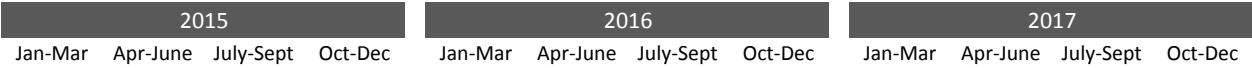


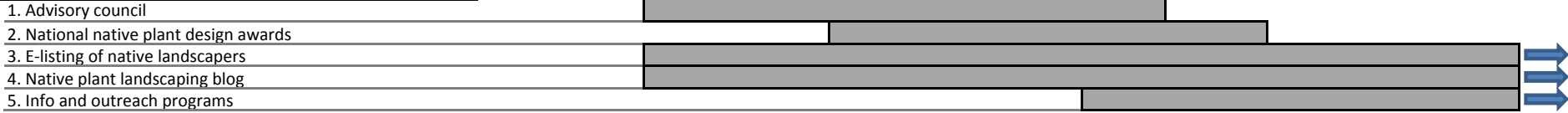
# Implementation Timeline: 2015-17 Strategic Plan

(Version: 12-2-2014)

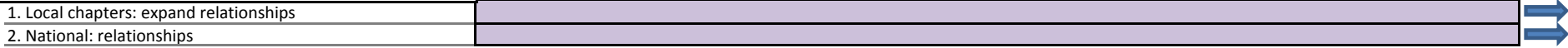


## AUDIENCE

**Goal 1** Initiate a national business coalition of native plant growers and landscapers.

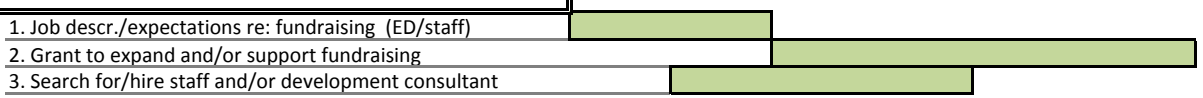


**Goal 2** Partner with like-minded orgs with complementary programs and resources.

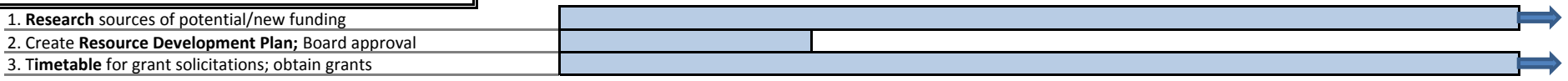


## FINANCIALS

**Goal 1** Increase staff fundraising and grant-seeking expertise.

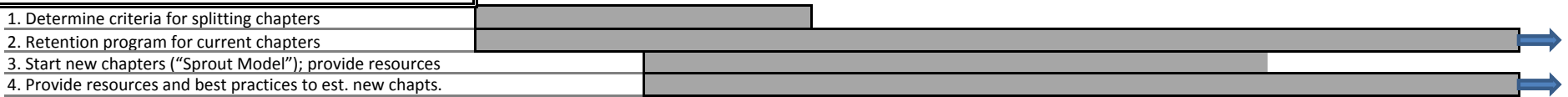


**Goal 2** Broaden/diversify our funding base.



## GROWTH

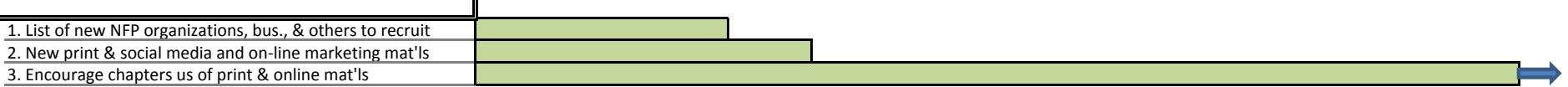
**Goal 1** Increase the number of chapters by 10 in 3 years.



**Goal 2** Increase member retention rate to at least 90%.

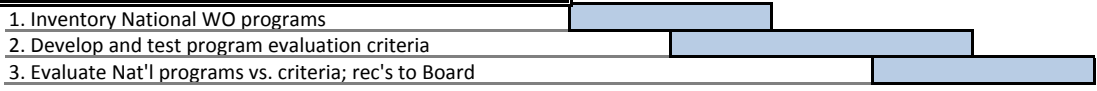


**Goal 3** Increase new member count by at least 20%.



## PROGRAMS

**Goal 1** Inventory and evaluate national Wild Ones programs.



**Goal 2** Annually, inventory and promote chapter "best practices."

