



Strategic Plan

2025-2029

Introduction

MISSION:

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

VISION:

Yellowstone National Park endures forever.

PURPOSE:

We provide opportunities for all people to connect with Yellowstone, turning wonder into impact.



Core Values

INTEGRITY:

We remain true to our mission and lead with clarity and transparency in all that we do.

INCLUSIVITY:

We create opportunities for everyone to connect with Yellowstone National Park. We embrace a culture in which all feel welcome.

SUSTAINABILITY:

We incorporate environmental, economic, and social practices to support the resiliency of our organization and Yellowstone National Park.

COMMUNITY:

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 Yellowstone.

Guiding Principles

INSPIRE:

We forge meaningful connections, inspiring stewardship that makes a lasting and transformative impact for the future of the world's first national park.

INNOVATE:

We promote creativity and take strategic risks. We transcend boundaries to create new and bold ideas for impact and engagement.

COLLABORATE:

We foster a culture that encourages open communication and active participation to achieve broader influence together.

COMMUNICATE:

We proactively communicate timely and relevant information. We articulate the impact we are making towards achieving our mission.

Strategic Priorities

PRIORITY:

Inclusivity and Culture

GOAL:

Cultivate a positive and inclusive organizational culture.



PRIORITY:
Education and Experiences

GOAL:
Cultivate stewardship of Yellowstone National Park through transformative education and experiences.



PRIORITY:

Sustainable Growth

GOALS:

- Identify fundraising strategies for sustainable growth and greater impact.
- Identify revenue and financial strategies for sustainable growth and greater impact.



PRIORITY:

Engagement and Partnership

GOALS:

- Build and maintain meaningful relationships with external partners to expand Yellowstone Forever's impact.
- Foster a collaborative partnership with Yellowstone National Park so that work is mutually supportive.
- Support volunteer leadership to increase organizational impact.



PRIORITY: **Organizational Effectiveness**

GOALS:

- Standardize policies and procedures.
- Determine best use of assets and assess future needs.



PRIORITY:

Impact

GOAL:

Increase awareness with clear and consistent communication to grow our reach and impact.

