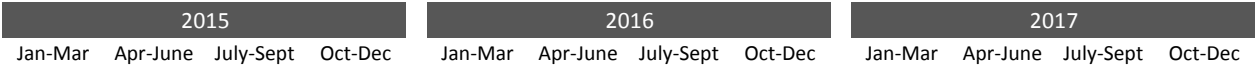


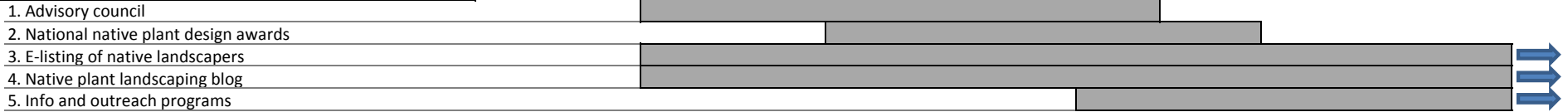
Implementation Timeline: 2015-17 Strategic Plan

(Version: 12-2-2014)

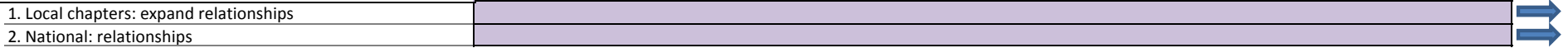


AUDIENCE

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

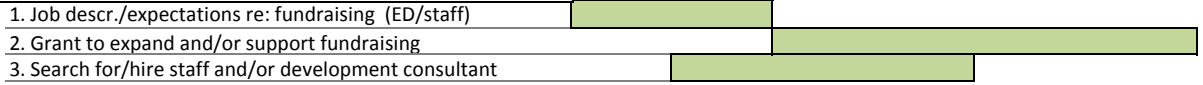


Goal 2 Partner with like-minded orgs with complementary programs and resources.

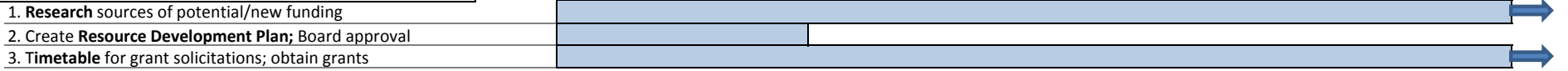


FINANCIALS

Goal 1 Increase staff fundraising and grant-seeking expertise.

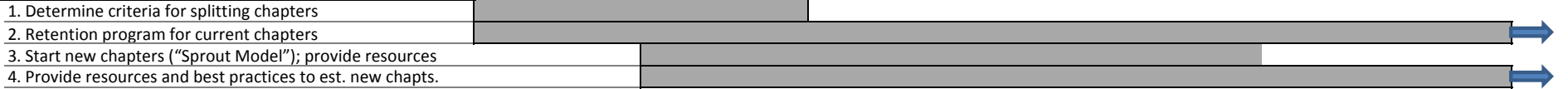


Goal 2 Broaden/diversify our funding base.



GROWTH

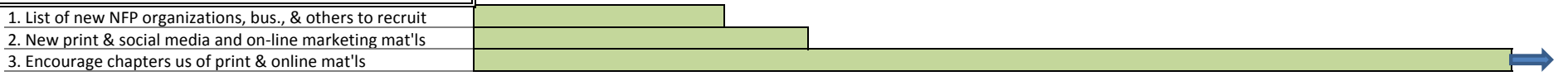
Goal 1 Increase the number of chapters by 10 in 3 years.



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

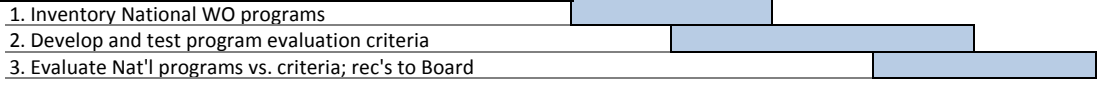


Goal 3 Increase new member count by at least 20%.



PROGRAMS

Goal 1 Inventory and evaluate national Wild Ones programs.



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

