

# 2018- 2020 Strategic Plan



## **Our Vision**

People and wildlife thrive together

## **Our Mission**

We inspire, motivate and engage people to protect, preserve and restore wildlife habitat

## **Our Values**

### **Passion**

Our passion for wildlife and habitat protection drives our commitment to what we do.

### **Stewardship**

We are good stewards of our gifts.

### **Partnership**

We partner with other nonprofits, government agencies, donors and members to carry out our mission.

### **Diversity**

We seek to actively engage everyone in the conservation of nature.

## Goal # 1

### Protect and restore wildlife habitats in Loudoun County

#### Objectives:

- Design, implement and monitor an initial management plan for the Stumptown property. **(Responsibility – Stumptown Task Force)**
- Research, identify, prioritize and implement habitat protection projects in Loudoun County. **(Responsibility – Habitat Conservation Oversight Committee)**
- Facilitate and monitor ongoing stewardship of selected restored habitats through strategic partnerships. **(Responsibility – Habitat Conservation Oversight Committee)**

## Goal # 2

### Serve as a knowledge leader and partner for wildlife stewardship

#### Objectives:

- Conduct citizen science programs to gather wildlife status data for Loudoun County. **(Responsibility – Citizen Science Oversight Committee)**
- Publish articles, and share data and information about wildlife habitat protection and restoration. **(Education & Conservation Advocacy Oversight Committee & Citizen Science Oversight Committee).**

## Goal # 3

### Inspire and engage people to become involved in the natural world

#### Objectives:

- Provide experiential programs that directly engage people with nature. **(Responsibility – Education & Conservation Advocacy Oversight Committee & Habitat Conservation Oversight Committee & Citizen Science Oversight Committee)**
- Teach the value and appreciation of wildlife and healthy habitat conservation in Loudoun County. **(Responsibility – Education & Conservation Advocacy Oversight Committee & Habitat Conservation Oversight Committee)**
- Encourage active citizen involvement in conserving nature. **(Responsibility – Education & Conservation Advocacy Oversight Committee & Habitat Conservation Oversight Committee & Citizen Science Oversight Committee)**

## Goal # 4

### Advocate for the advancement of wildlife and habitat conservation

#### Objectives:

- Educate the Loudoun community about the importance of responsible conservation design and green infrastructure for wildlife and habitat conservation. **(Responsibility – Education & Conservation Advocacy Oversight Committee)**
- Partner with local organizations and leaders to develop policy that supports conservation. **(Responsibility – Board of Directors & Executive Director)**
- Encourage our members to participate in shaping development policy. **(Responsibility – Fundraising & Marketing Oversight Committee & Education & Conservation Advocacy Oversight Committee)**

## Goal# 5

### Increase our capacity to fulfill the demands of our mission

#### Objectives:

- Develop a financial strategy that identifies potential new sources of income and supports our strategic goals and objectives. **(Responsibility – Finance Committee)**
- Grow our membership to 2,000 members by 2020. **(Responsibility – Fundraising & Marketing Oversight Committee)**
- Conduct a fundraising capital campaign to secure funding to purchase and maintain Stumptown property. **(Responsibility – Capital Campaign Task Force)**
- Adopt and implement an organizational structure that clearly defines roles, responsibilities and accountability of paid and volunteer staff, and board leadership. **(Responsibility – Governance Committee)**
- Continue to build a board that is engaged, accountable and informed. **(Responsibility – Governance Committee)**
- Develop and implement an internal and external communications strategy that supports our strategic goals and objectives. **(Responsibility – Fundraising & Marketing Committee)**