

The Pallet Foundation, Inc.

Strategic Plan

(November 2018)

Core Ideology (Timeless)

Core Ideology describes an organization's consistent identity that transcends all changes related to its relevant environment. Core ideology consists of two elements: the **Core Purpose** – the organization's reason for being – and **Core Values** – essential and enduring principles that guide the behavior of an organization.

Core Purpose:

Dedicated to supporting the success and promotion of the wood pallet and wood packaging industry.

Core Values:

Committed to:

- Wood as a sustainable and highly-valued resource
- Exemplary service to members
- High ethical standards and integrity
- Building collaboration and community

Long-term Envisioned Future (10+ Years)

The **envisioned future** conveys a concrete yet unrealized future for the organization. It consists of a **vision** – a clear and compelling catalyst that serves as a focal point for effort and a **vivid description** which is a vibrant and engaging description of what it will be like to achieve the vision.

Vision:

Advancing global use of wood packaging in unit-load solutions.

Vivid Description of a Desired Future:

As a result of The Pallet Foundation's projects and support, the benefits of wood packaging are understood and wood packaging is utilized as the solution of choice for securing and transporting the unit-load globally. The demand for a wood packaging solution has grown. Wood packaging is recognized as the high-quality and low-cost solution when compared to other shipping platform options. It is accepted as an economical, sustainable, flexible, clean, and environmentally friendly product.

Goals and Objectives (three-five years)

Goals represent **outcome-oriented statements** intended to guide and measure the organization's future success. The achievement of each goal will move the organization towards the realization of its "Envisioned Future." Supporting **objectives further clarify direction** and describe what the organization wants to have happen. In other words, a descriptive statement of what constitutes success in measurable terms.

Priority Key:

(I) = Must begin objective in next fiscal year

(M) = May begin objective, if resources permit, in next fiscal year

(L) = Begin objective in subsequent fiscal year

Pallet Design System

Goal: To fund and support the development and advancement of PDS research.

Objectives:

1. Continue to fund unit load research. (I)
2. Continue evaluation of wood pallet components. (M)
3. Continue funding for education outreach. (L)

Value of Wood

Goal: To assure wood packaging is recognized as an economical, sustainable, clean, and environmentally friendly product when compared to other shipping platform options.

Objectives:

1. Identify and overcome environmental objections to the use of wood pallets and WPM. (M)
2. Establish collaborative relationships with foundations and organizations that support WPM. (I)
3. Catalog relevant research that supports the environmental benefits of wood pallets and WPM. (I)
4. Support research that adds credibility to or fills gaps in existing research that supports the relative environmental benefits of pallets and WPM. (L)
5. Communicate effectively to strategic entities. (I)

Fundraising

Goal: Diversify sources of annual revenue.

Objectives:

1. Leverage strategic partnerships to solicit funds/grants for specific projects. (I/M-partial identify)
2. Enhance visibility of Pallet Foundation on website and other media to broaden support. (I)
3. Expand the donor and buyer support base for auction(s). (I)
4. Establish matching funds/foundation/ legacy giving campaign. (M)
5. Increase global support. (L)