

# Wild Ones Appalachian Highlands (WOAH) 3-yr Strategic Plan, 2024-2026

**MISSION** - Wild Ones Appalachian Highlands promotes and practices preservation, restoration and establishment of native plant communities while educating and partnering with organizations and individuals to spread awareness of the benefits that native plants provide in our region.

**VISION** - Grow the organization to become the recognized voice for native plants and sustainable landscapes in NE TN and SW VA to preserve native plants and pollinator habitats as the area continues to develop.

## **CORE VALUES:**

**RESPONSIBILITY** - Promote sustainable landscaping practices that improve the environment and preserve biodiversity. This will be accomplished by fostering the use of native plants through education, community outreach, and sharing native plant resources.

**KNOWLEDGE** - Explore the environment to identify benefits and risks to regional habitats. Educate members and non-members on appropriate sustainable practices to establish and maintain native plant communities.

**GROWTH** - Our focus is based on the volunteer nature of our membership. We value membership participation and organizational growth including succession planning for officers and committees.

**COMMUNITY** - Partner with Wild Ones national organization, environmental and gardening groups to develop community outreach programs that include the use of social media to reach nonmembers.

**ACHIEVEMENT** - Develop ways to support our volunteer leaders and membership. Formulate a strategic plan with measurable goals for organizational growth.

## Strategies and Metrics:

Goal	Strategy	Metric/measure of success
Grow membership.	<ol style="list-style-type: none"> <li>1. Publicize events on WOAAH social media and among other environmental and gardening groups.</li> <li>2. Conduct community outreach programs (Zoom and in-person).</li> </ol>	<ol style="list-style-type: none"> <li>1. Increase membership by 10% annually over the next 3 years.</li> <li>2. 18 events per year</li> </ol>
Increase knowledge and appreciation of native plants, natural habitats throughout NE TN and SW VA.	<ol style="list-style-type: none"> <li>1. Conduct inspirational wildflower walks and garden tours, have speakers who focus on native landscapes.</li> <li>2. Provide “how-to” talks and workshops, covering garden design, seed collection/stratification, propagation, site preparation, planting, and maintenance.</li> <li>3. Provide lists of species native to our region that would be appropriate for native gardens.</li> <li>4. Conduct member only plant swaps with increased diversity of species at swaps.</li> </ol>	<ol style="list-style-type: none"> <li>1 &amp; 2. Between Strategy 1 and 2 conduct a total of 4 events per year</li> <li>3. Maintain the list of native plants annually.</li> <li>4. Organize 2 swaps per year; increase number of attendees by 10 % per year.</li> </ol>
Build Partnership with local agencies.	<ol style="list-style-type: none"> <li>1. Partner with environmental and gardening groups (for example: TNPS, VNPS, MN, SAPS, MG) to sponsor speakers or special events.</li> <li>2. Formulate a coordination process to communicate among groups and share ways to publicize each other’s events.</li> <li>3. Encourage members to join friends’ groups or school parent groups to endorse using native plants in public gardens and promote work parties at public places.</li> <li>4. Encourage local nurseries to carry more native plants.</li> <li>5. Establish list of nurseries and seed order businesses that use environmentally friendly growing practices for native plants.</li> </ol>	<ol style="list-style-type: none"> <li>1. Within the next 3 years partner with local agencies to host a keynote event.</li> <li>2. Document coordination process.</li> <li>3. Report the number of activities with outside groups.</li> <li>4. Year one: identify local nurseries within Chapter area. Plan to visit these nurseries with a list of local native plants.</li> <li>5. Maintain list of businesses carrying native plants for members.</li> </ol>
Provide all members with opportunities to participate acknowledging the diversity of locations, working or retired status, and other constraints.	<ol style="list-style-type: none"> <li>1. Balance activities among in-person and Zoom, in NE TN and SW VA locations, and at appropriate times.</li> <li>2. Recruit members to represent all entities.</li> <li>3. Recruit committee members or project leaders.</li> </ol>	<ol style="list-style-type: none"> <li>1. Review attendance at events and conduct member surveys.</li> <li>2. Increase non-represented entities 10%</li> <li>3. 35% of members active (at least once a year) in committees or projects.</li> </ol>