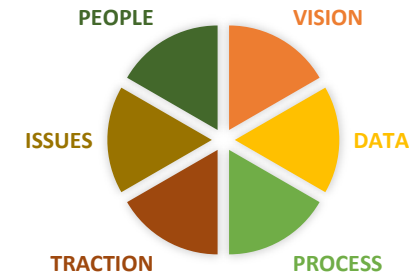




# VISION / TRACTION ORGANIZER



CORE VALUES	<ol style="list-style-type: none"> <li>1. Reverence for the Land</li> <li>2. Long view</li> <li>3. Working together</li> <li>4. Sharing knowledge</li> </ol>	3-YEAR PICTURE	
CORE FOCUS	<p><b>Purpose:</b> Igniting relationships with the land.</p> <p><b>Our Niche:</b> Protecting and restoring endangered fire-dependent ecosystems of the Upper Midwest.</p>	<p><b>Future Date:</b> 12/31/2025</p> <p><b>Revenue:</b> \$2 million</p> <p><b>Members:</b> 4,000</p> <p><b>Volunteers:</b> 20% increase</p> <p><b>What does it look like?</b></p> <ul style="list-style-type: none"> <li>• TPE members feel more connected to our mission and understand the impact they have locally, regionally, and globally</li> <li>• Our 11 chapters are stronger than ever, with each pursuing their own 3-year picture and 1-year plans</li> <li>• TPE chapters are more engaged and have regular opportunities to collaborate and learn together</li> <li>• A volunteer program tracking system is in place, and we've launched a strategy to increase recruitment, improve retention, and create better volunteer experiences</li> <li>• An education needs assessment has been completed, new partners have been identified, and new programs have launched to reach more age- and experience-levels</li> <li>• Our reputation for land management expertise has grown along with our capacity to offer resources, advice, and best practices for restoration to landowners and chapters</li> <li>• We have the staff and resources to support our land protection strategy</li> <li>• Our coordinated grants program is delivering local and regional funding and opening doors to new partnerships</li> <li>• We are expanding our reach and building community with more virtual and in-person events, compelling content, and multichannel promotions</li> <li>• TPE's Chapter Support team is adequately supporting our chapters and the organization</li> </ul>	
10-YEAR TARGETS	<p><b>By 12/31/2032:</b></p> <ul style="list-style-type: none"> <li>• \$10 million operating revenue</li> <li>• 15,000 members</li> <li>• 50% more volunteers (from 2022 baseline)</li> </ul>		
MARKETING STRATEGY	<p><b>Target Market:</b> Upper Midwesterners who appreciate nature in the places they live</p> <p><b>Three Uniques:</b></p> <ol style="list-style-type: none"> <li>1. Protection and stewardship expertise</li> <li>2. Grassroots approach</li> <li>3. Community of learners</li> </ol> <p><b>Proven Process (what we call it)</b></p> <p><b>Guarantee (if we have one):</b></p>		

## 3-YEAR PICTURE

**Future date:** 12/31/2025

**Revenue:** \$21,000

**Members:** 225

**Volunteers:** 110

### What does it look like?

- **The Education Committee is going strong and has established new programs and partnerships so there are opportunities to learn together throughout the year.**
- Each county has at least one protected site with a community of volunteers and an established leader overseeing its stewardship. Quality of current sites continues to improve each year.
- Capacity for prescribed burning is sufficient for sites stewarded by the chapter, either through volunteer or contracted services funded by grants.
- The chapter is recognized for its stewardship of pioneer cemeteries.
- New volunteers in the 35-60 age demographic are getting involved with more workdays and other opportunities that align with their interests and availability.
- Partnership with UW-River Falls has expanded, and new partnerships have been formed to conduct research, raise awareness with like-minded groups, and increase volunteer involvement.
- Chapter spokespeople have been identified and trained to work with local media, so more stories are being told through metro area and community outlets, and more volunteers are showing up for workdays.
- Through our outreach, along with the Minnesota Driftless chapter and Chapter Support, awareness and involvement from Twin Cities area members has increased - especially in Washington County.

## 1-YEAR PLAN

**Future date:** 12/31/2023

**Revenue:** \$24,500 + UTV grant

**Members:** 125

**Volunteers:** 95

### Goals for the Year

1. Education committee has organized and conducted at least 1-2 new field trips, talks, workshops, or insect/herp surveys per month starting in May.
2. Chapter spokesperson identified and trained.
3. Conduct UW-River Falls partnership planning meeting with Kelsey to agree on how the collaboration will grow over the next 3 years.
4. Work out a plan with Belwin Conservancy to involve their volunteers in winter workdays.
5. Bob Marquis will build an active group of volunteers assisting with Rocky Branch Savanna and 6 workdays will be conducted in 2023.