

Indiana Natural Resources Foundation
Strategic Plan
2008-2010



Adopted October 16, 2008

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The mission of the Indiana Natural Resources Foundation is to promote, support, assist, sustain and encourage the charitable, educational and scientific programs, projects and policies of the Indiana Department of Natural Resources.

Goal 1: Solidify public support for the Indiana Natural Resources Foundation

- Create a gift acceptance policy which increases ability to receive donations while limits liability by July, 2008.
- Align operations, board and committees with the operating procedures by December 2008.
- Board gifts: secure 100% board participation in the Supporting Membership program by December 31, 2008 and every year thereafter.
 - o Friend-raising: Develop programs and tools for board members to utilize in reaching out to their networks by February, 2008
 - o Cultivation: Engage all board members in reaching out to their networks for donations by March 2009.
- Raise annual repeatable gifts through the Supporting Member program
 - o Goals: \$50,000 in donations by end of June, 2009
\$75,000 by June, 2010
\$100,000 by June, 2011.
 - o Develop a rewards program for State Parks and Inns to reach out to visitors and customers by May, 2009.
 - o Renewal Strategy: Renew 60% of FY 2009 supporting members through personal solicitation, mail and email renewals. Increase renewal rate to 70% by 2011.
- Major Gifts and Endowment Giving
 - o With the guidance of the Financial Committee, develop an investment policy which makes endowment giving attractive to potential donors by March 2009.
- Planned Giving: create basic planned giving information for use in answering questions and promoting gifts of property and other bequests by December 2008.
- Foundation Giving:
 - o Investigate which foundations will support the INRF's programs by October 2008.
 - o Setup meetings with foundation staff to introduce INRF and vet proposals by April 2009.
 - o Work with IDNR staff to solicit interested foundations by appropriate deadlines – ongoing.
- Promote and encourage donations of land from across the State of Indiana. Donations will either be transferred to IDNR or sold with the proceeds being utilized for land acquisition priorities.
- Promotion, Marketing and Advertising: Develop a task force to analyze media and other opportunities to be leveraged to raise awareness of the INRF throughout the state of Indiana by second quarter 2009.
 - o Create a list of DNR events and activities for the INRF to attend in 2009.
- Web: Redesign the website to better share the mission of the INRF while accommodating online donations by October 2008. Utilize DNR's email newsletter to drive traffic to the website beginning in November 2008.

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- Develop online pop up screen asking for \$3 - \$5 donations with any online purchase by May 2009.
- Work with Bank of America to promote the INRF credit card program
 - Online by October 15.
 - Work to provide BOA 50,000 names to be added to their direct mail list by December 2009.
- Host an annual awards banquet with broad community support and partnerships as needed in September 2009.
- Create a task force in October 2008 to review necessary changes to INRF mission, bylaws and structure in an effort to move the INRF to a 501c3 by December 2009. Include review of new 990 forms and Sarbanes Oxley.
- Investigate donor software, get proposals and install the program by February 2009.

Goal 2: Support the programs policies and procedures of IDNR

- Indiana Heritage Trust/ Land Acquisition's goal is to acquire 45,000 new acres by 2016
 - Work with IHT to identify alternative funding sources for specific projects. Timeframe: ongoing
- Outdoor Recreation's goal is to create a trail w/in 15 minutes of all Hoosier's front doors.
 - Identify projects which need additional funding to ensure completion and aid in securing restricted funds for completion. Timeframe: ongoing
- Nature Preserves
 - Create structure and policies to support endowed positions and properties established with NRD settlements and donations by June 2009.
- Education
 - Partner with IDNR and NREC to raise \$150,000 for the Inaugural Hoosier Outdoor Expo by September 2009.
 - Leverage the partnership to brand the INRF throughout the event as the charitable organization for the DNR.
 - Foster relationships with foundations that are able to help setup a field trip stipend for school visits to public properties with a goal of funds being available in spring 2010.
 - Design a program to foster more donations for raptors owned by the DNR and maintained by a restricted INRF fund by May 2009.
- Maintain existing restricted accounts within INRF and work with divisions to facilitate growth, better utilization of funds and developing a stewardship component which includes regular reports on the programs funded.
 - Indiana Master Naturalist
 - Certified Forest Fund
 - Investigate revising this program to include carbon sequestration and carbon sink through Division of Forestry Lands
 - Discovering the Outdoors
 - Mississinewa Triathlon
 - Historic Preservation
 - State Parks
 - Col Jones Endowment