



# Executive Directors' Report

15 Feb 2020

- **Organization (URBEN): Fun, Focused, Funded**
  - Committee assignments pend
  - **Discussion:** “Making a difference” letter submission incomplete as of 2/15;
  - Action plan drafts are attached / being considered. Timeline for “finals” over next 2-3 weeks.
  - Wausau chapter may be interested in smaller event (bash, golf outing)
  - **Discussion:** Annual Meeting survey: 23 respondents, included in Board Package. Immediate thoughts for next year?
  - **Discussion:** Ad Hoc Committee for WI Duck Hunter’s Conference. Members, Chair, timeline.
- **Habitat (FRECK): Creating the environment for better waterfowling experiences**
  - Ross rep’d WWA at Migratory Bird Committee meeting—mostly intro of newly approved Waterfowl management Plan
  - ED surveyed a couple of projects with PZ and discussed with Jeff Nania potentially big projects - tbd
  - Hab Committee continues to move forward with historical data reconciliation; exploring database
  - F&WS provided 2020 contract for hab work.. additional \$100K over previous years, incl doubling (<\$10K) admin fee for Boettcher’s admin support of F&WS paperwork. These hab dollars are mostly used by F&WS, but contemplate using \$27K effort match from HRP.
  - New volunteer to assist with State-wide nesting structure logistics (Bart Tegan)
  - New volunteer to assist with developing an AWA “how-to” booklet/video; HRP project video (Ron Churchill)
  - New Volunteer to assist with ID potential projects (BJ Grassman)
  - **Discussion:** Current “Help wanted” attached = potential roles for Directors if desired.
- **Advocacy (HELBACH): Respected as responsible users of WI natural resources**
  - WWA/WWF survey completed, results on Board site.
  - **Discussion:** Review survey for action items
  - Urben rep’d WWA at Duck Stamp legislative outreach – stand-alone bill for increase seems dead
  - **Discussion:** George Ermert, WWA volunteer Lobbyist; WWA Lobby license application (~\$500/biennium)
- **Education (BARTELMEZ): Passing a waterfowling ethic to the next generation of waterfowlers**
  - Will be finalizing committee and action plan in next two weeks
- **Membership/Communications (\_\_\_\_\_): Creating a community of waterfowlers**
  - (Repeat) Committee non-existent – unfortunate as this is a high ROI opportunity
- **Development (\_\_\_\_\_): A Sustainable WWA**
  - (Repeat) No Director Chair; Draft action plan attached
  - Corporate outreach effort started and continues... several interested but not yet closed deals (Value Proposition attached again)
  - WI Duck stamp painting donation process continues with appraisal now in at \$5,850 for 4 paintings—if donation finalized, likely into endowment.
  - State Hunt tickets available. \$3500 donation from Rolling Plains Adventure – combo Pheasant/Duck hunt
  - Sustaining membership program continues... A few open slots for NPN incentive. When that winner is drawn, considering high end gun, Quiet Kat.
  - RD transitions: Rob Monette aboard; Staff is Kaizan-ing the event process for training and to ID efficiency opportunities. Tom Seibert continues to assist as volunteer; RD division of labor attached

Attachments: (1) Corporate Value Proposition; (2) Volunteer “Help Wanted”; (3) RD Division of Labor; (4) Draft Actions plans for each committee



