

2026

# STRATEGIC PLAN





**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**

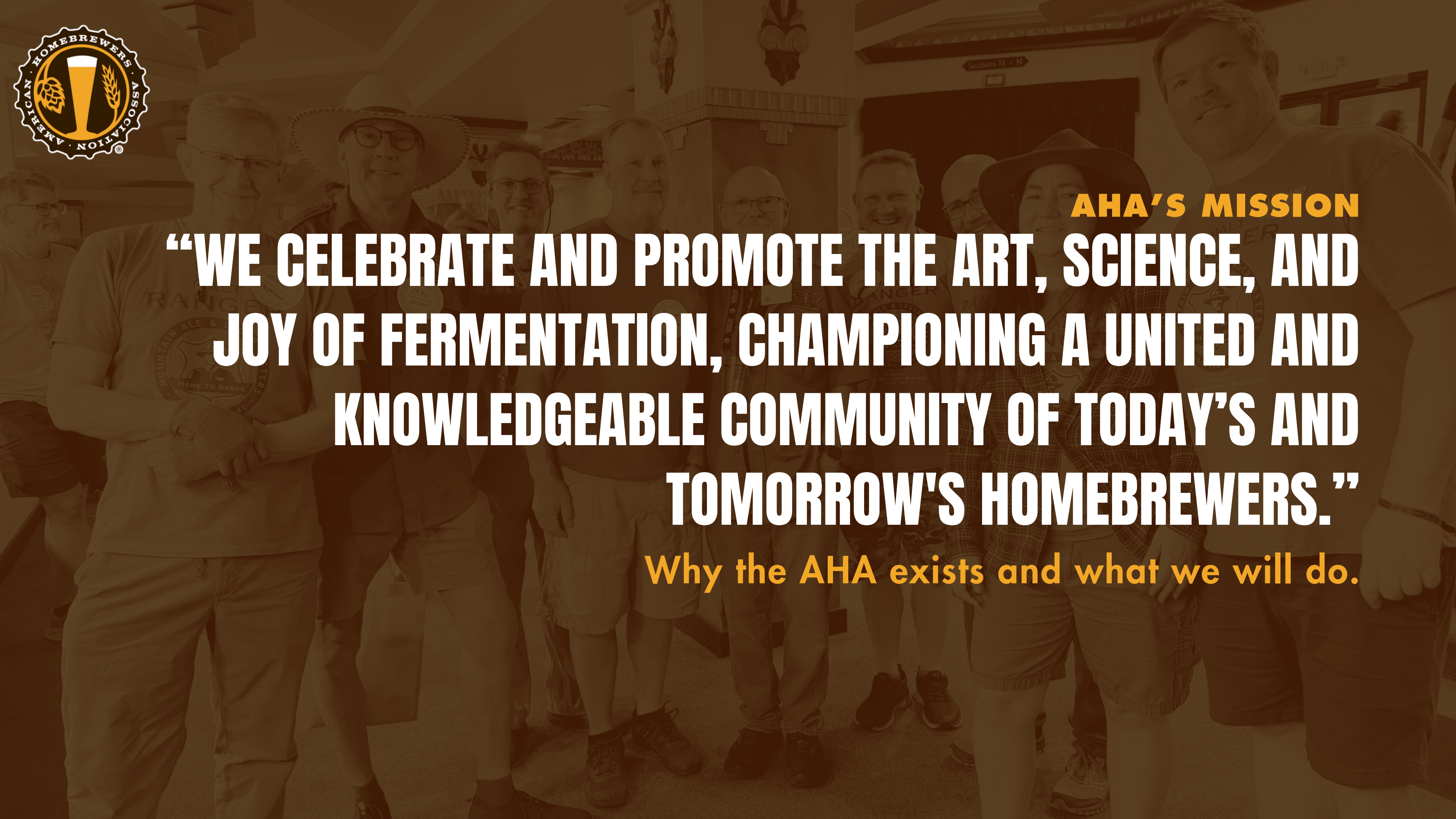
We inspire curiosity and confidence with unsurpassed resources so homebrewers can grow, innovate, and experiment.

