



STRATEGIC PLAN 2025-2027

**Our mission is to return the iconic American chestnut to its native range.
Our vision is a robust eastern forest returned to its splendor.**

Strategic Focus Areas

Science: Create disease-resistant American chestnut trees and test their suitability through reintroduction trials, as a first step toward introducing ever-improving populations of these trees into the American chestnut's suitable habitat.

1. Measurably improve disease resistance of the American chestnut and predominantly American hybrid trees in our breeding population.
2. Create a network of researchers working to improve disease resistance in American chestnut using biotechnology.
3. Maintain and enhance American chestnut genetic diversity.
4. Establish chestnut plantings of variable size, diversity, and purpose toward incremental reintroduction.

Story: Improve public awareness of the American chestnut story and TACF's vital role in restoring this iconic species to its native range.

1. Develop and implement targeted messaging that resonates with key audiences and aligns with our brand.
2. Use TACF's rebranding to enhance engagement and cohesion.
3. Engage specific stakeholders with targeted outreach.
4. Ensure consistent messaging and public engagement.
5. Update public relations strategies to include a broader range of media.
6. Strengthen chapter storytelling and educational programs.

Funding: Identify and welcome new funding partners; prioritize and professionalize development efforts to increase and diversify fundraising and ensure the long-term sustainability of restoration efforts.

1. Increase annual revenues through increased engagement with member-donors, foundation grants and major donors.
2. Diversify funding sources and reduce our dependence on foundation grants and restricted funding by attracting major gifts, increasing chapter fundraising, and obtaining corporate grants and sponsorships.
3. Improve long-term financial stability through increased revenues and improved supervision of organization finances.