



# Executive Directors' Report

20 Jan 2020

- **Organization: Fun, Focused, Funded**
  - Board re-structure continues, Action plan drafts are floated / being considered.
  - Director status:
    - New: Todd Schultz (Lacrosse), Andy Ducato (SEWisc), Tim Gerdmann (Tomahawk)
    - Re-upped: Pat Smith; Dennis Nelson; Russell Olson
    - Gone: Rob Monette, Marty Young; Mike Depies
    - Officers: President – Urben; VPresident - Nelson; Treasurer: Olson; Secretary – Helbach
    - Committee assignments pending
  - Annual meeting discussion
    - Speakers from DNR, WWA (x2), UWSP
    - Schedule of events
  - Discussion: 2020 Action plan drafts—harmonizing Board, Staff, Volunteer efforts
  - RD replacement: Bob Kufahl continues to learning the ropes. Tom has generously indicated he'll remain deeply involved with WWA as volunteer, while taking a part time job elsewhere. Rob Monette aboard 1 Feb as Associate RD.
  
- **Habitat: Creating the environment for better waterfowling experiences**
  - Habitat committee drafted comprehensive project listing.
  - JV Habitat conservation strategy finalized/published (adopted by DNR into Waterfowl Management plan)
  
- **Advocacy: Respected as responsible users of WI natural resources**
  - WWA/WWF survey out - approx. 500 respondent
  - Letter of support for new legislation proposal to ease wetland regs for restorations intended to improve hydrologic performance of wetlands (as opposed to for habitat purposes).
  - NRB public hearing - WI Waterfowl Management Plan approved
  - Discussion: What's WWA's implementation and monitoring plan?
  
- **Education: Passing a waterfowling ethic to the next generation**
  - No Education Committee meetings since last board meeting.
  - DNR mentor class in mid-Jan saw 6 attendees.
  
- **Membership/Communications: Creating a community of waterfowlers**
  - Committee non-existent – unfortunate as this is a high ROI opportunity
  - Good press for annual meeting, waterfowler survey, and follow-up as well.
  
- **Development: A Sustainable WWA**
  - No Director Chair
  - Corporate outreach material together (value proposition, donation levels, draft letter) Personal contacts will help.
  - Calendar sales slightly behind last year's pace
  - 2020 UTV raffle finalized
  - "Top 200" initiative completed for year end – yielded approx. \$7K in donations and commitments
  - Two chapters folded: Wausau, Twin Rivers – approx. \$9K hit in events... not "hard departures" ... how can we nominally retain them?



## WISCONSIN WATERFOWL ASSOCIATION

### 2020 Corporate Partnering Opportunities

WWA is a 501(c)3 organization chartered in Wisconsin. Your sponsorship is considered a tax-deductible contribution.

**WWA is seeking Corporate Sponsors to penetrate new markets, expand customer bases, and deliver conservation impact throughout Wisconsin.**

**Consider the return from your WWA sponsorship:**

**WWA brings existing multi-channel communications to an outdoor, segmented audience. Your tax-deductible message will reach...**

**... a Wisconsin citizen that hunts:**

- Over 15% of Wisconsinites hunt, tied for third in the nation (behind only MT and the Dakotas).
- WI ranks 4th in sales of Federal Waterfowl Stamps, and in total hunters.
- Wisconsin's waterfowling tradition is deep—we are the 3rd largest group of hunters in Wisconsin, behind whitetail deer & wild turkey hunters (with a lot of crossover).
- A state that welcomes the travelling hunter - we host the 2nd highest number of non-resident hunters of all 50 states.

**For 35 years, WWA has...**

- ***Restored wetlands important to Wisconsin-breeding ducks,***
- ***Educated current waterfowlers, and instilled a conservation ethic in NexGen waterfowlers, and***
- ***Advocated on legislative and regulatory issues important to WI Waterfowlers.***



**... engaged Wisconsinites with environmental and inter-generational commitment:**

- Our member-supported wetland restoration projects have broad appeal--hard to argue with the clean water, flood control, and other benefits functioning wetlands provide.
  - WWA has restored tens of thousands of wetland acres, in 62 of Wisconsin's 72 counties and,
  - Our cadre of volunteers engage in D-I-Y habitat work in their local wetlands (think Aldo Leopold)—they've built, placed, and maintained thousands of nesting structures throughout the state and removed hundreds of invasive species, among many other accomplishments.
- We've hosted more Learn-to-Hunt education programs than any state-wide organization.
- WWA serves on each state committee important to waterfowl and wetland management and enjoys access to decision-makers in Madison.



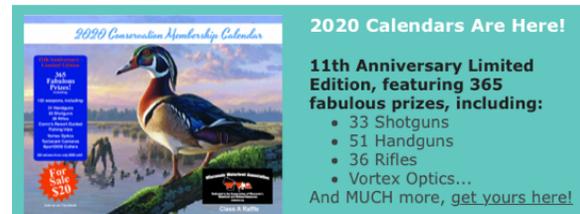
It is that

## Your partnership with WWA will connect you with....



... passionate WWA members, though existing multi-channel communications:

- Our 7,000 dues-paying members include a strong 18-35 age demographic, and value companies supporting causes dear to them.
- WWA messaging directly reaches WI waterfowlers with multi-channel, redundant touches.
  - Our easily navigated website is all things waterfowl, including supportive sponsors. ([www.wisducks.org](http://www.wisducks.org)).
  - Two info-packed monthly e-newsletters, with high production value, bring issues, tips, and embedded sponsor product information directly to 14,000 subscribers (see sample at <https://www.wisducks.org/newsletter/>) – and our



annual WWA calendar is enjoyed by 5,000 more.

