
YELLOWSTONE FOREVER STRATEGIC PLAN 2021-2026



**YELLOWSTONE
FOREVER**

INTRODUCTION

Yellowstone Forever is the official nonprofit partner of Yellowstone National Park. Our mission is to protect, preserve, and enhance Yellowstone National Park through education and philanthropy.

Yellowstone Forever builds upon the nearly 100-year legacy that began in 1933 with the Yellowstone Library and Museum Association. We connect people to the park through outstanding educational programs.

We raise money to fund priority projects that protect Yellowstone's ecosystem and wildlife; preserve the park's heritage, history, and trails; and enhance visitor experiences and education. We offer educational programs for visitors of all ages through the Yellowstone Forever Institute, and operate 11 educational Park Stores in and around Yellowstone.

VISION

Yellowstone National Park endures forever.

MISSION

We protect, preserve, and enhance Yellowstone National Park through education and philanthropy.



VALUES

STEWARDSHIP

We provide experiences and opportunities that create lasting connections to Yellowstone National Park, building a global community that is engaged and invested in the future of the world's first national park.

INTEGRITY

We remain true to our mission and lead with clarity and transparency in all that we do on behalf of the park.

RESPECT

We recognize the important role each of us has in protecting and preserving Yellowstone National Park, and we build confidence and trust with our partners, supporters, and staff by valuing their viewpoints and contributions.

COLLABORATION

We foster a culture, both internally and externally with our partners, that encourages open communication and active participation in order to achieve a broader impact.



GUIDING PRINCIPLES

STRATEGIC

We lead with vision and purpose that supports Yellowstone National Park and aligns with park priorities. We innovate, collaborate, and leverage our resources to support education and philanthropic projects that protect, preserve, and enhance Yellowstone for current and future generations.

IMPACTFUL

We create opportunities for all people to forge meaningful and direct connections with Yellowstone National Park. Through these educational and philanthropic experiences, people can contribute first-hand to the preservation and protection of the park for the next generation. The financial and in-kind support we provide makes a lasting and transformative impact for the future of the world's first national park.

INNOVATIVE

We promote creativity and organizational engagement. We take strategic risks that align with our mission. We transcend boundaries to create new and bold opportunities for partnerships, organizational operations, staff and stakeholder engagement, philanthropic prospects, and educational connections.

TRANSPARENT

We proactively communicate timely and relevant organizational updates to staff and volunteers, partners, and supporters. We articulate the impact we are making in the park, illustrating how our work directly aligns with and supports Yellowstone National Park's priorities.

INCLUSIVE

We value diversity, equity, and inclusion as essential elements to achieve our mission. We maintain a culture in which all staff, volunteers, partners, and constituents with varied identities and differences feel welcome.

STRATEGIC PRIORITIES

1. **Yellowstone Forever is fiscally responsible, transparent, and accountable. We are financially sustainable by diversifying our revenues, optimizing our processes and sound asset management.** We will do this by:
 - a. Preparing an annual operating budget that is balanced and contains achievable revenue projections as well as efficient and effective expenditures.
 - b. Monitoring our operating activities, employing thoughtful growth strategies, and comparing our operational and financial results to Key Performance Indicators.
2. **Yellowstone Forever provides financial and in-kind support to Yellowstone National Park. Our strategic priorities align with the park's priorities.** We do this by:
 - a. Working with NPS staff to identify and fund projects through a transparent and collaborative process.
 - b. Developing and delivering strategic, innovative, and sustainable models of education.
3. **Yellowstone Forever is a valued and trusted partner.** We do this by:
 - a. Aligning our goals with Yellowstone National Park.
 - b. Building lasting coalitions and relationships with our partners, constituents, and gateway communities.
4. **Yellowstone Forever's mission, vision, and values are clear.** We do this by:
 - a. Clearly articulating and demonstrating our dual mission of education and philanthropy through the work we do.
 - b. Ensuring staff and volunteers understand our goals and strategic priorities on behalf of the park.
 - c. Creating content across all communication channels that is inclusive and represents the connection that all people have to Yellowstone National Park.