



Grow Native! is a program of the
Missouri Prairie Foundation

2015 WORK PLAN

Grow Native! Overarching Goals:

- Provide quality native plant information and educational opportunities to our stakeholders: homeowners, landowners, livestock producers, gardeners, governmental agencies, local governments, educational institutions, and partner conservation and landscaping industry organizations.
- Increase demand for and supply of native plants and native plant landscaping and other services by marketing products and services of Grow Native! Professional Members and providing education to consumers.
- Manage activities of Grow Native! Program in a sustainable manner in terms of funding and labor.
- Maintain active subcommittees and full committee with good communication and respect for all involved.
- Have fun! Involvement in planning and executing Grow Native! Program activities should energize and inspire.

Education through Publications:

- Provides articles and other content for gardening and other publications throughout the region.

Education through Events:

- Organize and execute workshops, seminars, and tours for both professionals and the public.
- Host the Annual Conference on November 4th, 2015 to provide targeted education sessions for Grow Native! Professional Members.
- Partner with allied organizations to provide expanded educational opportunities in the region.

Education through Advocacy:

- Spearhead the creation of an invasive plant species task force to raise awareness of current efforts and facilitate greater collaboration between state and federal agencies, local municipalities, allied organizations and the general public.

Serving Grow Native! Professional Members and Growing Membership:

- Promote the broad range of services and products provided by members by distributing 10,000 printed 2015 Grow Native! Resource Guides throughout the region and maintaining comprehensive profiles of members at www.grownative.org.
- Make connections with future members by exhibiting at a range of green industry/conservation events throughout the service region.
- Develop a Certification for Native Plant Professionals to further distinguish and continually strengthen the high level of expertise held by members
- Facilitate awards programs for GN! Ambassador and GN! Pioneers annually

Collaborative Marketing:

- Integrate Grow Native! 15th Anniversary events into all Grow Native and MPF activities in 2015
- Design Grow Native! Plant Tags, available to qualifying members to reach the general public
- Maintain the Grow Native! garden on the Missouri State Fairgrounds
- Create custom Grow Native! seed packets in partnership with the Mizzou Botanic Garden
- Maintain and expand Native Plant Database on grownative.org.
- Share the History of Grow Native! and archived publications through www.grownative.org

Administration/Finance/Strategic Planning:

- Integrate Grow Native! 15th Anniversary events into all GN and MPF activities in 2015.
- Develop and present the 2015-2020 Grow Native! Strategic Plan at the Nov. 4th, 2015 Membership Conference
- Continue building strong partnerships with Grow Native! Sponsors