



THREE PRIORITY AREAS

AREA #1

AREA #2

AREA #3

FINANCIAL

STEWARDSHIP

OPERATIONS

FINANCIAL

GOAL 01

Develop and implement a comprehensive fundraising plan that provides an increase of 20% in fundraising revenue (Membership, Contributions, and Event revenue) each year beginning in FY 2024 through FY 2026

Diversify Florida Trail Association (FTA) Funding by \$100,000 by June 30, 2025, to enhance FTA organizational needs

Increase new Florida Trail Association Memberships by 5% in each FTA fiscal year (FY) beginning July 1, 2023

GOAL 02

FTA will ensure financial stability for the organization by meeting or exceeding financial targets annually

A

FTA will ensure strict adherence to financial tracking and reporting monthly, quarterly, and annually beginning June 30, 2023

B

FTA will hire a Finance Professional to manage the organization's financial needs including reconciliation practices, GAAP, and audit fulfillment by July 01, 2024

C

GOAL 03

A

Increase FTA Store net revenue by 15% each year beginning in FY 2024 through FY 2026

B

Add at least one new branded product each fiscal year

C

Add at least three new vendors of FTA merchandise each fiscal year

D

The FTA Store will create membership discount initiatives to reward FTA Members by October 2023

STEWARDSHIP

GOAL 01

Establish annual calendar of events to facilitate collaboration amongst FTA Volunteers, Chapters, FTA Leadership, and FTA Board of Directors by July 1, 2023

GOAL 02

Develop, implement, and execute chapter evaluation methodology for chapter capacity and accountability measures to support stewardship of chapter assets by January 1, 2024

GOAL 03

Enhance awareness of the Florida Trail Association through 10% annual increase of FTA social media followers each fiscal year beginning FY 2024 through FY 2026

OPERATIONS

GOAL 01

VOLUNTEERS

Increase the total number of volunteers on the Florida Trail (FT) by 5% each fiscal year as tracked through the Florida Trail System (FTS) beginning July 1, 2024



GOAL 02

TRAIL MILES

Relocate 50 miles of road walk (gaps) on the Florida Trail to permanently protected corridors by June 30, 2026



GOAL 03

PARTNERSHIPS

Promote Connections and Partnerships by adding three new Gateway Communities each year for the next three calendar years (2024 through 2026)

