers, and cultural institutions that benefit from Tango’s richness as an art form and cultural heritage.

COMMITMENT TO EQUITY IN COMPENSATION

Go Tango is committed to equitable, fair, and transparent compensation for dancers, teaching artists, musicians, and cultural collaborators. Our compensation practices will reflect the artistic excellence, cultural expertise, and physical labor inherent in Tango. We recognize the historic undervaluation of dance workers and are committed to establishing compensation guidelines that promote dignity, safety, and sustainability for all contributing artists. As the organization grows, these standards will be reviewed regularly to ensure alignment with our mission, values, and sector best practices.

STRATEGIC GOALS & OBJECTIVES (3–5 Year Horizon)

Goal 1: Cultural Identity & Public Value

Amplify the cultural significance and artistic relevance of Argentine Tango.

Objectives:

- Build and communicate a compelling artistic identity.
- Expand storytelling around Tango's cultural heritage.
- Strengthen Go Tango's presence locally and nationally.
- Foster partnerships that elevate Tango's visibility as a cultural asset.

Goal 2: Access, Equity & Community Engagement

Ensure Tango is inclusive, accessible, and culturally responsive.

Objectives:

- Expand bilingual and culturally grounded programming.
- Remove financial and cultural barriers to participation.
- Develop community-led partnerships and educational programs.
- Promote equitable dance spaces rooted in belonging and representation.

Goal 3: Artist & Worker Empowerment

Support dancers and culture bearers as leaders and agents of change.

Objectives:

- Provide professional development and training pathways.
- Strengthen support systems for dancers' artistic and physical well-being.
- Facilitate collaborative, multi-generational artistic exchange.

- Create leadership and creative opportunities within Go Tango programs.
- Advance pay equity by implementing compensation practices that are transparent, consistent, and reflective of the artistic and physical demands of Tango.

Goal 4: Organizational Sustainability & Financial Resilience

Build the infrastructure necessary for long-term organizational stability.

Objectives:

- Diversify revenue streams through earned income, grants, and donor engagement.
- Develop early-stage policies for fiscal transparency and responsible growth.
- Strengthen governance and board leadership capacity.
- Build simple, sustainable administrative systems that scale over time.

Goal 5: Organizational Well-Being & Operational Excellence

Cultivate a strong internal foundation that promotes health, clarity, and shared purpose.

Objectives:

- Develop clear roles, systems, and communication pathways.
- Support burnout-free artistic and administrative workloads.
- Build decision-making structures aligned with values and mission.
- Establish equitable, transparent internal practices that evolve with the organization.

PROGRAMS & IMPACT AREAS

La Revuelta Ensemble

La Revuelta is Go Tango's choreographic ensemble, dedicated to cultivating excellence in ensemble performance through culturally rooted, community-supported Tango works. Go Tango provides the artistic direction, performance opportunities, and cultural framing that shape the ensemble's creative process into professional-quality productions.

Private Coaching & Instruction

A training pipeline supporting dancers at all levels while generating earned revenue.

Performances, Corporate, and Community Engagement

Cultural offerings that introduce Tango into workplaces, festivals, schools, theaters, and civic spaces.

ORGANIZATIONAL CAPACITY & GOVERNANCE

- Founder & Artistic Director
- Operations Administrator (future part-time role)
- Contracted Teaching Artists
- Volunteer Board of Directors (Chair, Treasurer, Secretary, Members)

EVALUATION & CONTINUOUS LEARNING

Go Tango will evaluate progress annually through:

- Program participation & retention
- Artistic outcomes
- Community feedback
- Partnership growth
- Organizational well-being assessments
- Board reviews

STRATEGIC PLAN AS A LIVING DOCUMENT

This plan reflects Go Tango's priorities at an early stage in its nonprofit life cycle. It will evolve every 12–18 months as the organization expands its programs, partnerships, and capacity.