



## Our MISSION

Cultivating environmental stewardship in the Roswell community.



## Our VISION

A Roswell with healthy land, clean water, and a vibrant environmental culture.

### GOAL 1

Connect the community with our environment through education, outreach, and volunteerism.

#### STRATEGIES

1. Coordinate, develop, and grow programs that relate to Healthy Land, Clean Water, and Environmental Culture.
2. Develop a volunteer tracking system and rebuild a volunteer appreciation program.

### GOAL 2

Grow awareness of Keep Roswell Beautiful within our community.

#### STRATEGIES

1. Implement a marketing strategy.
2. Strengthen partnerships to increase familiarity with Keep Roswell Beautiful and provide momentum to Keep Roswell Beautiful's mission.

### GOAL 3

Establish Keep Roswell Beautiful as an environmental leader.

#### STRATEGIES

1. Establish a system for identifying, prioritizing, and driving solutions for environmental issues facing Roswell by the end of FY24.
2. Engage elected officials and the community on a regular basis regarding environmental issues and opportunities.

### GOAL 4

Build financial sustainability.

#### STRATEGIES

1. Develop a fundraising plan for each fiscal year.
2. Establish and implement a membership program for individuals, families, and businesses/organizations.
3. Establish a culture of annual board giving.

### GOAL 5

Develop strong board governance and operations.

#### STRATEGIES

1. Maintain and engage a diverse board and sustain through a succession plan.
2. Develop and implement operating policies and procedures.



GOAL 1	GOAL 2	GOAL 3	GOAL 4	GOAL 5
<p>Connect the community with our environment through education, outreach, and volunteerism.</p>	<p>Grow awareness of Keep Roswell Beautiful within our community.</p>	<p>Establish Keep Roswell Beautiful as an environmental leader.</p>	<p>Build financial sustainability.</p>	<p>Develop strong board governance and operations.</p>
<p><b>METRICS</b></p> <ul style="list-style-type: none"> <li>▪ <b>20</b> school programs presented per year</li> <li>▪ <b>2</b> community educational trainings per year</li> <li>▪ <b>20</b> stewardship projects coordinated per year</li> <li>▪ <b>90%</b> of Adopt-A-Road sections adopted by the end of FY24</li> <li>▪ <b>10</b> National Wildlife Federation property certifications per year</li> <li>▪ <b>3</b> recycling program/ events per year</li> <li>▪ Complete the Duckling project by the end of FY24</li> <li>▪ <b>5%</b> increase in number of volunteers and number of volunteer hours annually</li> <li>▪ <b>1</b> volunteer appreciation event hosted per year</li> <li>▪ <b>8</b> volunteer spotlights published per year (volunteer &amp; board member)</li> </ul>	<p><b>METRICS</b></p> <ul style="list-style-type: none"> <li>▪ Develop a marketing plan by the end of 2021. Standout metrics:                             <ul style="list-style-type: none"> <li>▪ <b>4</b> newsletters published per year</li> <li>▪ <b>25%</b> Increase social media follows by end of FY24</li> </ul> </li> <li>▪ Implement marketing plan by end of FY24</li> <li>▪ <b>2-3</b> new partnerships annually</li> <li>▪ <b>1</b> new joint project or program by end of FY24</li> <li>▪ Designate board members to serve as liaisons to 1-2 key City groups</li> <li>▪ <b>1</b> local/regional conference or meeting</li> </ul>	<p><b>METRICS</b></p> <ul style="list-style-type: none"> <li>▪ <b>1</b> "state of Roswell" environmental report published per year</li> <li>▪ <b>5%</b> of the Roswell community engaged in our work</li> <li>▪ <b>3</b> presentations per year to municipal leadership, civic groups, HOAs, and other groups (including location walk-throughs, discussions, and tours of opportunity areas)</li> <li>▪ <b>1</b> newspaper article per year</li> <li>▪ <b>1</b> email communication campaign per year on a City-related topic</li> <li>▪ <b>1</b> eco-friendly product sale per year (rain barrels, etc)</li> <li>▪ <b>1</b> meeting hosted for elected officials per year</li> </ul>	<p><b>METRICS</b></p> <ul style="list-style-type: none"> <li>▪ Meet the fundraising goal set for each fiscal year</li> <li>▪ <b>10%</b> increase of FY22 fundraising goal annually</li> <li>▪ <b>1</b> new funding source per year</li> <li>▪ <b>10%</b> increase in total number of individual/ family memberships annually</li> <li>▪ <b>40%</b> annual member retention rate</li> <li>▪ <b>20</b> KiRBy Club business members by end of FY24</li> <li>▪ <b>100%</b> of the board maintain a current membership</li> <li>▪ <b>100%</b> of the board will make a financial contribution to the organization and participate in the success of KRB's campaigns or events through planning, fundraising, or event volunteering each year</li> </ul>	<p><b>METRICS</b></p> <ul style="list-style-type: none"> <li>▪ <b>15</b> board members by the end of FY24</li> <li>▪ Fill vacant board seats within 3 months</li> <li>▪ Develop a policy and procedure outline by the end of 2021</li> <li>▪ Conduct an annual audit of policies and procedures by the end of September each year</li> <li>▪ <b>2</b> policies and procedures developed per year</li> </ul> 