



TREES FOREVER

2017-2021 STRATEGIC PLAN

Overview:

The purpose of this strategic plan is to define the mission, vision, goals and priorities for Trees Forever for the five-year period 2017-2021. This strategic plan builds upon the previous three-year plan and represents a continuity of direction for Trees Forever. Notable in this plan is the focus in goal four on being a leading voice for change. That goal is a new area of emphasis for Trees Forever.

This strategic plan is the plan for the organization as a whole. Both the Board and the staff of Trees Forever will develop annual plans based on this plan. The Board and staff will monitor their annual progress through regular communication – and refine the measures of success annually based on the previous year's accomplishments.

Mission:

To plant and care for trees and the environment by empowering people, building community and promoting stewardship.

Vision:

People sustaining the places where they live work and play by planting and caring for trees and natural areas.

Goals / Strategic Growth Rings for Next Five Years:

1. Extend the reach and impact of Trees Forever
2. Deliver measurable benefits
3. Develop flexible partnerships and funding streams
4. Be a leading voice for change
5. Cultivate a culture of excellence

1. EXTEND OUR REACH AND IMPACT

Trees Forever will increase the number of projects and the number of volunteers and landowners it trains and engages. It will serve a diverse array of youth and demographic groups and communities. Its Midwestern roots and Midwestern focus will be widely known in the states it serves and beyond.

- a. Increase the number of projects and educational opportunities
- b. Increase the number of volunteers and landowners trained and engaged
- c. Engage diverse demographic groups (e.g. different age groups, ethnic groups)
- d. Increase focus on youth and form a board youth committee
- e. Serve more under-served neighborhoods and communities
- f. Communicate the history, value and brand of Trees Forever

2. EMPHASIZE AND COMMUNICATE ENVIRONMENTAL AND PUBLIC HEALTH BENEFITS

Trees Forever will expand its effort to measure and communicate the benefits of its programs. This means quantifying the value of representative planting projects –and communicating their benefits. It will continue to prioritize those projects that provide overlapping benefits. And it will increasingly connect the value of its work to the health and well-being of people and wildlife.

- a. Grow and highlight our research partnerships.
- b. Prioritize high-impact projects that provide overlapping benefits (e.g., water and air quality, food, energy savings, carbon sequestration, wildlife habitat, recreation and economic impact)
- c. Quantify and communicate the benefits of a representative sample of planting projects
- d. Promote the connection to health and well-being for people and wildlife

3. DEVELOP FLEXIBLE PARTNERSHIPS AND FUNDING STREAMS

Trees Forever will sustain the valued partnerships it already has – and add new significant funding streams. Priority will be placed on funding that supports our vision and mission. Trees Forever will increase and diversify individual donors, members and sponsors. It will increase the endowment to sustain our efforts to plant a better tomorrow.

- a. Grow new partnerships
- b. Prioritize and seek new funding that supports our vision and mission.
- c. Increase and diversify donors, members and sponsors
- d. Increase the endowment to sustain our efforts to “plant a better tomorrow”.

4. BE A LEADING VOICE FOR CHANGE

Trees Forever will increasingly be a leader in education and advocacy at the local, regional, state and national levels. It will educate and inform community, volunteer and political leaders and advocate for changes that help achieve its mission and vision.

- a. Be a visionary leader at local, regional, state and national levels
- b. Educate and inform community, volunteer and political leaders
- c. Advocate for issues related to its mission

5. CULTIVATE A CULTURE OF EXCELLENCE

Trees Forever will assure successful leadership transitions, increasingly engage board and staff, and invest in the development of staff and board. As a result, the board and staff will report high levels of engagement and satisfaction.

- a. Assure successful leadership transitions
- b. Focus on and measure board and staff engagement and satisfaction
- c. Invest in the development of staff and board
- d. Measure program stakeholder satisfaction