## 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.



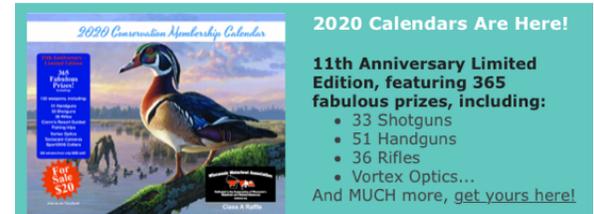
It is that

## 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).**

## HELP WANTED: 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

EVENT	DATE	CHAIR	PRIMARY	BACK-UP	ATTEND	Comments
Northern Wetlands	22-Feb-20	Tim Lehman	Kufahl	Ross		
Appleton/Fox valley	27-Feb-20	Brad Miller	Kufahl	Ross		
Sportshow	4-8 Mar 20	N/A	Kufahl	Siebert	Ross/Monette	Kufahl to work with Siebert to coordinate set-up and volunteers
Baraboo	7-Mar	Scott Hamerle	Monette	Ross	Kufahl	
Green Bay	19-Mar	Doug Steiner	Kufahl	Ross	??	
Waukesha	23-Mar-20	Mike Alaimo	Monette	Kufahl	Ross	
Chilton	25-Apr	Scot Bratz	Kufahl	Monette	Ross	
LaCrosse	15-May-20	Dennis Nelson / Todd Schultz	Monette	Kufahl	Ross	
SE Wisconsin Scramble	19-May	Bruce Ross	Ross	Kufahl	Monette	
Ozaukee County Shoot	12-Jul-20	Mike Depies / Jim Freck	Kufahl	Monette	Ross	
Green Bay Shoot	18-Jul	Bruce Urben	Kufahl	Monette	Ross	
Fox Valley Scramble	22-Jul-20	Bruce Ross	Ross	Monette	Kufahl	
Decoy Carving Contest	31Jul-1 Aug 20	Bruce Urben	Ross	Kufahl	Monette	
Calling Contest: duck	??	Rob Monette	Kufahl		Ross	
Calling Contest: Goose	??	Rob Monette	Kufahl		Ross	
Midland Wings / West ben	20-Aug-20	Kevin Banaszak	Kufahl	Ross	Monette	
State Shoot	22-Aug-20	Ian Bartelmez	Monette	Kufahl	Ross	
Hunter's Bash / Beaver Dar	30-Aug	Monette	Kufahl	Monette	Ross	
Lakeshore / Manitowoc	??	Steve Dudek	Kufahl	Ross	Monette	
Christmas bash	3-Dec	Mike Alaimo	Kufahl	Monette	Ross	
OTHERXXXXXX	XXXX	XXXXX	XXXXX	XXXXX	XXXXX	XXXXX
UTV Raffle			Monette	Kufahl	Ross	
State Hunt Raffle			Ross	Kufahl	Ross	
Calendar Raffle			Monette	Kufahl	Ross	
Inventory Management/storage			Kufahl	Monette	Boettcher	

