



Georgia Native Plant Society

# Strategic Plan

**2026-2028**



## Our Mission

To champion the stewardship and conservation of Georgia's native plants and their habitats.

## Our Vision

We envision a Georgia where native plants thrive in all landscapes and where people recognize and value the fundamental role they play in healthy ecosystems.

## Guiding Principles

### Our work at Georgia Native Plant Society:

**Welcomes and respects everyone.** Like the extraordinary ecosystems supported by diverse native plant communities, our organization is richer when we include diverse cultures, perspectives and experiences of the people in our communities.

**Demands sound stewardship of resources.** We are stewards of the land, dedicated to leading practices that result in effective native plant habitat management and ethical plant propagation. We are also stewards of our assets, committed to prioritizing fiscal management and governance.

**Follows fact-based information.** As a leader in promoting the use of native plants, information that we share is based on data documented by authoritative and credible sources.

**Demonstrates a culture of community and collaboration.** Since its founding, GNPS has found success in building a community of plant enthusiasts and collaborating with like-minded partners. We are committed to a culture of teamwork, collaborative discourse and positive dissent among ourselves and our partners to achieve our mission.

**Inspires action that brings meaningful and beneficial change.** Native plants should be the norm in all landscapes. To make that vision happen, our work serves to inform, encourage, support, and inspire personal and collective actions that will benefit both people and the environment.



# Why Our Work Matters

There are more than 3,500 native plant species in Georgia, the 7th most biodiverse state in the U.S. The 2025 State Wildlife Action Plan identifies nearly 500 of those as species of greatest conservation need. Animals that depend on native plant habitat are in decline, most notably bumblebees, butterflies and migratory birds. Without the foundation of native plants, natural ecosystems, agriculture and our economy are at risk. Despite this, plants receive less than 5% of available conservation funding from state and federal sources, according to a 2014 study by Negron-Ortiz for the U.S. Fish and Wildlife Service.

Many Georgians are not aware of the significance of native plants and their relationships to the habitats in which they occur. This lack of knowledge fosters social indifference with regard to plants and a misunderstanding that if it is green, it must be good for the environment. This misunderstanding must be addressed as development continues across the state, decreasing and fragmenting habitat, adding non-natives to the landscape and supporting unchecked invasion of exotic species. Including native plants in all aspects of development, landscaping and environmental management needs to become standard practice.

Georgia Native Plant Society's mission to raise public awareness and educate people about the importance of native plants is more critical than ever before. Our work serves to encourage and empower Georgia's citizens to take meaningful action to support and conserve native plants.





## Executive Summary

Membership and program participation in Georgia Native Plant Society has grown tremendously since 2020, and the energy and passion from within the organization continues to shine through. In 2022, a visionary plan was developed to grow a better landscape in Georgia. The pillars of that plan - education, conservation and advocacy - continue to provide growth toward that long-term vision. However, enthusiasm has outpaced organizational capacity and resources. This plan provides a unified strategy to build capacity for education and public engagement while strengthening organizational infrastructure. The core actions ensure that GNPS clarifies its identity while also preparing the operational foundation needed for long-term impact. The 2026-28 strategic plan is structured to balance aspirational goals (education, visibility, reach) with critical enabling conditions (staffing, infrastructure, chapter readiness). This plan is deliberately structured to sequence internal foundation-building before outward expansion, enabling GNPS to scale its impact in the years to come.

