



FLORIDA NATIVE PLANT SOCIETY

STRATEGIC PLAN 2024 - 2027





PROTECTING OUR PLANTS FOR ALL OUR FUTURES

Founded over 40 years ago, the Florida Native Plant Society has led the way in preserving, conserving, and restoring Florida's native plants and communities. Over the years, the Society's community has continued to grow, thanks to our fantastic network of Chapters and members.

Meanwhile, Florida's challenges have continued to evolve. Population growth, development, pollution, and climate change are impacting our native plants and their communities more than ever. Identified as one of the world's biodiversity hotspots, Florida's natural assets must be protected, for all our futures.

Our strength lies in our community, knowledge, and engagement. By growing these through increased awareness, learning, and advocacy we further our mission. With over 6,000 members and 2,000 active volunteers, FNPS could be considered the workhorse of Florida's environmental organizations. We are made up of folks who quietly 'get on' with protecting our ecosystems and native plants – and who share the mission with all.

This strategic plan seeks to build on the wealth of knowledge, experience, and commitment to empower our supporters, volunteers, members, and team to drive real change for the future.

A handwritten signature in black ink that reads "Mark Kateli". The signature is written in a cursive, flowing style.

MARK KATELI
PRESIDENT



Bejaria racemosa / Tarflower

MISSION

The Florida Native Plant Society's mission is to champion Florida's native plants and their habitats.

VISION

We envision a future where people have greater knowledge of and appreciation for Florida's natural environment and where diverse native plants, communities, and ecosystems thrive.

OUR VALUES

- **Learning** – Expanding our collective knowledge of native plants, landscapes, and habitats in Florida.
- **Accuracy** – Anchoring our work in science, research, and fact-based information.
- **Enthusiasm** - Cultivating excitement and love for native plants and their habitats.
- **Inclusivity** – Becoming stronger as a whole because we welcome and embrace all people.
- **Integrity** – Holding ourselves consistently accountable to high standards in all our endeavors.
- **Stewardship** – Responsibly acting as the voice for conserving & restoring native plants and their habitats.
- **Sustainability** – Operating in ways that minimize harm to our natural environment.
- **Community** - Fostering collaborations and nurturing productive relationships that connect to our native plant heritage and FNPS.





WHY DOES OUR WORK MATTER?

With over **80 distinct ecosystems**, Florida's unique natural environment provides many services which benefit our state and society.

Our natural assets provide us with clean air, filter our drinking water, protect us from wind, erosion, floods and rising seas, store carbon, afford us myriad recreation opportunities, and awe us with natural beauty.

Over 3,000 native plant species contribute to Florida's biodiversity by providing refuge and sustenance for our wildlife on land, underwater, and in the canopy.

Each year our natural areas face increasing pressures from development, invasive species, and climate change. We are losing more of our native plants, making our natural lands less biodiverse, and therefore less effective at delivering critical ecosystem services.

Through our work, FNPS protects these important assets for our future.

GOAL 1: BUILD COMMUNITY

We will grow our community and inspire all people to learn about, connect with, and protect Florida's native plants and biodiversity.

WE WILL ACCOMPLISH THIS BY:

- Updating our membership management systems, improving data access for Chapters, and enhancing member communications to increase member engagement and stewardship.
- Developing a volunteer engagement and management system, to increase participation in volunteer opportunities across the State.
- Supporting our Chapters by creating more opportunities for Chapter knowledge-sharing and improved guidance around systems and compliance.
- Cultivating and mapping our relationships with strategic partners, to widen our impact and raise our profile.
- Refreshing our branding, to improve recognition of FNPS as an anchor for our community.

By 2027 we aim to increase our membership from 6,000 to 8,000 and our reported volunteer hours from 70,000 to 93,000.



GOAL 2: CONSERVE & RESTORE

We will conserve, restore, and manage native plants and their habitats in natural and urban landscapes.

WE WILL ACCOMPLISH THIS BY:

- Promoting and growing our conservation grant program.
- Providing trained FNPS volunteers and observers to attend all Florida Land Management Reviews.
- Providing outreach, education, monitoring, restoration, and land management advice to conserve endangered and threatened plants, including *Torreya taxifolia*, *Dicerandra cornutissima*, *Dicerandra modesta*, and *Warea amplexifolia*.
- Working in concert with our Chapters to create opportunities for local conservation volunteer activities and grants.

By 2027, we aim to increase our spending on conservation grants by 50%.



Dicerandra modesta /Blushing Scrub Balm

GOAL 3: LEARN

We will increase our science-based understanding of Florida's native plants and their habitats, to enable us to better protect them.

WE WILL ACCOMPLISH THIS BY:

- Promoting and growing our research grant program.
- Developing and strengthening our partnerships with research institutions aligning our work, identify gaps in knowledge, and identifying future areas for funding.
- Developing our bioblitz / citizen science programs so more Chapters and members can contribute to the body of knowledge about native plants and habitats.
- Working in concert our Chapters to create opportunities for local research grants.

Driven by fact-based decision-making, we will increase our spending on science and research by 50% by 2027.



Warea Area partner meeting, October 2022

GOAL 4: EDUCATE

We will create accessible and accurate content, events, and activities, as the trusted source of knowledge of Florida's native plants and their ecosystems

WE WILL ACCOMPLISH THIS BY:

- Re-designing our website to improve accessibility and content.
- Re-imagining our Native Plant Database.
- Updating and increasing the circulation of our educational materials and publications.
- Delivering well-attended and impactful in-person biennial conference and regional events.
- Developing our internship program to provide opportunities for people entering non-profit and conservation careers in Florida.

By 2027, we aim to have delivered an updated website and native plant database, 2 successful conferences, and expanded our internship program to 3 internships per year.



GOAL 5: ADVOCATE

We will be the voice for native plants and natural ecosystems, through effective advocacy for policy, legislative and conservation action.

WE WILL ACCOMPLISH THIS BY:

- Actively lobbying to influence policy-making in favor of funding and protecting native plants and their habitats.
- Increasing engagement with members and the wider public, by growing our 'Action Alert' network and publicizing our policy work.
- Creating an accessible toolkit that Chapters, members, and the public use when engaging with local government.
- Increasing awareness of our mission, through engagement and publicity of Florida Native Plant Month declarations and events.

By 2027 we aim to increase our Action Alert network by 100%.





Asclepias viridula / Southern Milkweed

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