

# 2023 STRATEGIC PLAN

In May, Banning Ranch Conservancy (BRC) hired Conservation Impact | Non-Profit Impact to run a thoughtful Strategic Planning process. It was collectively decided through board, staff, and about 20 outside interviewees that BRC should carry its momentum into the future. This requires a shift from "fight" mode to "collaboration" mode. We developed three internal goals and four external goals to guide us in our next phase. This flyer summarizes our goals and highlights tactics for the coming year for the Randall Preserve and beyond.

## Internal Goals



### COMMUNICATIONS

BRC is providing regular, timely communications with an emphasis on the organization's goals. This includes a focus on how, what, and to whom we are communicating.

➔ Refresh Website | Hire a Communications Staffer | Rebrand Materials



### FUNDING

BRC is expanding organizational support that allows new staffing and programs. This includes a more diverse funding base with private and public philanthropic gifts and grants.

➔ Diversify Donor Base | Fund Programs | Grantwriting | Planned Giving



### BOARD DEVELOPMENT

BRC is growing its Board through a recruitment process that diversifies its directors both in professional and personal experiences. This includes improving representation from community members that aren't presently represented on our board (i.e. Indigenous, people of color, LGBTQIA, etc.).

➔ Become a Governing Board | Identify Skillsets Needed | Diversify

HAVE QUESTIONS? REACH OUT.

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# COLLABORATIVE

# Mode

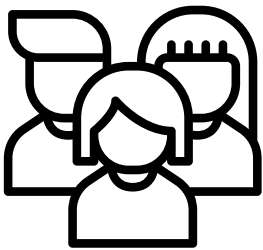
## External Goals



### PARTNERSHIPS

BRC is working with partners to help them connect to the community and ensure stakeholders are informed about the public planning processes. This includes strengthening and building strategic partnerships.

➔ Mountains Recreation & Conservation Authority | Tribes | Nonprofits



### GRASSROOTS

BRC is listening to understand how and where the needs and interests of grassroots stakeholders overlap with our priorities and facilitate grassroots action. This includes strengthening our relationships through community-building events.

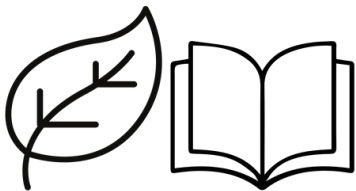
➔ Residents | Businesses | Volunteer Days | Restoration Work



### GRASSTOPS

BRC is identifying and bringing together stakeholders who share our priorities, who will influence and/or participate in the planning process. This includes aligning and promoting shared goals.

➔ Tribal Leaders | Elected Officials | Community Leaders



### SCIENCE

BRC is ensuring that everyone involved in decision making has easy access to important data and studies to enable informed decisions. This includes focusing on best available science and serving as a clearinghouse of information.

➔ Accessible Documents | Historical & Future Studies

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