## **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.



**AHA'S MISSION**

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

**Why the AHA exists and what we will do.**



# 2026 STRATEGIC PRIORITIES

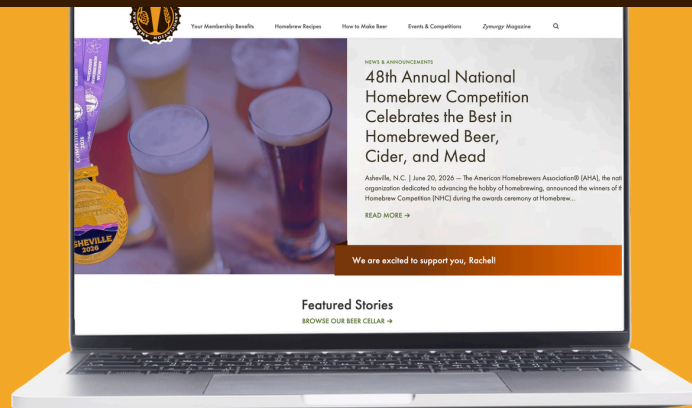
- Ensure association sustainability
- Revamp membership benefits
- Create a comprehensive marketing and content strategy
- Execute Homebrew Con and the National Homebrew Competition
- Grow membership via clubs and shops
- Establish healthy and sustainable governance structures
  - Seat our first non-founding Board
  - Strengthen our committees

# ECOSYSTEM

- 1K+ Clubs and Retail Shops
- 200K+ Social Followers
- What's Brewing Newsletter
- Annual Recognition Awards
- Supplier Partners

# THE AHA TODAY

## HOME BREWERS ASSOCIATION.ORG



## HOME BREW CON



## VALIDATED, AWARD-WINNING RECIPES

- 1,400+ validated recipes on HomebrewersAssociation.org
- Published in Zymurgy



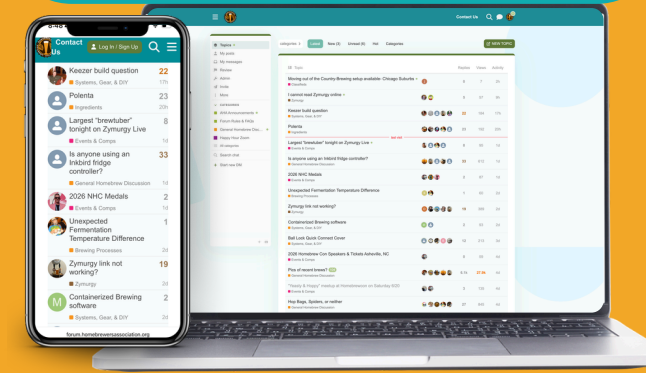
## ZYMURGY

- Print and Digital
- Zymurgy Live
- AHA Happy Hours

## HOME BREW HOLIDAYS

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

## AHA FORUM



## MEMBER DEALS

1,800

## CLUB INSURANCE

300+ insured



## COMPETITIONS

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



## VOLUNTEERS

- 9 Committees
- Leadership and professional development opportunities
- 501(c) nonprofit experience



# 2026 COMMITTEES

## STANDING COMMITTEES

- Finance
- Community and Education
- Clubs
- HBC
- NHC
- Data Task Force

## BOARD ONLY

- Board of Directors
- Executive Committee
- Governance Committee

## **501(C)(6) MEMBERSHIP ORGANIZATION**

# **The American Homebrewers Association**

## **ABOUT**

The American Homebrewers Association exists to promote the common interests of individuals and organizations engaged in or supporting homebrewing, including by fostering community, education, and industry-wide best practices.



## **501(C)(3) CHARITABLE ORGANIZATION**

# **A-Ha Foundation**

## **ABOUT**

The A-Ha Foundation provides public education, cultural preservation, and scientific understanding of home fermentation and brewing practices. In its efforts, the Foundation will accept donations, will identify certain Association educational activities, and will distribute and monitor funds for those specific educational activities. Additionally, the Foundation will lead certain tax-exempt activities, such as producing Educational Resources and Cultural Preservation. The Foundation will be operated, supervised, and controlled by the AHA.

# JOIN US

## **JOIN THE AHA**

[homebrewersassociation.org/membership/join-or-renew](https://homebrewersassociation.org/membership/join-or-renew)

## **VISIT THE AHA WEBSITE**

[homebrewersassociation.org](https://homebrewersassociation.org)

## **FOLLOW US ON FACEBOOK AND INSTAGRAM**

@homebrewassoc

## **JOIN THE AHA FORUM**

[forum.homebrewersassociation.org](https://forum.homebrewersassociation.org)