

STRATEGIC FRAMEWORK

Adopted Aug. 15, 2019



Vision

Wildflowers are recognized as essential to Florida's ecological health, economy and natural beauty.

Mission

The Florida Wildflower Foundation protects, connects and expands native wildflower habitats through education, planting, conservation and research.

Values

Sustainable We work toward lasting and long-term solutions.

Diverse We believe a diverse system, whether people or plants, is always stronger and more resilient.

Science-driven We pursue, share and base our work on rigorous learning and research.

Accessible We share information and educate in friendly, relevant and compelling ways.

Collaborative We achieve more working with others.

Strategic Priorities and Goals

Create wildflower corridors in urban landscapes and along roads, trails and utility rights of way.

- Refocus grants and educational program to emphasize habitat connectivity
- Identify regional focus areas for roadsides, trails and utility rights of way
- Identify and cultivate local grassroots leaders/allies
- Scout and check site options on the roadsides and trails
- Continue and reconfigure group outreach; consider regional meetings where there is an active local coalition

Advocate for wildflowers

- Refocus educational programs to encourage urban wildflower habitat creation
- Develop a communications plan
- Develop advocacy campaign for people who can impact policy and legal changes
- Cultivate strategic partners
- Set lobbying strategy and priorities

Pursue funding in addition to tag revenues

- Hire a development resource
- Develop donors
- Pursue earned income opportunities with FDOT and counties
- Explore a consulting business

Refine board roles, responsibilities and composition

Redefine membership and individual advocacy

- Review our internal requirements around membership and its impact
- Refine membership
- Determine how to involve younger advocates
- Shift messaging on membership

Florida Wildflower Foundation Strategic Framework

Three Year Calendar

Each of the tasks here represents a high-level prioritization of how the work may unfold over a three-year period. This calendar should be updated as early exploration and learning shapes steps for future years.

	2019 to Sep 2020	Oct 2020 to Sep 2021	Oct 2021 to Sep 2022	On-Going
Create wildflower corridors	<ul style="list-style-type: none"> Evaluate staffing roles and needs Identify and cultivate local grass roots leaders/allies Refocus and continue group outreach and education 	<ul style="list-style-type: none"> Identify and cultivate local grass roots leaders/allies Refocus and continue group outreach and education 	<ul style="list-style-type: none"> Identify and cultivate local grass roots leaders/allies Refocus and continue group outreach and education 	<ul style="list-style-type: none"> Scout and check site options on the roadsides and trails
Advocate for wildflowers	<ul style="list-style-type: none"> Develop a communications plan that includes advocacy plan to reach people who can make broad changes Refocus educational materials and social media Refocus website 	<ul style="list-style-type: none"> Execute communications plan that includes advocacy plan to reach people who can make broad changes Determine other communication channels to pursue (i.e., webinars, new events) Rebrand as FWA by Oct. 1, 2020 Decide how/if to host a Fall 2021 symposium 	<ul style="list-style-type: none"> Execution of communications plan ongoing 	<ul style="list-style-type: none"> Decide how to reach people in person Cultivate strategic partners Set lobbying strategies and priorities
Pursue funding in addition to tag revenues	<ul style="list-style-type: none"> Seek grants – research and education Update and execute fundraising plan 	<ul style="list-style-type: none"> Seek funding for and hire a development resource Seek grants – research and education Revise and execute fundraising plan with development hire input 	<ul style="list-style-type: none"> Seek grants – research and education Explore viability of consulting business Update and execute fundraising plan 	<ul style="list-style-type: none"> Pursue earned income opportunities with FDOT and counties
Refine board roles, responsibilities and composition		<ul style="list-style-type: none"> Update policy on board profile Update roles and responsibilities Plan recruitment and succession 		<ul style="list-style-type: none"> Recruit and manage board succession

Florida Wildflower Foundation Strategic Framework

	2019 to Sep 2020	Oct 2020 to Sep 2021	Oct 2021 to Sep 2022	On-Going
Redefine membership / involvement / individual advocacy		<ul style="list-style-type: none"> • Review our internal requirements • Refine membership • Determine how to involve younger advocates • Shift messaging on membership 		
Measure success	<ul style="list-style-type: none"> • Set internal goals for each program 	<ul style="list-style-type: none"> • Set internal goals for each program 		<ul style="list-style-type: none"> • Reflect on learning and refine measures as needed