## 2020 WWA Action Plan for Executive Committee

GOAL	Sponsor	Supporting Tasks	Q1	Q2	Q3	Q4	"Outcomes" by end of year
A. Establish Action Plan system for WWA	Ross?	<ol style="list-style-type: none"> <li>1. Provide guidance &amp; templates for Action plan</li> <li>2. Committees develop 2020 action plan</li> <li>3. Survey Chapters on what they need to be successful and incorporate as appropriate</li> <li>4. Consolidate committee plans into comprehensive Plan</li> <li>5. Integrate committee reporting into full board meetings</li> </ol>					<ul style="list-style-type: none"> <li>o A "formal" roadmap of WWA plans, and specific accomplishments linked to individual staff, director or volunteers</li> <li>o A baseline of chapter needs to incorporate into FY 2021 planning (If not before)</li> </ul>
B. Develop and implement Director "Making a Difference" commitment approach	?	<ol style="list-style-type: none"> <li>1. Draft explanation and letter template</li> <li>2. Distribute to Directors for filling</li> <li>3. Review and accept</li> <li>4. End of year review of commitment accomplishment</li> </ol>					<ul style="list-style-type: none"> <li>o A documented process for considering Director expectations and actual contributions to the success of WWA</li> <li>o Year one implemented</li> </ul>
C. Identify Director chair for every Committee	Urben	<ol style="list-style-type: none"> <li>1. Solicit Director volunteers for committees</li> <li>2. Designate committee members and chair</li> </ol>					<ul style="list-style-type: none"> <li>o Every Committee has an effective and active Director (or other volunteer) guiding WWA effort (staff and volunteer) for each committee mission area</li> </ul>
D. Reduce number of full board meetings to accommodate Committee work	Nelson?	<ol style="list-style-type: none"> <li>1. Assign Committee chairs</li> <li>2. Develop Full Board and Executive Committee Schedule</li> <li>3. Incorporate onto WWA calendar</li> <li>4. Define reporting expectations</li> <li>5. Start doing it</li> </ol>					<ul style="list-style-type: none"> <li>o An integrated schedule for Full board and Committee Meetings that minimizes unproductive meetings while optimizing accomplishments and info flow without Director burnout</li> </ul>
E. Establish state-level volunteer "job" descriptions	Ross	<ol style="list-style-type: none"> <li>1. Committees review and update "right fit list for additional vols needed"</li> </ol>					<ul style="list-style-type: none"> <li>o A comprehensive listing and description of state-level volunteer positions</li> </ul>
F. Publish updated By-laws to capture any organizational changes over past year	Helbach?	<ol style="list-style-type: none"> <li>1. Considering any org changes or procedural changes, review by-laws</li> <li>2. Draft and propose changes to board</li> <li>3. Revise and publish by-laws after approval</li> </ol>					<ul style="list-style-type: none"> <li>o Up to date bylaws reflecting current organization and practices</li> </ul>
G. Establish Executive Director (+ staff) annual goals	Urben / Ross?	<ol style="list-style-type: none"> <li>1. Consider which actions are appropriate for staff and incorporate into leadership responsibilities</li> <li>2. Decide on how to link to staff position compensation</li> </ol>					<ul style="list-style-type: none"> <li>o An annual staff plan for initiatives to be implemented – potentially tied to bonus performance, if any</li> </ul>
H. Consolidate all database needs from all committees and develop plan to implement more comprehensive data capture	Ross/Boettcher	<ol style="list-style-type: none"> <li>1. Collect all database expectations from committees</li> <li>2. Explore options for incorporating into current of new databases</li> <li>3.</li> </ol>					<ul style="list-style-type: none"> <li>o A list of database requirements and a plan for updating our current database</li> </ul>
I. Establish ad Hoc Committee for considering the WI DuckHunters Conference role for WWA	??	<ol style="list-style-type: none"> <li>1.</li> </ol>					

## 2020 WWA Action Plan for Policy Committee

GOAL	Sponsor	Supporting Tasks	Q1	Q2	Q3	Q4	“Outcomes” by end of year
A. Survey members on waterfowl season structure and advocate for members’ desires	Ross	<ol style="list-style-type: none"> <li>1. Develop Survey</li> <li>2. Send out to: Members, WWF, Social media followers, other?</li> <li>3. Consolidate survey results into compelling nuggets of information to influence zone decisions</li> <li>4. Publish (email, website, newsletter, social media)</li> </ol>					<ul style="list-style-type: none"> <li>○ A strong voice for Waterfowl zone structure changes</li> </ul>
B. Establish grassroots policy network and Policy communication program to members (newsletter, social media, urgent issue comms, etc.)	??	<ol style="list-style-type: none"> <li>1. Identify members likely to be interested and willing to call legislators... or otherwise, identify potential policy issues.</li> <li>2. Develop list-serve for those individuals</li> <li>3. Develop Policy articles for each newsletter / volunteer newsletter</li> </ol>					<ul style="list-style-type: none"> <li>○ An informed, growing and engaged network of ___ volunteers willing to reach out to legislators or otherwise weigh in on policy issues</li> </ul>
C. Conduct ad hoc advocacy for legislative and regulatory initiatives	??	<ol style="list-style-type: none"> <li>1. Stay abreast of policy happenings</li> <li>2. Identify all relevant bodies that have waterfowl/hunter/wetland issues, and assign primary / secondary POCs for each body, with reporting responsibilities.</li> </ol>					<ul style="list-style-type: none"> <li>○ A well-connected WWA able to stay abreast of relevant policy issues</li> </ul>
D. Develop pre-need relationships with key decision- and policy-makers	??	<ol style="list-style-type: none"> <li>1. Participate in “Legislative shoot” in Spring</li> <li>2. Participate in legislative outreach effort with partners like DU</li> <li>3. Participate in DNR-sponsored events on waterfowl/wetland related policy or law enforcement</li> <li>4. Nominate ED to Sporting Heritage Council</li> <li>5. Other??</li> </ol>					<ul style="list-style-type: none"> <li>○ A strong connection to legislators, regulators and enforcers that impact WI Waterfowlers</li> </ul>
E. Advocate successfully for waterfowl stamp fee increase	??	<ol style="list-style-type: none"> <li>1. Survey membership and other waterfowlers to determine degree of support for fee increase</li> <li>2. Engage volunteer consultant at capital</li> <li>3. Develop shared strategy with like-minded orgs</li> <li>4. Aggressive marketing campaign internally and externally</li> </ol>					<ul style="list-style-type: none"> <li>○ A fee increase in the Wisconsin waterfowl stamp fee</li> </ul>
F. ID any data required to support policy outreach program	??	<ol style="list-style-type: none"> <li>1. Identify data field required to support</li> <li>2. Submit to ED for consideration in larger database project</li> </ol>					<ul style="list-style-type: none"> <li>○ A integrated database that meets WWA policy mission needs</li> </ul>
G. Methodically conduct WWA planning in the context of DNR’s newly emerging “strategic” planning efforts	??	<ol style="list-style-type: none"> <li>1. Review WI Waterfowl Management Plan; Decide what aspects are appropriate for WWA inclusion</li> <li>2. Incorporate those into WWA Action Plans</li> <li>3. Provide annual feedback to WIDNR on what WWA and DNR has/has not attained</li> </ol>					<ul style="list-style-type: none"> <li>○ A consciously integrated planning system that considers the state-level DNR (etc). initiatives</li> </ul>
H. Register as WI lobbyist	Ross	<ol style="list-style-type: none"> <li>1. Complete paperwork</li> </ol>					<ul style="list-style-type: none"> <li>○ A legal and powerful voice in the capital</li> <li>○</li> </ul>

