Phase 1 Outcomes of the National Forest Foundation’s Strategic Planning Process
July 24, 2020

• Conducted a mini-assessment via interviews of eight board members and the four-person staff Management Team to identify key areas of focus and parameters for strategic planning (completed)
  o Decided on a three-year time frame for the strategic plan
  o The focus of the National Forest Foundation will remain generally on forest health and outdoor experiences, perhaps with increased areas of concentration. Through research and the strategic planning process, we may go deeper in sub-areas to increase operational, marketing and fundraising capabilities.
  o Where the NFF needs increased capabilities:
    ▪ Implementing large and/or landscape-scale projects
    ▪ Increased fundraising
    ▪ Increased marketing impact
  o The strategic plan needs to be relevant to the new Covid-19 environment

• Established a staff working group tasked with researching potential areas of growth for the NFF (in progress, to be completed September 2020), including:
  o Natural climate solutions
  o Economic development opportunities for communities near national forests and grasslands
  o Expanding NFF’s work beyond the National Forest System
  o “Friends of the Forest” groups

• Review of potential operating models and staffing structures to manage large-scale projects (to be completed September 2020)

• Review of how well we have implemented NFF’s prior strategic plan and what we can learn from it (to be completed September 2020)