

SEPTEMBER | 2022

ARBOR DAY FOUNDATION STRATEGY CASCADE



CORE VALUES



Our people make the difference.

- We act with integrity and character in all that we do.
- We have the courage to think on our own.
- We make decisions and take responsibility for them.
- We continually improve ourselves and our contribution to the team.



We do work that is high-impact.

- In our programs and approach.
- We go BIG...if we do it, it's something worth doing.
- We strive to positively influence people's lives and the world.
- We think long-term and find ways to ensure sustainability.
- We know we are at our best when engaging partners.



We are innovators.

- We constantly test new ideas...keeping what works and moving past what doesn't.
- We push ourselves and sometimes make mistakes.
- We celebrate thoughtful failures as well as success.
- We challenge the status quo, recognizing good enough is not good enough.



We are positive and inspiring.

- In the meaningful work we do, our messaging and our behavior.
- We maintain a "can-do" attitude.
- We encourage and support each other.
- We have fun at work.



We are inclusive.

- We welcome discussion and debate...in all areas.
- We seek diversity of thought and experience.
- We invite collaboration across teams.
- We are transparent as we work to further our shared mission.
- We reach out to people from all walks of life.



We deliver service excellence.

- Internally and externally
- We take a genuine interest in the wellbeing of those we serve.
- We view situations through the lens of our customers.
- We enjoy serving others.

IDENTITY

ARBOR DAY FOUNDATION POSITION STATEMENTS

Brand

The Arbor Day Foundation's brand will be at once historic and innovative. It will be held in high esteem for its credible leadership, its large-scale network and for its transformative impact. The brand will communicate a tone of both confidence and humility, balanced with inclusivity and an authentic joy for the work we do. The brand will often be associated with our global holiday, and always with trees.

Impact

The Arbor Day Foundation will be focused on the impact that planting and nurturing of trees has on our air, water, climate and health. We will celebrate successes, report measurable outcomes, and make the role or benefit of trees relatable, inspirational and actionable.

Focus

The Arbor Day Foundation will be focused on leading the world in the planting and nurturing of trees and the communication of their story. We believe this is the time for trees and that they are a unifying solution to many of the challenges people face today. We will educate our diverse constituency of audiences on the value of urban and rural reforestation and inspire them to connect and engage with our vast network of resources. We are positive, decidedly apolitical, and avoid comparisons to fundraising organizations.

Market Position

The Arbor Day Foundation will be uniquely positioned in the conservation industry as the leader in trees. Turned to for providing simple, credible and efficient resources and solutions at scale. We will operate as a connector — identifying strategic opportunities, bringing people and organizations together, and sparking effective group action to tackle large-scale issues where trees present a solution.

Customer Experience

The Arbor Day Foundation's customer experience will be a journey of valuable and meaningful engagement, designed for members, supporters, partners, consumers and beneficiaries of our work. Customers will be attracted to us because of our credibility and the value we provide. They will continue to engage because of our ability to deliver on commitments, our inspirational impact, and end-to-end Customer Experience.

Inside Perception

The Arbor Day Foundation's inside perception will be one of a team comprised of proud and inspired employees, acting as agents for trees. Employees will know that we strive to find simple, yet effective and innovative solutions to the problems we know trees can help solve. Employees will know our inclination is to always help when we can, in so far as the scope of our efforts can be strategic and sustainable — not singularly focused.

Outside Perception

The Arbor Day Foundation's outside perception will be one of a connector, bringing people and trees together to solve the problems of today. We will be known as experts in the planting and nurturing of trees and for managing forestation. We will be known as credible, engaging, authentic and fun — the unifying story of trees is almost synonymous with our own.



STRATEGY CASCADE





IDENTITY

MISSION

DIRECTION

VISION

OBJECTIVES/GOALS

PLANNING

APPROACH

PRIORITIES

EXECUTION

ACTIONS

ASSESSMENT/
EVALUATION

MISSION

We inspire people
to plant, nurture,
and celebrate trees.



VISION

We will lead toward a world where trees are used to solve issues critical to survival by relentlessly delivering value.