- WWA's social media presence offers additional channels to reach over 4,000+ engaged followers. Monthly promotions can be developed to your need.
- 25+ entertaining events attract thousands to local venues where products are attractively presented to a positively disposed, captive audience.
- WWA hosts four uniquely colorful,

quintessential waterfowling events each year: nationally sanctioned duck and goose calling competitions, decoy carving contests, WWA's annual meeting—this year at Packer's Lambeau Field!



The youth winners from WWA's 2019 Duck & Goose Calling Contest

### WWA staff can tailor a multi-prong campaign to help you reach your business goals—and it's tax-deductible too!!!

- Introduce new products or services to Wisconsin outdoor enthusiasts
- Demonstrate corporate environmental stewardship
- Cultivate a new generation of Wisconsin waterfowlers
- Associate a brand with uniquely Wisconsin events
- Grow (or sustain) market share among Wisconsin Waterfowlers
- Target a youthful outdoor demographic

*Other? Tell us your goal, and we'll design a campaign together.*

Tax-deductible sponsorship packages can be creatively developed, based on your needs.

**Contact WWA's Executive Director at 262-224-4949 or reach our sponsor team at [wwainfo@centurytel.net](mailto:wwainfo@centurytel.net).**

## WWA Volunteer opportunities

	<b>Volunteer Opportunity</b>	<b>Effort (est.)</b>	<b>Committee</b>	<b>Description</b>
1	Nesting structure coordinator	2-3 hrs/mo seasonally	Habitat	Coordinate the inventory and distribution of WWA's State-wide wood duck and nesting tube program
2	Nesting structure educator	16 hrs to develop, then 1 hr/month	Education	Develop and implement an electronically-delivered youth education program to understand the biology and phenology of wood ducks throughout the state.
3	Facebook administrator: WWA group	8 hrs/mo	Comms	Expand WWA's 3000+ member Facebook group page offerings by administering the group and providing engaging content for members
4	Facebook coordinator: WWA home page	8 hrs/mo	Comms	Keep WWA's 2000+ member Facebook group engaged with relevant and useful waterfowling information
5	Bird banding coordinator / volunteer	5 hours each spring and summer	Membership	Seasonally, track bird-banding opportunities throughout the state and advertise them to members who want to experience banding waterfowl.
6	State Event volunteer	Depending on which and how many events, 4-12 hrs /year	Development	Working with the Event coordinator, support state-run events (duck carving/calling events, golf outings, clay shoots, etc) around the state... only be 1-2 events per year for each volunteer.
7	Hunting policy regional lead / volunteer	Depends on issues, but roughly 14 hrs / year	Policy	Review and provide input on federal, state and local legislation or policies that could affect WIWaterfowling. Contact key policy makers to ensure WWA's voice is heard.
8	Policy Grassroots Coordinator	Initially, 3-5 hrs/mo	Policy	Build grassroots network to generate widespread and coordinated input on legislative and policy issues that could affect WIWaterfowling.
9	Chapter event volunteer	2 hrs/month average	Development	Working with local chapter chairperson, put on fun and profitable events.
10	Chapter start-up coordinator	2-4 hrs/month average	Development	Working with Development Chairperson and Regional Director, identify opportunities to establish new chapters in under-served areas of the state.
11	Habitat project lead generator	1-2 hrs/month average	Habitat	After understanding what makes a good wetland restoration candidate, project, identify local potential projects and help facilitate them to completion.
12	Habitat project photojournalist	2 hrs/month average	Habitat	Compellingly document and publish WWA's restoration work.
13	Wild Rice project coordinator	3 hrs/month average	Habitat	Identify potential wild rice re-seeding opportunities and help bring them to reality.
14	Membership Program Chairperson / vol	4 hrs / month	Membership	Start up a WWA membership committee (or be a member of the committee) to expand and engage WWA membership throughout the state.
15	Merchandise committee member	1 hour / month	Development	Provide insights and evaluations of potential products for WWA event and its on-line marketing programs.
16	Learn-to-hunt <u>instructor</u>	16 hrs annually	Education	Working with the Education Committee, assist in putting on one LTH event per year
17	Learn-to-hunt <u>Mentor</u>	16 hrs annually	Education	Working with Education Committee, mentor 1-3 novice hunters in their first waterfowling pursuits.
18	Learn-to-hunt <u>property owner</u>	2 hours annually	Education	Provide access to your hunting property once per year to support our LTH program
19	Marketing Program Coordinator	5 hrs/month	Comms	Develop and implement an approach to expanding the visibility and attractiveness of WWA to the general and hunting public
20	AWA field work volunteer	4 hrs / month, seasonal	Habitat	Hand-on marsh improvement work: installing waterfowl nesting structures, removing invasive plants; improving habitat.
21	AWA regional coordinator	4 hrs / month	Habitat	Coordinate regional AWA effort between local AWA teams and the DNR
22	Abrams Property Friend	3 hrs /month	Habitat	Help develop and maintain the WWA-owned Abrams property north of Green Bay
23	GIS coordinator	3 hrs / month	Habitat	Develop / publish GIS-based representations of WWA habitat work
24	Membership database entry	8-10 hrs in Nov and Dec	Membership	Assist entering annual membership data into database