### **Strategic Priority #1**



### **Strategic Priority #2**



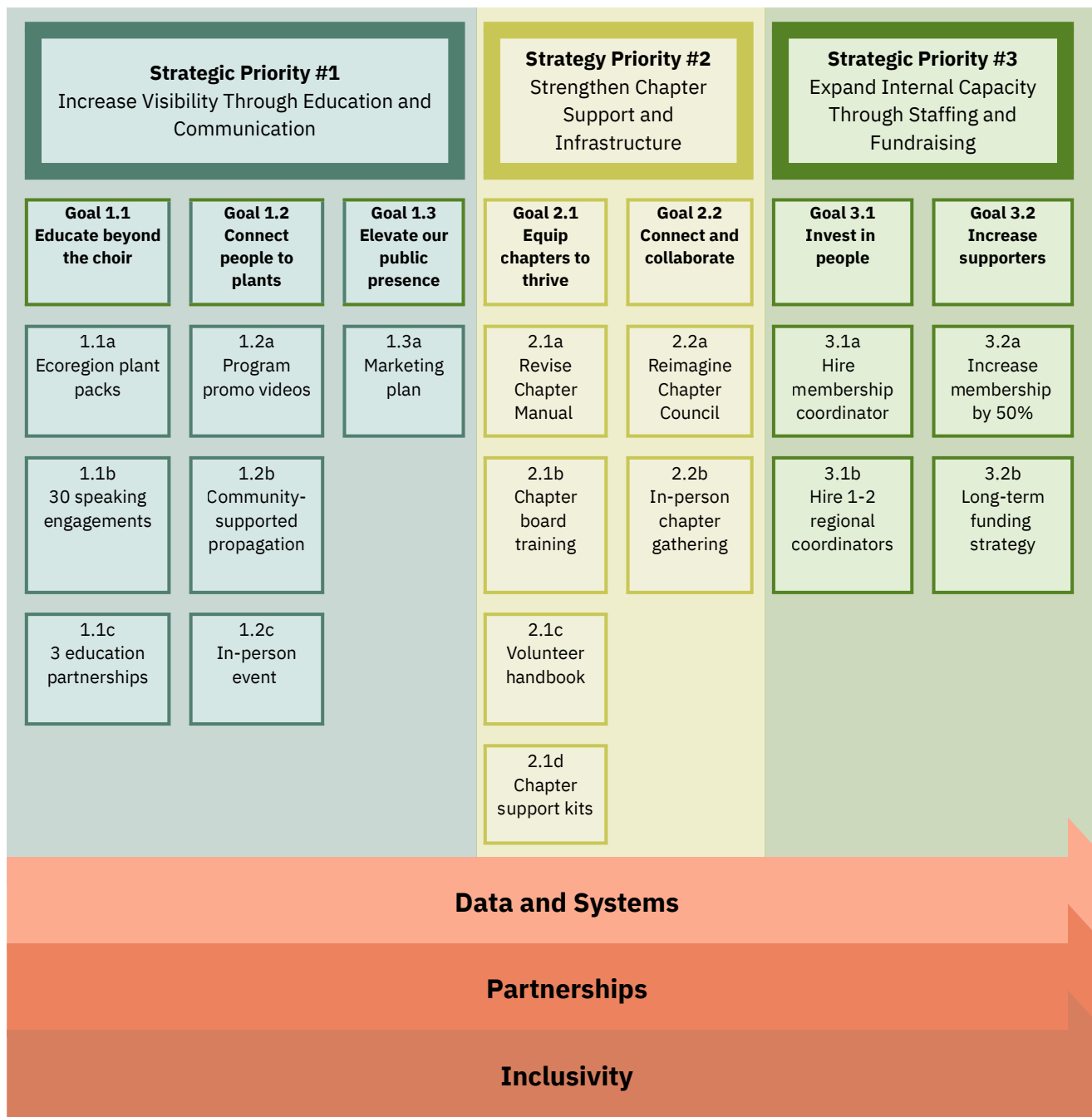
### **Strategic Priority #3**





## Actions & Enablers

Strategic priorities are addressed through goals and objectives, each of which reflects a focus on data and systems support, partnership opportunities and inclusivity.





## Strategic Priority # 1: Increase Visibility Through Education and Communication

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Growing people who love native plants is what GNPS does best. Centering our work around education and public engagement drives the mission. This strategic priority focuses on putting the unique expertise of Georgia Native Plant Society in the spotlight and growing our presence at both the local and state levels.

