

2025

STRATEGIC PLAN





2025 STRATEGIC PRIORITIES



**Organizational
Strength and Health**



**Knowledge
and Learning**



**Community, Collaboration,
and Competition**

PURPOSE



The AHA is organized exclusively for charitable, educational, and scientific purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code to promote the history, culture, and art of homebrewing, particularly through education of its members and the general public about homebrewing and related practices through educational seminars, publications, materials, conferences, competitions, and through fostering communal bonds among homebrewers and between homebrewers and their communities.

-AHA's Articles of Incorporation (CO 1/22/25)



STRATEGIC PRIORITY 1

ORGANIZATION STRENGTH & HEALTH

Business: Stabilize finances, valid 3 year plan, staffing to transition.

Operations - Hire Association Management Company (AMC) to carry out day to day AHA operations.

Governance - Create the path to independence.

Planning - Craft the future of the AHA as a force to positively influence homebrewing generations to come.

STRATEGIC PRIORITY 2

**COMMUNITY, COLLABORATION,
& COMPETITION**

Community - Engaged membership community.

Collaboration - Catapult homebrewing supported by the AHA as the National Homebrew Club serving and fueling club officers.

Competition - Execute 2025 NHC prep for 2026.



STRATEGIC PRIORITY 3

KNOWLEDGE & LEARNING

Education - Continue 2025 services and benefits.

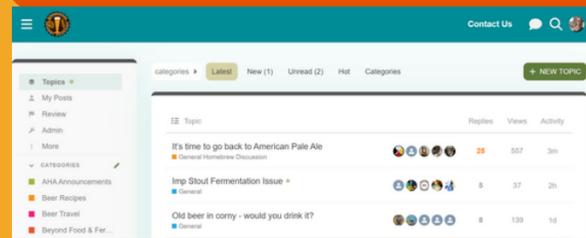
Events - Bring Back HomebrewCon in Summer of 2026.

Volunteerism & Leadership Development - AHA's future relies on establishing a thriving volunteer community that takes an active role in fueling their organization.

ECOSYSTEM

- 1,700+ Clubs
- 600+ Shops
- 200K+ Social Followers
- What's Brewing Newsletter
- Annual Recognition Awards
- Supplier Partners

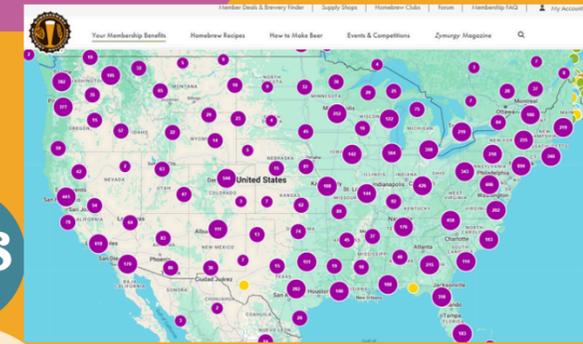
AHA FORUM



The AHA TODAY

MEMBER DEALS

1,800



20K+ MEMBERS

HOMEBREW HOLIDAYS

- Big Brew (May)
- Home Fermentation Day (Aug)
- Learn to Homebrew Day (Nov)

HOMEBREWERSASSOCIATION.ORG



VALIDATED, AWARD-WINNING RECIPES

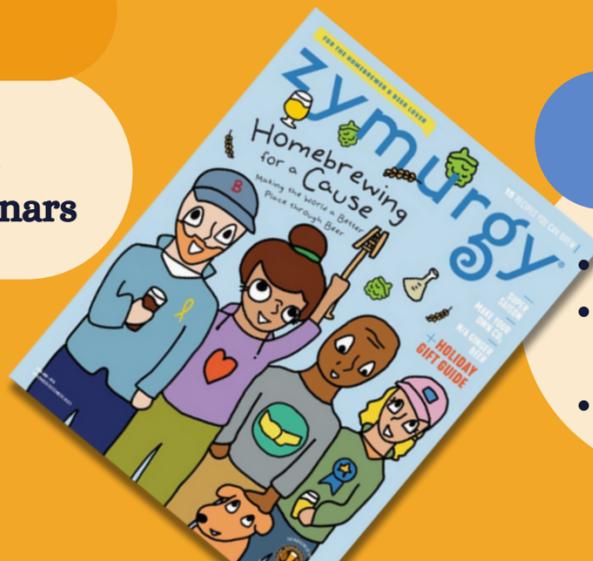
- 1,400+ on HomebrewersAssociation.org
- Published in Zymurgy
- Online recipe leader

HOMEBREW CON



ZYMURGY

- 6 issues
- 10 webinars



COMPETITIONS

- National Homebrew Competition
- AHA-BJCP Sanctioned Competitions
- Pro-Am at GABF



CLUB INSURANCE

300+ insured



VOLUNTEER LEAD

- Committees
- Board of Directors
- Strategic Planning and org vision
- Leadership and professional development opportunities
- 501(c)(3) non-profit experience





AHA'S MISSION

**“WE CELEBRATE AND PROMOTE THE ART,
SCIENCE, AND JOY OF FERMENTATION,
CHAMPIONING A UNITED AND
KNOWLEDGEABLE COMMUNITY OF TODAY
AND TOMORROW’S HOMEBREWERS.”**

WHY AHA EXISTS AND WHAT WE WILL DO.

A person in a plaid shirt is pouring beer from a large keg into a glass. The background is dark and slightly blurred, showing some greenery.

AHA'S VISION

“A HOMEBREWER IN EVERY NEIGHBORHOOD AND A HOMEBREW CLUB IN EVERY COMMUNITY.”

Where we want to go and what the world will look like based on our impact, commitment, staff and volunteer performance.

AHA'S VALUES



Community

We cultivate an inclusive, collaborative hobby welcoming all. Homebrewing thrives when it is shared and enjoyed together.

Education

We inspire curiosity and confidence with unsurpassed resources so homebrewers can grow, innovate, and experiment.

Joy

Brewing is more than a hobby, it's a source of joy, creativity and connection. We celebrate the moments that make homebrewing unforgettable.

Volunteerism

Driven by our community, and powered by passion, the AHA is shaped by homebrewers who guide everything we do.

2025 COMMITTEE CHARGES

Committees have been established by the American Homebrewers Association (AHA) Board of Directors to:

Clubs: Strengthen and support AHA-sanctioned homebrew clubs by fostering leadership development, sharing best practices and cultivating a thriving network of local communities.

Community & Education: Advance the AHA's role as a catalyst for learning and connection within the homebrewing community.

Events: Shape the vision and execution of in-person events that bring the AHA mission to life.

Finance: Safeguard the fiscal health and sustainability of the AHA.

Governance: Promote organizational excellence through sound governance practices. Ensure alignment with the AHA's mission, values, and strategic direction by upholding accountability, board and committee development, and policy integrity.

VOLUNTEER



HomebrewersAssociation.org

