



The Prairie Enthusiasts

Chapter Planning



Why are we doing this?

- To give the Board visibility to the organization's needs for their long-range and mid-term planning
- To be able to articulate your vision to potential supporters
- To increase your impact and further our mission
- To understand what you need to say “no” to so you can say “yes” to what is most important
- Your 3-year picture will clarify your 1-year plan, which will inform budgeting and help build momentum

A Note on Key Measures

- Don't overthink them!
- They should be directional
- They can paint an inspiring picture for your future
- You don't need to account for every potential obstacle



3-Year Picture

Time required: one hour



Agree on Key Measures

1. Imagine that it is March 31, 2027
2. Determine your chapter's revenue target
 - Include all sources, e.g. individual contributions, grants, events, fee for service
 - Ask each participant to jot down and then share what they think your annual revenue will be in three years
 - Debate and decide on one number (not a range)
3. Repeat the process for the number of members and the number of volunteers



Paint Your 3-Year Picture

- Give everyone 5 minutes to jot down what they think your chapter will look like in three years
- Things to consider:
 - People involved – their roles, the number, etc.
 - Added resources needed
 - Land protection work completed
 - Land management accomplishments
 - Education programs
 - Outreach opportunities
 - Systems improvements
- Share back ideas, then debate and decide on 10-20 bullets that describe your shared vision



Now, close your eyes and imagine...

The facilitator will read your 3-year picture aloud and ask:

- Can you see it?
- Do you believe in it?
- Do you want this to be true for your chapter 3 years from now?

Continue to debate and discuss until you have agreement.

1-Year Plan

Time required: two hours



Agree on Key Measures

1. Imagine it is *March 31, 2025*
2. Determine your revenue target
 - Include all sources, e.g. individual contributions, grants, events, fee for service
 - Ask each participant to jot down and then share what they think your annual revenue will be in three years
 - Debate and decide on one number (not a range)
3. Repeat the process for the number of members and the number of volunteers



Create Your 1-Year Plan

- Discuss, debate and decide on 3-7 most important priorities that must be completed to be on track to achieve your 3-year picture
- Craft goal statements that are specific, measurable and attainable
- Revisit your budget – do you have the resources to achieve your goals? Determine how to balance your aspirations for the coming year with your likely resources.



Last but not least...

- Share your plans with Board President Jim Rogala and Executive Director Debra Behrens **by 12/31!**
 - jrogala@theprairieenthusiasts.org
 - dbehrens@theprairieenthusiasts.org
- Your vision and goals will be shared with the Board to inform updated plans for the organization in January
- Questions? We are here to help. Contact either or both of us with your issues or concerns as they arise.

Thank you!!