



ASFPM FOUNDATION STRATEGIC PLAN

March 2018

INTRODUCTION

This Strategic Plan (plan) sets the future direction of the ASFPM Foundation. The plan is an update of the foundation's 2015 ASFPM Foundation Strategic Plan. In support of ASFPM, the foundation will concentrate on select long-term public policy issues.

Our perception of ASFPM:

- Its activities are targeted to practitioners and carries messages from practitioners to policy makers.
- The ASFPM mission is to promote education, policies and activities that mitigate current and future losses, costs and human suffering caused by flooding, and to protect the natural and beneficial functions of floodplains - all without causing adverse impacts.

The ASFPM Foundation is a 501c3 nonprofit organization supporting ASFPM that:

- Acts as a catalyst and conduit to examine major sustainable flood-risk management policy issues supporting ASFPM's mission.
- Communicates results and recommends policy options to influence future sustainable flood-risk management and natural floodplain and watershed systems management domestically and internationally.

VISION STATEMENT

- The ASFPM Foundation is dedicated to reducing the risk and impacts of floods on people and communities.

MISSION STATEMENT

- Serve as the catalyst for ASFPM, its chapters and members to advance projects, education and policy initiatives that promote reduced flood risk and resilient communities.

FOUNDATION GOALS

The ASFPM Foundation is organized to raise funds to achieve the following strategic goals:

- Raise sufficient funding to support the mission and activities of the foundation;
- Support ASFPM, its chapters and membership through funding of projects and activities that assist flood practitioners or provide needed research in addressing flood risk;
- Support scholarship programs, flood-risk management education and the development of the next generation of flood-risk management leaders;
- Foster and improve the flood policy dialogue throughout the nation through national flood policy forums, state symposia and other events; and
- Communicate the foundation purpose, accomplishments and needs to promote reduced flood risk and resilient communities.

COMMITTEES

Achievement of these goals is implemented by six committees: fundraising, projects, events, outreach, fellows and scholarship. Specific action items and performance targets are listed under each committee in the Strategic Plan.

Fundraising Committee

Raise funds to assist in achieving the missions of ASFPM and the foundation. Funds will be used to support ASFPM projects and foundation events.

- a. Continue to enhance corporate, chapter and individual donor recognition.
- b. Update the five-year fundraising plan annually in February. The fundraising plan addresses specific metrics for the following categories:
 - Internal – ASFPM individuals, chapters and corporate members.
 - External – Groups that are impacted by floodplain management like bankers, insurance companies, flood determination companies, Realtors and developers.
 - Conduct Silent and Live Auction fundraisers at the annual ASFPM conference.
 - Secure sponsorship to fully fund various events.
- c. Enhance capability for people to donate on the website, especially monthly donations.
- d. Support the policy agenda and services provided by ASFPM to the foundation to assist in accomplishing the goals of ASFPM and the foundation.

Projects Committee

Support projects submitted for consideration to the foundation from ASFPM and ASFPM chapters.

- a. Review projects submitted for resourcing for consistency with the ASFPM and foundation missions.
- b. Prioritize and prepare resourcing recommendations to the Foundation Executive Board and Board of Trustees.

Events Committee

Sponsor major forums and other events on important public policy issues for flood risk management consistent with the foundations and ASFPM's missions. Publish and communicate the outcomes of these events.

- a. Sponsor a major forum on public policy issues at least once every three years.
- b. Sponsor or co-sponsor at least one follow-up symposia event per year to communicate outcomes to policymakers at the state and local level.
- c. Sponsor the Larry Larson Speaker Series with a goal of holding one event each year.
- d. Produce and assist ASFPM in producing and disseminating reports, including presentations documenting the outcomes of forums and events.
- e. Jointly develop with Outreach Committee a strategic roll out plan to transition event follow up actions.

Outreach Committee

Promote the vision and the mission of the foundation and provide strategic communication expertise in support of the efforts of the other foundation committees.

- a. Communicate the foundation's purpose and accomplishments to donors and other stakeholders through newsletters, the foundation's website, social media, videos and brochures.
- b. Assist with information sharing with the ASFPM Policy Committees, ASFPM chapters, academia and organizations outside of ASFPM regarding foundation efforts and accomplishments.

- c. Serve as a resource to the other foundation committees for efforts such as the promotion of events and scholarships, post-event reports (e.g., forums), and messaging for fundraising efforts.

Fellows Committee

The Fellows Committee was created to provide an organized approach to reaching back to the institutional knowledge and guidance from our long-term partners and leaders. Activities include:

- a. Provide historical context support to all foundation committees.
- b. Serve as mentors for rising stars and future flood-risk managers.
- c. Serve as a resource for speakers for events and Larson Speaker Series.

Scholarship Committee

The Scholarship Committee was created to foster mentorship and education for improving sustainable flood-risk management in the nation. Activities include:

- a. Oversee selection and implementation of the Future Leaders Scholarship.
- b. Oversee an annual student paper competition at ASFPM's annual national conference to foster development of future flood-risk managers.
- c. Explore, and if appropriate, support other scholarship programs.

GOVERNANCE

Foundation governance will be managed by the president and vice president, and will include the following:

- a. Maintain the following committee structure to guide the activities of the foundation.
 - Fundraising Committee
 - Projects Committee
 - Events Committee
 - Outreach Committee
 - Fellows Committee
 - Scholarship Committee
- b. Develop annual work plans (developed by chairs for each committee).
- c. Update this Strategic Plan at least every other year
- d. Periodically review the roles and responsibilities of the trustees, associates and Fellows and the relationship with ASFPM.
- e. Review the Bylaws annually and recommend changes when necessary to our member, ASFPM.