

Pollinator Pathway

Strategic Plan

2023



Photo Courtesy of William McDonald



Pollinator Pathway
Native Plants • Pesticide Free

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Photo Courtesy of William McDonald

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Vision

A world that celebrates and supports connected, healthy habitats for native pollinators.

Mission

To inspire, educate and support diverse communities working together to restore and connect habitat for native pollinators.

Goals and Strategies



Photo Courtesy of Mary Clay Fields

Goal 1

Connect

Connect public and private properties to create corridors of healthy habitat for pollinators and the wildlife and human life that depend on them.

Strategies

- **Promote the use of native plants.** We will educate about the importance of native plants to the survival of pollinators, make educational materials available to Pathway communities, fund plant installations, and increase public and private outreach.
- **Advance pesticide-free land care.** We will grow our public advocacy and aim for changing individual actions across the regions.
- **Support ecological diversity.** We will encourage the rethinking and redefining of the classic lawn; provide tools for confronting invasive species; promote protection of meadows, urban and rural forests, soil, and water.
- **Educate about the biology of native pollinators.**



Photo Courtesy of Karalyn Lamb

Goal 2

Inspire

Create a collaborative network where ideas are shared, trust is built and change can happen.

Strategies

- **Provide communities with tools for reaching across boundaries to start and continue conversations about protecting and restoring biodiversity.** We will expand beyond our base in the Northeast and reach out to empower communities in other regions. We will continue to build relationships with those doing similar work.
- **Project a positive message framed around local action to neighbors, municipalities, business interests, states, and all conservation-minded organizations.** We will provide ideas for keeping it simple, affordable, and fun.
- **Celebrate community actions.** We will hold quarterly themed conferences, pursue media coverage, and develop regional partnership opportunities to learn from each other.



Photo Courtesy of Karalyn Lamb

Goal 3

Support

Use expertise and action to support decentralized grassroots organizing at local, regional, and national levels.

Strategies

- **Maintain a robust website to provide an open-source library for all to use, increase science-based content, integrate new technology, and create dedicated photo and video content.**
- **Develop initiatives that build excitement and commitment to the mission over time and across regions.** We will create and utilize social media as well as our YouTube Channel.
- **Maximize support to the Board of Directors to advance our mission.** We will increase funding, strengthen Board committees, identify future Board members, and increase internal communication.



Photo Courtesy of Mary Clay Fields

“In terms of biological activity, a lawn is the least productive of our plantings, yet it is the default landscaping practice in most spaces”

- Doug Tallamy



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