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### Goal 1.1 - Educate to inform and inspire beyond the choir.

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#### Objective 1.1a - Develop ecoregion native plant packs by the end of 2027.

To help people get started with native plants, a number of “plant packs” will be developed to highlight particular species in each ecoregion that are star performers: high value to pollinators, easy to maintain, quality substitute for common non native species used in landscaping, etc. GNPS Plants of the Year and UGA Pollinator Plants of the Year will be included.

#### Milestones

- One pack developed by the beginning of 2027.
- Chapters incorporate plant packs into programs in 2027.

#### Metrics

- # Ecoregion packs created
  - # Packs distributed
  - # Educational materials distributed
- 

#### Objective 1.1b - Fulfill 30 speaking engagements by the end of 2028.

As guest speakers, GNPS state and chapter volunteers can reach a variety of audiences at the community, state and regional level. A set of standardized presentations will be developed and refined so they can be customized by speakers as needed, providing consistency in messaging while allowing for ecoregional differences.

#### Milestones

- Create a statewide speakers bureau by the end of 2026.
- Develop a set of 3 standardized presentations by the end of 2027.

#### Metrics

- # Presentations developed
  - # Presentations given, types of organizations
  - # Program participants
- 

#### Objective 1.1c - Establish 3 partnerships for targeted educational programs by the end of 2028.

By partnering with other organizations to help fulfill their objectives, GNPS can efficiently and effectively engage new audiences in native plant education.

#### Milestones

- Network analysis of opportunities and key players completed by mid-2026.
- One partnership secured per year.

#### Metrics

- # Partnerships
  - # Educational programs
  - # Participants in each educational program
-



## Strategic Priority #1: Increase Visibility Through Education and Communication

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**Goal 1.2 - Connect people to plants through interactive experiences and volunteer opportunities.**

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**Objective 1.2a - Develop promotional videos for signature programs by the end of 2028.**

Volunteer activities are the core of GNPS. However, the scope and impact of these programs have not been widely communicated. Creating short videos that can be posted and shared in a variety of ways will showcase the work being done and the rewarding experience available to volunteers.

Milestones

- Create Educational Pathway video in 2026.
- Create propagation and plant rescue videos in 2027.
- Create habitat certification and restoration videos in 2028.

Metrics

- # Videos
  - # Video views across all platforms
  - # Social media posts
- 

**Objective 1.2b - Grow the community-supported propagation program by the end of 2027.**

The community-supported Stone Mountain Propagation Project has grown thousands of native plants for habitat restoration, pollinator gardens and plant sales. It has hosted hundreds of volunteers who learn about plants and propagation techniques while enjoying the company of their peers. Replicating this concept at different locations will expand hands-on volunteer opportunities while producing high-demand native plants.

Milestones

- Updated propagation business plan completed by mid-2026.
- Business plan implementation underway by the beginning of 2027.

Metrics

- # Plants distributed
  - # Volunteers and # volunteer hours engaged at each site
  - # External customers
- 

**Objective 1.2c - Host a statewide in-person event in 2028.**

The desire for people to learn and explore together in-person is a key factor for growing chapters and furthering engagement. For years GNPS hosted an in-person annual symposium that switched to a virtual format during the COVID-19 pandemic. Now with a larger member base and technology improvements, GNPS will plan a statewide event that embodies the spirit of camaraderie and collaboration.

Milestones

- Establish the planning committee by January 2027.

Metrics

- # Participants
- # New memberships
- # and \$ Sponsorships
- Includes networking

## Strategic Priority #1: Increase Visibility Through Education and Communication

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Goal 1.3 - Elevate our public presence through targeted media strategies.

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### Objective 1.3a - Develop and implement a professional marketing and communications plan by the end of 2026.

Georgia Native Plant Society has focused on sharing knowledge and hosting quality programs for the last 30 years. It is time to increase name recognition and accessibility so more people can take advantage of resources from the go-to organization on native plants.

