

### Our Mission

The mission of the Midwest Regional Turf Foundation (MRTF) is to support turf research and education at Purdue University for the advancement of the turfgrass industry.

### Membership

- Consider the creation of an annual survey to the membership as part of a SWOT analysis.
- Develop a mentoring/networking and education program for assistant turf managers.
- Develop a mentoring/networking program for Purdue University undergraduate students.
- Develop a comprehensive plan for the recognition of long-standing members.
- Reinstate the MRTF member newsletter.
- Explore ways to better communicate the value of an MRTF membership.

### Investment

- Launch an effective fundraising committee to explore unique funding opportunities for the MRTF.
- Pursue the creation of a bag tag fundraising program at MRTF member clubs.
- Recruit additional member clubs to raise funds for turfgrass research and education.
- Create a needs assessment to plan for future expansion of the Daniel Turf Center.
- Fully fund the MRTF Turf Program Endowment to \$500,000 by the end of 2019.
- Consider approaches to fund a planned Daniel Turf Center expansion beyond 2019.
- Evaluate opportunities for MRTF members to increase undergraduate enrollment at Purdue University.
- Set an annual fundraising target each year.
- Promote the MRTF and request funding through a day of giving.
- Increase engagement with Purdue Agriculture Development staff.

### Reaching Out

- Create an MRTF tagline (a short text which serves to clarify a thought for, or is designed for dramatic effect).
- Create videos that highlight the mission and impact of the MRTF.
- Develop a plan to enhance the use of social media to promote MRTF programs.
- Consider the creation of online training opportunities.
- Consider opportunities for and launch an MRTF member day of service.

### Governance

- Encourage attendance at 2018 AgrilInstitute board member training.
- Increase MRTF board member training through an improved orientation program.
- Review bylaws by Dec 2019 and consider any needed amendments.
- Launch a governance committee to steward board member recruitment and mentoring and improve board governance.
- Plan to celebrate the 75<sup>th</sup> anniversary of the MRTF in 2020