

2020-2021 WWA Action Plan

Objectives		Jan-Mar 2020	Apr-Jun 2020	Actions	Jul-Sep 2020	Oct-Nov 2020
The Habitat committee will strive to expand the impact of current WWA activity in:						
A	Wetland restoration program— By working with our partner HRP and other restoration contractors, WWA will seek projects and funding to expand the quantity of acres and properties improved under this program, while ensuring the greatest impact for the WWA investment.					
B	Adopt a Wildlife Area program – WWA will find ways to support and expand the AWA program by seeking funding, volunteers, partners, and project sites.					
C	Duck nesting program – Improving the quantity and quality of nesting structure, such as wood duck boxes, mallard nesting tubes, or other nesting initiatives					
D	Landowner support program - For D-I-Y waterfowl habitat improvement					
E	Coordinating with the Policy Committee to ensure the best science informs wetlands policy decisions.					
The Education Committee will grow the number of Wisconsin Waterfowlers through:						
A	Waterfowling and wetland informational program – by developing and providing information to interested audiences.					
B	Waterfowl Learn-to-hunt program - Supporting, coordinating, and conducting youth and adult Learn to Hunts and mentored hunting.					
C	Youth engagement program - Developing and implementing programs to engage families and youth in waterfowling-related activities, such as DIY habitat, Duck box programs, banding programs, etc.					
D	Waterfowl Weekend activities – by coordinating and supporting the decoy carving and calling activities, develop a destination event for drawing waterfowlers and their families.					
The Policy Committee will favorably influence WIWaterfowling issues by:						
A	Consistent active leadership with like-minded sportsmen/conservation groups (like WI Wildlife Federation, Sportsmen for Wetlands, WI Wetlands Association, Ducks Unlimited, etc).					
B	Strong engagement in, and sharing the WWA perspective with, quasi—governmental organizations like the North American Joint Venture program, state and federal waterfowl advisory groups,					
C	Active positive engagement with key policy makers and legislators in advance of need, as well as when critical issues emerge.					
D	Engaging the WWA membership network to contact legislators on topics of particular importance to WIWaterfowlers.					
The Development Committee will achieve its Goal through the following programs:						
A	Chapter Event fundraising – Sufficient numbers of attractive, efficiently-run and sustainable events, throughout the state, to support WWA overhead and operations					
B	Retail merchandising – A well-run retail operation, providing sufficient amounts of attractive merchandise with an attractive margin to supplement chapter and on-line sales.					
C	Grant Funding and Management – Acumen to identify and successfully solicit grantors to support WWA program expansion.					
D	Philanthropic outreach and donor cultivation – Sophisticated approaches to donors of means who can embrace the WWA mission set, including tax-beneficial and legacy-gifting initiatives					