



Shannon McGowan Photos



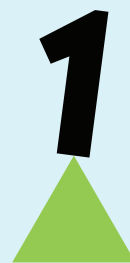
2025-2028 Strategic Plan

As the Children’s Museum of Richmond embarks on this next phase of our journey, our core impacts and goals remain unchanged because they continue to reflect our unwavering commitment to the children and families we serve.

We have chosen to extend our proven strategic framework during this period as we simultaneously undertake significant museum renovations and launch a capital campaign—efforts that will strengthen our physical foundation while we expand our community reach. This 2025-2028 strategic plan boldly expands how we fulfill that mission, recognizing that CMoR is bigger than a building and our impact extends far beyond our physical walls. When children play ahead, they get ahead, and this fundamental belief will continue to drive everything we do as we expand our reach, enhance our experiences, and deepen our community partnerships. Together, we will build upon our foundation of excellence, ensuring that every interaction with the Children’s Museum of Richmond—whether in our buildings, in neighborhoods across the region, or through our community programs—remains an opportunity for the whole family to play, learn, and grow together.



Play Outside the Walls



CMoR is bigger than a building and our reach will extend into all of Richmond’s communities

- Develop strategic mobile programming that connects families to museum experiences
- Build community partnerships that create more ease to being present in communities
- Expand access to the museum through creative community-based solutions

Play with Style



Every CMoR experience will include a unique “wow” factor

- Design signature ‘WOW’ moments that create a consistent experience of the museum
- Enhance the variety of experiences within our spaces
- Elevate the visitor experience through service excellence

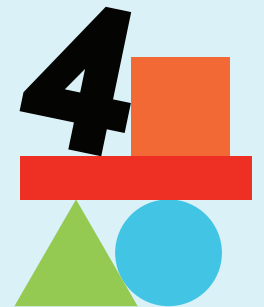
Play with Meaning



Be explicit about the connection between play and learning

- Enhance learning experience tools that can be used beyond the visit
- Strengthen learning-focused opportunities for consistent staff development efforts

Play for Everyone



Ensure everyone has access to “learn through play”

- Expand community-centered outreach to continue building trusting relationships
- Address accessibility systematically to create an inclusive experience
- Strengthen community literacy and school readiness programs

Play with More Friends



Invite a broad community of supporters to sustain and grow our mission

- Develop a strategic, mission-aligned partnership portfolio to expand community awareness
- Expand and diversify our volunteer network by leveraging existing and untapped relationships
- Strengthen community investment and awareness to fortify the museum’s role in the community



As we extend our reach into the community, we will do so with intention and purpose. CMoR will positively impact early learning pathways for children by uplifting play; our community will encompass more vibrant learning spaces. We aim for the following impacts:

- Increased learning through play and developmental growth in children and families across our region
- Enhanced early childhood education and school readiness in the children who access our programming
- Recognition of CMoR as a playful learning experience within and beyond our buildings
- Understanding and support from our community regarding the importance of early learning and CMoR's central role in learning and school success

The goals outlined in our 2025-2028 Strategic Plan will help us with the following outcomes:

