



## STRATEGIC PLAN 1996-2001

### Strategic Initiatives

The key directions and undertakings that will shape our future.

#### Masterplan for the Redwoods

Develop a widely recognized and credible Redwood protection plan that encompasses acquisition needs and enlightened forest policy

#### Education and Public Awareness

Develop and distribute information about Redwood ecology and the role of SRL in protecting the Redwoods to foster public awareness and support

#### Membership

Increase membership base and involvement and improve fundraising processes and techniques

### Success Factors

The principles and ways of working that will guide our efforts.

- ✓ Involve major stakeholders in the process
- ✓ Make effective use of technology
- ✓ Use a credible information system and data evaluation process

- ✓ Tie educational efforts to the specific needs and interests of the target audiences
- ✓ Avoid polarizing positions with respect to Redwood ecology
- ✓ Take advantage of existing educational programs and distribution networks and technology

- ✓ Commit adequate resources to member/donor development
- ✓ Build Councilors' commitment to League's purpose
- ✓ Establish strategic linkages with public decision-makers

### Gameplans

The key action steps we are committed to taking to achieve the targeted results.

- Develop a Redwood Masterplan that takes the entire eco-system into account and provides clear criteria for setting League priorities
- Utilize a range of preservation strategies
- Maintain the capacity to act decisively on brief windows of opportunity
- Seek passage of park bond measure
- Encourage and support public agency partnership

- Develop and distribute educational materials for
  - Primary / Secondary education
  - Park staff
  - Public officials
  - Park visitors and the general public
- Compile accumulated knowledge of Redwood ecology
- Encourage new studies of Redwood ecology

- Expand member base
- Offer attractive options for giving
- Provide enhanced donor recognition
- Encourage active Council roles
- Mobilize support for legislative actions and special large-scale purchases

### Targeted Results

The objectives that are critical to achieve in reaching of our vision.

- ☐ Acceptance of masterplan by gov., forest industry, academia and general public
- ☐ Adoption of forest practices and policies that protect biodiversity in redwood ecosystems
- ☐ Systematic application of masterplan criteria in all SRL acquisition decisions
- ☐ Passage of bond measure providing matching funds for Redwood preservation
- ☐ Basic curriculum on Redwood ecology available to schools on a national basis
- ☐ Redwood park staff actively disseminate information about SRL's role and purpose
- ☐ Public decision-makers take masterplan into account in all decisions affecting Redwoods
- ☐ Significant increase in membership base with balance of small & large donations
- ☐ Fundraising goals tied to masterplan
- ☐ Completion of blockbuster purchase
- ☐ Active use of attractive estate planning options by donors.

The General Public

Relevant Government Agencies

Public Decision-Makers

Park Visitors

Park Staff

The Forest Industry

The Education System

The Research Community



The Redwoods

**STAKEHOLDERS:** The recipients of our efforts whom we must serve to be successful in achieving our mission.