



FSPF Strategic Goals 2019-2024

Mission: *The Florida State Parks Foundation preserves, protects, sustains and grows Florida State Parks.*

Vision: *Florida State Parks are a global treasure. The Florida State Parks Foundation champions the world class system of Florida State Parks for the well-being of all.*

Tag Line: *Champions for the Real Florida!*

1. **Advocacy Goal:** *Serve as a conduit and collective citizens' voice for advocating at the legislative level.*
 - a. Create effective, lasting advocacy efforts for long-term legislative funding for park infrastructure and improvements
 - b. Advocate for strengthening the Florida Park Service through legislative funding for additional staffing and operational resources
 - c. Promote the economic impact of Florida State Parks, individually and as a whole
2. **Fundraising Goal:** *Seek funds, funders, and partnerships to financially support Florida State Parks.*
 - a. Identify statewide small scale to large capital projects and focus fundraising toward those needs
 - b. Develop corporate stewardship through public and private partnerships to support identified needs
 - c. Expand grant seeking opportunities for the enhancement of state parks
 - d. Identify and build a philanthropic base to sustain the mission
3. **Communications Goal:** *Promote the Foundation and Florida State Parks and visitor experiences through digital and traditional media.*
 - a. Improve and expand external communications to attract funders and partners, educate the Legislature, enlist members, and engage advocates
 - b. Support outreach events to increase awareness of the Foundation and encourage park visitation, appreciation and engagement
 - c. Recognize staff and volunteers as the stewards and heart of the Florida Park Service
4. **Support Goal:** *Provide support to the Florida Park Service and local Friends groups with education, communication, funding, and other services.*
 - a. Assist in funding Florida Park Service professional development needs
 - b. Assist Friends groups with technical and administrative functions
 - c. Assist Friends groups with increasing their capacity to support their local state park
5. **Program Goal:** *Provide programs that enhance park experiences and increase educational opportunities.*
 - a. Provide support and funding for accessibility projects and improvements in state parks
 - b. Increase educational partnerships between the Florida Park Service and schools to utilize Florida State Parks as outdoor classrooms
 - c. Provide funding for transportation for student educational trips to state parks
6. **Operations Goal:** *Contribute to an enduring, collaborative, and complementary partnership with the Florida Park Service and share the vision to preserve, protect, and sustain Florida State Parks.*
 - a. Update the CSO Agreement between the Florida Park Service and the Foundation
 - b. Implement Strategic Goals and Annual Program Plan by expanding capacity through service providers and staffing
 - c. Implement best management non-profit practices by updating policies and procedures