

## **APPENDIX K: CAROLINA ESTUARINE RESERVE FOUNDATION STRATEGIC PLAN**

### **Carolina Estuarine Reserve Foundation Strategic Plan 12.8.2007**

#### ***Vision***

Ecological communities thrive and the human community benefits from healthy estuaries and coastal watersheds in NC.

#### ***Mission – Our Core Purpose***

To support stewardship of NC's estuarine and coastal habitats through the NC Coastal Reserve's education, research and management programs.

#### ***Long Term Outcomes***

1. Legislation reflects the need for water, air and ecological quality in the coastal reserves.
2. Reserves are considered an asset by the community.

#### ***Mid Term Outcomes***

1. Programs have resources to meet objectives
2. Legislature is aware of value and the influence of the estuaries and the Coastal Reserves
3. Public supports the Coastal Reserves
4. Opportunities exist for the public to contribute
5. Research and science inform effective education and outreach

#### ***Short Term Outcomes (Strategic Goals)***

1. Community Support of CERF and the Coastal Reserves
2. Support of Coastal Reserve Programs
3. Legislation that supports the mission of the Coastal Reserves

#### ***Strategic Goal 1: Community Support of CERF and the Coastal Reserves***

##### **Objectives**

1. Build a strong membership base.
  - Manage the database
  - Provide opportunities
  - Create list of opportunities
  - Mail newsletters to the membership list
  - Fund raising events (8k run)
  - Update website
2. Recruit, recognize and retain volunteers.
  - Create and maintain volunteer board committee
  - Volunteer recruitment form
  - Membership Brochures to include volunteer opportunities
  - Newsletter

- Board and Staff speak to local groups
  - Volunteer lunch
  - Organize on-site opportunities (big sweep, trail maintenance)
3. Cultivate supportive relationships with entities that have local interests.
    - Board solicits engages local businessmen
    - Partner with identified organizations (Carteret County Crossroads, Surfrider Foundation)
    - Encourage corporate sponsorship (Ducks Unlimited)
    - Personal conversations
    - Organize on site opportunities for interested entities

### ***Strategic Goal 2: Support of Coastal Reserve Programs***

#### Objectives

1. Conduct fund raising activities to support CERF and complement the reserve programs
  - Build relationships with philanthropies
  - Board members will host fund raising activity
  - Solicit invitation list from similar organization
  - Recruit help to organize event
  - Membership mailings
  - Annual 8K run
  - Personal solicitation
2. Cultivate philanthropic board members and relationships
  - Board members identify philanthropists and strategically approach
  - Host recruiting event
3. Recruit, recognize and retain volunteers
  - Create and maintain volunteer board committee
  - Volunteer recruitment form
  - Membership Brochures to include volunteer opportunities
  - Newsletter
  - Board and Staff speak to local groups
  - Volunteer lunch
  - Organize on-site opportunities (big sweep, trail maintenance)
4. Create hands on opportunities for individuals involvement
  - Organize on-site opportunities (big sweep, trail maintenance)
  - Interpretive guides

### ***Strategic Goal 3: Legislation that supports the mission of the Coastal Reserves***

#### Objectives

1. Lobby for support
  - Board develops unified talking points
  - Send Bill Ducker to Raleigh
2. Encourage local officials to make informed decisions
  - Personal contact with local officials
  - Expand distribution of news letters

- Pointed invitations to workshops (CTP)
- 3. Motivate membership to be politically informed and active
  - Provide science-based current and relevant information through email and newsletter.
  - Buy space in newspapers to advocate the reserves goals

