

Friends of the Reserve Strategic Plan 18 May 2018

Vision: Friends of the Reserve amplifies the collective voice and values of the Reserve and supports thriving coastal watersheds and estuaries.

Mission: Friends of the Reserve supports the Reserve's education, research, and stewardship through fundraising, advocacy, and public outreach.

Goal 1. Citizens and decision makers value and support the Reserve.

Objective 1. State and federal funding levels adequately support the mission of the Reserve.

Strategy 1. FOR coordinates an advocacy campaign utilizing NERRA guidance to communicate business, citizen, and institutional support and appreciation of the Reserve to decision makers.

Objective 2. FOR communicates its mission and the importance of the Reserve.

Strategy 1. FOR develops concise, easy-to-understand talking points to communicate its purpose and the identity of the Reserve.

Strategy 2. FOR uses the talking points for outreach and promotion of events with coordinated messages for all media.

Goal 2. The Reserve has supplemental resources needed to support its mission.

Objective 1. FOR will conduct fundraising to address Reserve needs.

Strategy 1. FOR conducts fundraisers in each of the three regions.

Strategy 2. FOR holds a biennial system-wide fundraiser.

Strategy 3. FOR may apply for grants.

Strategy 4. FOR promotes legacy donations.

Objective 2. FOR will utilize funds raised to support the mission of the Reserve.

Strategy 1. Each region provides funds to support volunteers.

Strategy 2. FOR considers funding requests by the the Reserve.

Goal 3. FOR is a stable organization that consistently fulfills its purpose as stated in its bylaws.

Objective 1. Board members have the knowledge and capacity to contribute to the organization.

Strategy 1. Training is provided as needs and opportunities are identified.

Strategy 2. New board members are provided orientation materials.

Strategy 3. Board members utilize NERRS resources.

A board member represents FOR at the NERRS/NERRA annual meeting.

A board member serves as a liaison with NERRA.

Objective 2. FOR operations and procedures are well managed.

Strategy 1. Operations meet nonprofit 501(c) 3 criteria.

Strategy 2. Operations are conducted in accordance with FOR bylaws.

Objective 3. Board members embrace the unity of the Reserve.

Strategy 1. Each board meeting highlights a specific reserve.

Strategy 2. Board meetings are held in each region.

Strategy 3. Board members tour reserve sites.

Goal 4. FOR implements its strategic plan.

Objective 1. The strategic plan guides the activities of FOR.

Strategy 1. FOR conducts an annual review of strategic plan accomplishments for compliance.

Strategy 2. FOR evaluates and develops ways to address any deficiencies.

Strategy 3. FOR updates the strategic plan as needed.