Strategic Plan

FIVE STRATEGIES TO HELP US ENGAGE MORE PEOPLE & RESOURCES IN THE CARE OF OUR ENVIRONMENT

EarthShare®
EarthShare’s Evolution: Who We Are, Where We Are Going

Throughout its 30 year history, EarthShare has successfully supported the critical work of America’s most respected environmental and conservation organizations through workplace giving, while enabling millions of people to discover and understand their role in caring for our air, land, water, wildlife, and health. Since its founding the EarthShare network has collectively raised more than $300 million for programs that care for people and planet. Despite our progress, we are now facing a truly turbulent time for the environment. Threats and challenges to environmental health – and therefore our own health and future – have never been more evident. The need for collaboration to address these threats has never been more urgent.

This is why EarthShare is striving to engage even more people and resources in the care of our environment, in new and innovative ways.

EarthShare’s strongest asset is our unique position at the intersection of business and the environmental nonprofit community. We are already forging new partnerships with businesses in the goal of creating positive, tangible impact in the communities where we live and work. This includes developing new approaches to collaborating with and benefiting our member organizations to strengthen their mission work.

Our strategic three year plan is focused on accelerating the pace of positive environmental change by unleashing the collaborative power of motivated businesses and passionate people in support of our vital Network of member organizations.

Our Purpose:
To ensure a thriving future for all inhabitants of our beautiful planet.

Our Vision:
An inclusive and engaged Network of purpose-driven individuals and organizations working together to ensure a healthy and sustainable environment.

Our Mission:
To accelerate the pace of positive environmental change by unleashing the collaborative power of motivated businesses and passionate people in support of our vital Network of member organizations.
Strategy 1: Deliver extraordinary value to our corporate partners.
EarthShare will develop programs that help channel a passion for purpose within the evolving workforce - delivering immediate value to our corporate partners and meaningful engagement for their employees.

Key Elements

- Establish EarthShare’s market position as the thought leader on defining and delivering corporate sustainability and employee engagement goals.
- Cultivate and expand partnerships based on EarthShare’s enhanced business model and program offerings.
- Continue to innovate and develop relevant, easily adaptable EarthShare products and services that leverage the power of our Network.
- Develop and execute a plan to properly resource and support our enhanced business development effort.
- Analyze additional sources of revenue, such as foundations, that can be earmarked to invest in growth.
Strategy 2: Meaningfully engage and expand our target audiences.
EarthShare’s evolving value proposition merits renewed investment in outreach targeted to both existing and new constituencies. We will expand our brand awareness activities and develop new engagement tactics to tell the story of EarthShare and support the organization’s mission-critical activities.

**Key Elements**

- Define/refine EarthShare’s value proposition to reflect the evolving workplace and new engagement opportunities.
- Develop and implement a new marketing and communications plan that captures the best ways to inspire and engage with this new value proposition.
- Pursue strategic partnerships to expand EarthShare’s impact with relevant audiences.
- Implement a plan to internally share and promote our value proposition throughout the EarthShare Network.
Strategy 3: Make it easier to be an agent of environmental change.
EarthShare will provide tangible opportunities for more people to participate in its mission to deliver positive environmental impact. We will develop and facilitate inclusive programs that inspire behavior change at home, work, and in our communities.

Key Elements

- Develop a framework to identify top environmental issues, and create content and messaging to support simple, actionable ways for our audiences to participate.
- Build appropriate alliances to support engagement and progress against these issues.
- Update our Issue Fund process in order to quickly mobilize and capitalize on opportunities to support new revenue for members.
- Create a continuum to enable environmental action. Evaluate and determine best means for engagement at home, at work, and among communities.
Strategy 4: Put a framework in place to fulfill our vision and mission.

EarthShare will continue to improve its operating model to reflect best practices for non-profit organizations. This foundation will ensure that EarthShare delivers unique value to its member organizations well into the future.

Key Elements

- Implement a new Board structure to facilitate growth and optimize support to our member groups and Network.

- Evaluate the overall revenue portfolio by strategically developing and testing new opportunities, and enhancing activities and procedures.

- Build on the solid foundation of finance and accounting functions to ensure smooth and optimal operations.

- Enhance the culture of innovation, collaboration and sharing among staff, Affiliates, Members, and other EarthShare stakeholders.
Strategy 5: Unleash the power of our Network in new & innovative ways.

EarthShare will expand its impact by leveraging the expertise and influence of our member groups and state Affiliates/chapters. What worked before will not necessarily work in the future - the evolving landscape requires new focus, participation, and contribution from all internal stakeholders.

Key Elements

- Leverage the expertise, influence and knowledge of all our member groups - national and local - to ensure our collective impact.
- Maximize the power of the EarthShare Network by further supporting and enabling the activities of our Affiliates and Chapters.
- Invest in and strengthen the long-term resilience of our Network.
Please join us – our future is in our hands: info@earthshare.org

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