

FOLFAN Strategic Plan 2014-2019

MISSION

Enhance education and recreation opportunities for the public and protect the wonders and resources of Lakes Folsom and Natoma.

GOALS, OBJECTIVES & STRATEGIES – TIER 1

❖ Increase our number of members and fans

- Objectives
 - 20% annual growth (over the previous year's numbers)
- Strategies
 - Develop effective outreach program to targeted groups and the general public
 - Conduct a more focused membership drive for both renewals and new members
 - Utilize membership incentives
 - Design and conduct a media promotional campaign including a monthly news release
 - Utilize social media

❖ Enhance and develop positive and mutually beneficial relationships with State Parks and other stakeholder groups

- Objectives
 - Enhance our relationship with State Parks and develop relationships with other stakeholder groups
 - FFPA
 - FFP
 - Folsom Chamber of Commerce
 - City of Folsom
- Strategies
 - Utilize "21 Partnership Success Factors"
 - Utilize project-focused meetings when appropriate

❖ Continue to coordinate the Adopt-the-Parkway program within the Folsom Lake SRA

- Objectives
 - Work with State Parks to form a workgroup to identify objectives and strategies for the ATP program

❖ Pursue fundraising opportunities

- Objectives
 - Develop a strategy for approaching potential donors and benefactors
 - Identify donors and benefactors
 - Develop a strategy for fundraising activities/events
- Strategies
 - Need to find one or more experts to help develop the above strategies
 - Consider the possibility of outsourcing

GOALS, OBJECTIVES & STRATEGIES – TIER 2

❖ **Develop and implement an education program**

- Objectives
 - Obtain at least one grant per year to help support our education program
 - Develop a schedule for developing our publications
- Strategies
 - Develop and acquire education and interpretive materials (e.g. watershed, Mormon Island, etc.)
 - Seek out opportunities for participating in existing programs, events and activities
 - Recruit and train education program volunteers
 - Develop and sponsor interpretive signage
 - Develop publications consistent with FOLFAN's Mission
 - Trail Maps
 - Nature Guides
 - Campground Maps

❖ **Provide education and recreation opportunities to youth**

- Objectives
 - Coordinate at least one youth community service project per year
 - Coordinate at least one youth recreation event or activity per year
 - Obtain at least one grant per year to help support our youth activities
- Strategies
 - Work with stakeholder groups to coordinate youth community service projects and recreation activities
 - Develop a youth component for our education program (including Ranger Ken's Coloring Book)
 - Work with State Parks to develop and implement a Jr Ranger program
 - Work with State Parks to sponsor and coordinate an annual youth camping program

❖ **Create an annual and sustainable signature fundraising event**

- Objectives
 - Revisit this goal in 2015 or 2016 to see what would be the best choice for FOLFAN

❖ **Develop and implement a guided activities/events program, including nature and history hikes**

- Objectives
 - 2 activities/events in 2014, 4 in 2015, 6 in 2016, 8 in 2017, 10 in 2018, 12 in 2019
- Strategies
 - Board members must take a lead role in coordinating activities until the program is established
 - Work with State Parks and other stakeholder groups to coordinate collaborative guided activities
 - History hikes
 - Nature hikes
 - Photography Workshops
 - Kayak Nature Paddle
 - Integrate guided activities/events program into FOLFAN promotions

❖ **Develop an active trail program, including trail planning/construction, maintenance/repairs, and coordination**

- Objectives
 - Participate in the State Trail Management Program
 - Participate in the Regional Trails Council
 - Explore partnering with organizations that are doing trail work within the Folsom Lake SRA
 - Folsom Auburn Trail Riders Action Coalition (FATRAC)
 - Folsom Lake Mounted Trail Patrol
 - CCT
- Strategies
 - Tie-in to the Adopt-the-Parkway program

DARE TO THINK BIG! – Summary of Ideas

- Nurture current programs
 - Quarterly clean-ups
- Increase membership
 - To 250-300
 - Individuals
 - Business/corporate
- Full Board of 11 actively-engaged members
- 50+ core volunteers
- Increase participation in clean-ups and mixer to 50-70 people
- Fun and connected in the community
- Grow budget by 20%
- 1 large fundraiser/signature event per year
- Attract benefactors
- Participate in 5 community events per year
- Establish communication program/increase name recognition
- Establish new programs
 - Hikes, etc.
 - Coordinate community service projects for youth
 - Educational programs
- Trail maps
- After school education/recreation
- Enhance support and communication with State Parks
- Hire development director for fundraising
- Hire part-time person for administrative support, bookkeeping, promotion/publicity
- Outreach program
- SRA visitors' access to FOLFAN brochure
- Develop Nature Guide to Lake Natoma
- Branded products for sale and incentives
- Graffiti removal day
- Youth service day
- Co-sponsor Electricity Fair
- Provide interpretive training to program leaders
- Support trail development and planning both inside and outside the park
- Visitor/nature center at Negro Bar
- Signature event
- Identify stakeholders and tell them about FOLFAN
- 1 grant yearly (SPF, ARPF)
- Develop partnerships with other organizations
- Seek sponsorships for events
- New projects:
 - Bridge at Mississippi Bar
 - Interpretive trail at Mississippi Bar
- Open Board meetings
- Create coalition of user groups to finance trail work and land acquisition
- Attract youth to FOLFAN
- Establish scholarship program
- Establish interactive interpretive program