#### Milestones

- Secure professional services by March 2026.
- Complete draft plan by mid 2026.

#### Metrics

- # Program participants, measured at the end of each calendar year
  - # Members, measured at the end of each calendar year
  - # Emails opened
  - # Website visits
  - # Social media followers/supporters
- 





## Strategic Priority #2: Strengthen Chapter Support and Infrastructure

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GNPS chapters have the important role of promoting and rolling out programs locally that make an impact at the community level. Each chapter is unique and provides activities that best suit the needs of communities they serve. Affiliated chapters are provided with a foundation for their operations. This strategic priority focuses on strengthening chapter support to make managing chapters easier and more sustainable over time.

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### Goal 2.1 - Ensure affiliated chapters are equipped with consistent tools, training and communications.

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**Objective 2.1a - Complete and distribute a comprehensive revision of the GNPS Chapter Manual Section 2: Sustaining Your Chapter by January 2027.**

#### Milestones

- Form task force and solicit chapter feedback by June 2026.
- Complete Manual revision by November 2026.
- Produce an orientation video by January 2027.

#### Metrics

- # Manual downloads
  - # Video views
- 

**Objective 2.1b - Deliver and verify governance and communications training to 100% of chapter boards by March 2027.**

#### Milestones

- Training topics and formats are decided by April 2026.
- All modules completed by mid-2027.

#### Metrics

- # Training modules developed
  - # Chapters that participate
  - # Training participants
- 

**Objective 2.1c - Develop and distribute a volunteer orientation video, handbook and volunteer agreement to chapters by the end of 2026.**

#### Milestones

- Complete a draft handbook by June 2026.

#### Metrics

- # Video views
  - # Volunteer agreement forms signed
- 

**Objective 2.1d - Develop and distribute chapter support kits for marketing and events by mid-2027.**

#### Milestones

- Define kit elements and timeline by October 2026.
- Support kits completed and distributed by mid-2027.

#### Metrics

- # Support kits created and distributed
-

## Strategic Priority #2: Strengthen Chapter Support and Infrastructure

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**Goal 2.2 - Create a more connected and collaborative environment within the state and chapter network.**

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**Objective 2.2a - Reimagine the chapter council concept into a more fluid, inclusive, peer-driven platform for communication and problem solving.**

### Milestones

- Implement new communications tools by the end of 2027.

### Metrics

- # Attendees to collaborative meetings
  - # Users of new communication tool
- 

**Objective 2.2b - Host an in-person chapter leadership gathering by 2028.**

### Milestones

- Establish a planning committee by March 2027.

### Metrics

- # Participants
- 





## Strategic Priority #3: Expand Internal Capacity Through Staffing and Fundraising

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Building internal capacity and systems is key to realizing the GNPS vision. This priority focuses on investment in internal growth and continuing to professionalize the organization with staff and fundraising strategies appropriate for a small but mighty nonprofit.

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### Goal 3.1 - invest in people.

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**Objective 3.1a - Hire a membership and communications coordinator by March 2026.**

#### Milestones

- Finalize job description by November 2025.

#### Metrics

- 1 Employee
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**Objective 3.1b - Hire 1-2 regional program coordinators by the end of 2028.**

#### Milestones

- Finalize job description by March 2028.

#### Metrics

- # Employees
- 

### Goal 3.2 - Increase the number and diversity of supporters who contribute to the GNPS mission.

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**Objective 3.2a - Increase membership 50% by the end of 2028.**

#### Milestones

- Develop and implement updated membership tiers by January 2026.
- Increase membership 25% by 2027.

