#### **Blue Heron Nature Center One Page Strategic Plan Draft**

#### (For Workshop Use Only)

**Mission:** To create a personal experience with nature, we:

- engage and motivate people to experience native habitats in an urban environment
- protect and preserve the watershed, native habitats and the heritage associated with it
- provide a living nature lab for education and research, and
- advocate for the preservation and conservation of nature in urban communities

**Vision:** To be a haven for nature in an urban environment

### Sustainably Activate the Preserve

- Review and refine master plan with deeper view to preserve & activate, and potential phased approach
- Execute plan to grow connected linear trail system inside the preserve with view to exterior connectivity
- Implement key influencer and stakeholder engagement and communications plan to maximize support for master plan and usage of the park

#### -% INCREASE IN CONNECTED LINEAR & SQ FEET OF TRAILS

- -# ACREAGE BEING ACTIVELY PRESERVED OR RESTORED (INCL WETLAND)
- -# OF INDIVIS
  EXPERIENCING EDUCATIONAL PROGRAMMING

## Awareness & Strong Reputation of Blue Heron

- Put in place strong marketing and communications infrastructure/tech & website (at least interim until new marketing plan)
- Create & execute marketing communications plan including Staffing (including volunteer) & budget
- Secure people and funds to support increased marketing

- #'S AND \$'S DONATION GROWTH
- -INCREASED WEB TRAFFIC & SOCIAL MEDIA ACTIVITY
- -INCREASED PROGRAM PARTICIPANTS
- -INCREASED #'S OF VISITORS

# Complete Staff and Board Succession Planning

- Plan for and execute successful ED transition, recruiting & onboarding
- Create and execute board succession and development plan
- Create HR plan to enhance practices and to support strategic plan growth

- -NEW ED RECRUITED AND RETAINED
- -OFFICERS IN PLACE INCL CHAIR & VICE CHAIR; STRONG BOARD EVALUATION RESULTS
- -# OF VOLUNTEER HOURS
- -STRONG EXECUTION OF HR PLAN ELEMENTS

### Plan & Grow Financial Resources

- Develop a targeted & comprehensive funding plan to guide coordinated program & revenue stream development & define roles & responsibilities
- Grow operating fund & annual giving to support staff, operating cost & to fund reserve
- Evaluate potential for capital campaign to accelerate master plan

- -OPERATING RESERVE OF 3 MONTHS BY 2019
- -TOTAL GROWTH OF NONRESTRICTED FUNDS BY \$100K 2019 VS. 2016
- -% GROWTH IN NUMBER OF UNIQUE ANNUAL DONORS (AND TYPE)
- -STRONG DONOR
  CULTIVATION & RETENTION
  WITH DEMONSTRATED