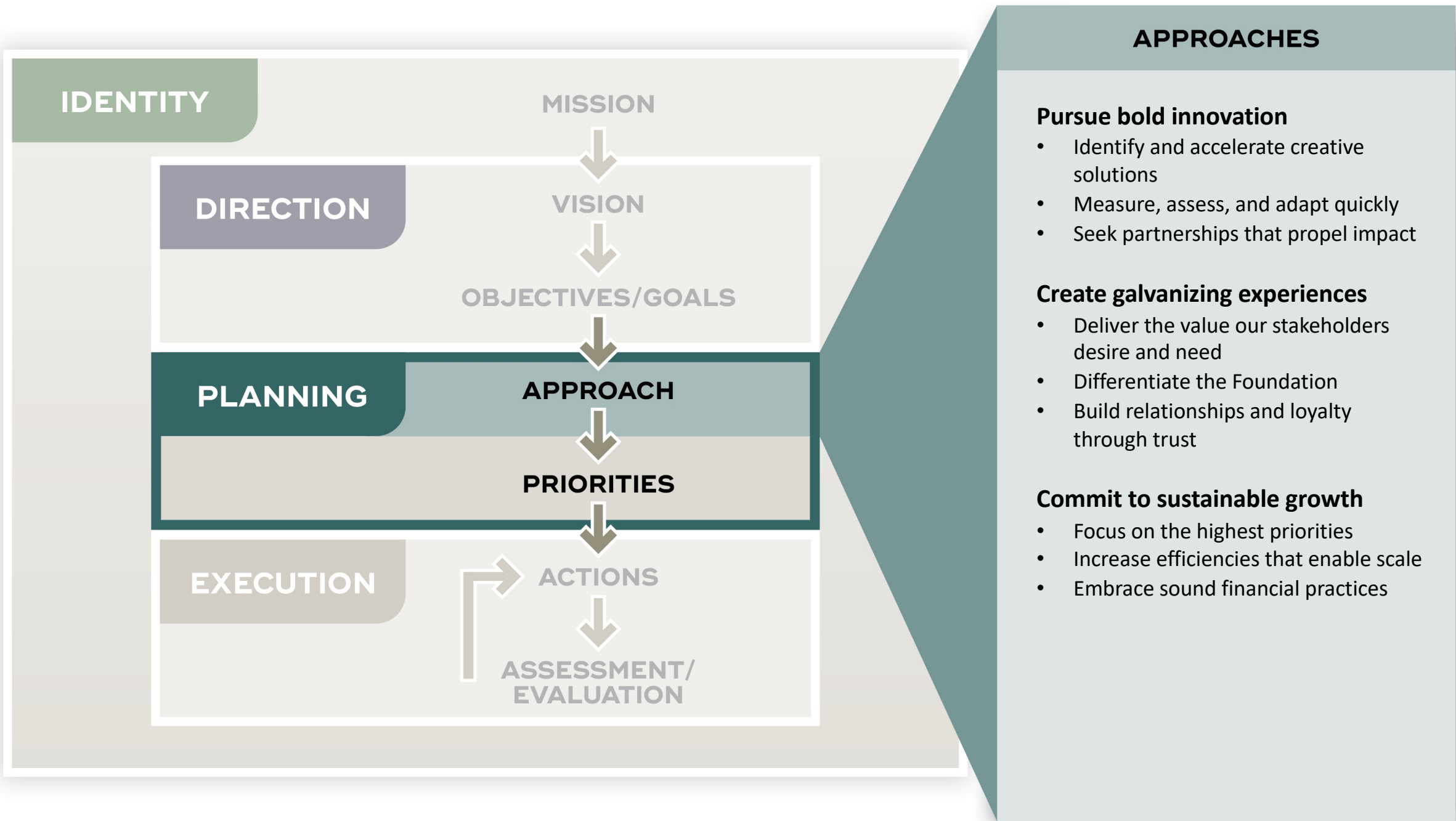


OBJECTIVES/GOALS

Plant 500 million trees, focused in areas of greatest need, by June 30, 2027.

- Program activity in 90% of neighborhoods of greatest need
- Plant 90% of reforestation trees in forests of greatest need

Achieve world-class Net Promoter Scores of 70 in all areas by June 30, 2024.





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Pursue bold innovation	Create galvanizing experiences	Commit to sustainable growth
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