#### Metrics

- # and \$ Memberships
  - # Members
- 

**Objective 3.2b - Build a long-term fundraising plan by October 2026.**

#### Milestones

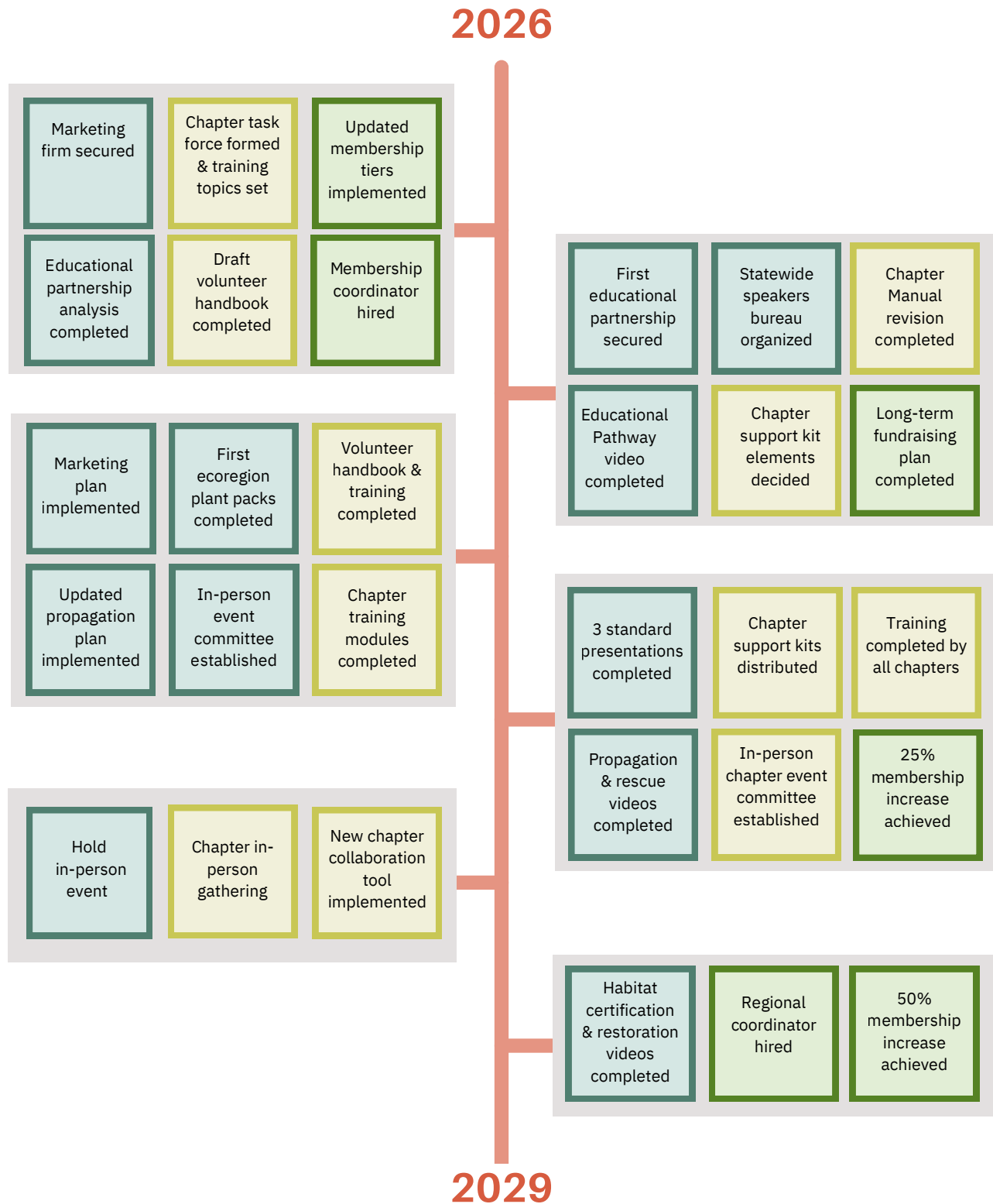
- Draft plan completed by August 2026.

#### Metrics

- # Donors giving beyond membership dues
  - \$ Foundation and corporate giving
  - # Grants applied for, # received
-



# Timeline





## Georgia Native Plant Society

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