## 2020 WWA Action Plan for Habitat Committee

GOAL	Sponsor	Supporting tasks	Q1	Q2	Q3	Q4	"Outcomes" by end of year
A. Build a queue of HRP-type projects, implementing WI waterfowl Habitat Conservation Strategy	Ross	<ol style="list-style-type: none"> <li>1. Identify project ID resources within high priority landscapes</li> <li>2. Develop rapid assessment tool... What makes a good project? In what locations?</li> <li>3. Identify and train "Lead Generator" volunteers</li> <li>4. Advertise program</li> </ol>					<ul style="list-style-type: none"> <li>o Process and ownership for identifying good WWA projects in advance of grant submittals</li> </ul>
B. Execute all projects in timely, effective manner consistent with grant requirements and WWA expectations	Zeigler	<ol style="list-style-type: none"> <li>1. Id Projects and effectively execute, performance metrics?</li> <li>2. Effectively communicate progress to WWA directors / ED</li> <li>3. Close projects and reports as required to grantors</li> </ol>					<ul style="list-style-type: none"> <li>o A well-respected wetland restoration program</li> <li>o Increased</li> </ul>
C. Identify new opportunities to expand project work around the state	??	<ol style="list-style-type: none"> <li>1. ??</li> </ol>					<ul style="list-style-type: none"> <li>o ___ acres of wetland, ___ of associated upland, ___ of wild rice restored</li> </ul>
D. HRP Results Review - ensure deep understanding of financial sources, uses, and accomplishments	??	<ol style="list-style-type: none"> <li>1. Document financial sources and uses</li> <li>2. Document process, start monthly reporting</li> <li>3. Visits worksites</li> </ol>					<ul style="list-style-type: none"> <li>o Documentation showing the general practices associated with habitat work</li> <li>o Ongoing management of habitat work thru that process with Habitat committee insights and reporting as appropriate.</li> </ul>
E. Capture all future relevant Habitat data in easily usable and searchable format	??	<ol style="list-style-type: none"> <li>1. ID data requirements for projects and provide to Exec Committee</li> <li>2. Moving forward, capture all required data in HRP project</li> <li>3. Determine what historical information should be entered into to the database and do it.</li> </ol>					<ul style="list-style-type: none"> <li>o A document that shows all habitat data to be collected in the database</li> <li>o An updated database with historical project info and an approach for future data collection</li> </ul>
F. