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