Bridge Strategy for:

Stretch Goal:

RAPTOR Inc. is a 501(c)3 non-profit organization dedicated to the conservation education, raptor rehabilitation, and community engagement.

Top 3 priorities for 2026:

C1 Grow Supporter Engagement	P1 Expand Education Programs	D2 Maximize Land/Facilities

By 2029, we have invested in building a strong foundation to support our growth vision. We have expanded rehab capabilities and have doubled program revenue.

Culture

What we do:
Conservation of raptors through rehabilitation, education and community engagement

Core Values:

We go the extra mile
Act with professionalism
Treat all people with care and respect
Care of the bird comes first
Honor commitments; deliver as promised

Lifecycle:
Mid-adolescence, need to avert a founder's trap

Market

Core Strength:
Our strength lies in our expertise in rehabilitation & the formation and engagement of a community that becomes passionate about conserving raptors.

Core Constituent:
Our core supporters that dedicate their talent, time and treasure to our mission.

Value Discipline:
We win the engagement of supporters through interpersonal relationships and adapting to their needs.

Gaps to Close

Core Supporters:

C1: Grow supporter engagement (MMR, MJM)
C2: Grow B2B relationships (CSW)

Process:

P1: Expand education programs (WJS, ACM)
P2: Implement rehab best practices (SMF, BD)

Organizational Design:

D1: Talent management strategy (CSW)
D2: Maximize land & facility usage (CSW, DRB, WJS)
D3: Develop technology strategy (CSW, SMF, RES)

Resources:

R1: Create a fundraising strategy (CSW, MMR, MJM,
R2: Develop the Board (MJM, ACM)

Future Mindsets:
- Move from play it safe to take calculated risks
- Move from we've always done it that way to looking at things with fresh eyes
- Failure is okay (trust the board has your back)

Core Competencies to Enhance:
- Funnel management for supporters
- Application of technology
- Build knowledge of rehab best practices
- Customer service management/responsiveness