



# Strategic Plan 2021-2026



## STRATEGIC FRAMEWORK

**VISION** ▶ To support the creation of inspiring and healthy places to live, work, and play.

**MISSION** ▶ Promote and advance the specialty pest management and plant health industries through collaboration, representation, and advocacy.

**AUDIENCES** ▶ We focus on reaching industry leaders and representatives, policy makers, and regulators of pesticides and fertilizers in specialty markets.

## STRATEGIC IMPERATIVES

**In everything we do, we will strive to:**

- ▶ Collaborate and engage meaningfully with our internal and external audiences.
- ▶ Convene a forum for partnership and information-sharing by those with a shared stake in protecting access to pesticides and fertilizers across specialty markets.
- ▶ Amplify our collective impact by acting as a force-multiplier wherever possible, prioritizing targeted, coordinated efforts.

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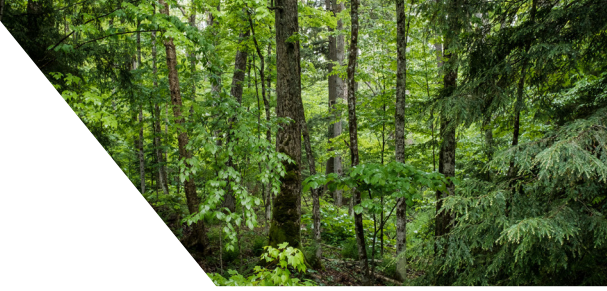
### VOICE OF OUR INDUSTRY

#### ▶ GOAL

Amplify the collective voice of our industry, making it easy for members and partners to access consistent, powerful messaging about the value we all bring.

#### ▶ OBJECTIVES:

- Convene a collaborative group of representatives from RISE staff, members, and allied associations across distribution and end-user communities to help shape and establish a cross-industry leadership forum dedicated to achieving this goal together.
- Lead the effort to methodically develop a set of powerful and consistent messages about the value our industry brings by first gathering all relevant examples, research, and learnings from across the industry and then crafting an aligned message strategy.
- Provide 100% of RISE members and closest partners with direct access to advocacy materials and future content as it is developed and needed. Collaboratively find ways to build alignment and drive increased access to - and use of - these resources over time.



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## LEGISLATIVE ADVOCACY

### ▶ GOAL

On behalf of our industry, provide and mobilize advocacy at the federal, state, and local level to quickly and collaboratively target, address, and adapt to evolving legislative challenges and opportunities.

### ▶ OBJECTIVES:

- Convene a designated team of RISE staff, leadership, and members to map our legislative network at the federal, state, and local levels so we can identify strengths, gaps, and opportunities to amplify our impact by collaborating with like-minded industries and centers of influence.
- Evolve our existing grassroots network into an Industry Action Network that is prepared and resourced to quickly mobilize on behalf of RISE and our affiliates and amplify our local advocacy.
- Amplify our proactive, educational outreach with federal, state, and local legislators about industry benefits in pursuit of advancing our freedom to operate.

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## REGULATORY ADVOCACY

### ▶ GOAL

Serve as the unified voice of the industry to advocate for a predictable, credible, and efficient regulatory process and to promote and defend our products at all regulatory levels.

### ▶ OBJECTIVES:

- Promote consistency across the regulatory framework by fostering closer and more collaborative relationships with federal and state regulatory agencies through which RISE will provide information and education about our products, processes, and the value that our industry provides.
- Leverage the complementary strengths across RISE, CropLife America, and other registrant associations, creating opportunities for partnership and new approaches to regulatory issues at all levels.
- Identify ways to leverage the strength of our network, including technical and regulatory committees in allied associations, to amplify our collective impact on federal and state-level outreach.

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## ORGANIZATIONAL COMMITMENTS

### ▶ GOAL

Build a stronger RISE organization with the deeply engaged staff, membership, leaders, and strategic partner network required to successfully promote and advance the specialty pest management and plant health industries.

### ▶ OBJECTIVES:

- Through a collaborative dialogue, align RISE staff, leaders, and members around clear expectations for deep engagement, transparency, and our respective roles in delivering on this strategic plan.
- Effectively communicate our progress against the objectives in this strategic plan to track outcomes, build trust, and foster strategic alignment across our staff, members, and partners over time.
- Align our organizational structure and resources around the strategic objectives and priorities in this plan, including our committee structure and staff roles and development.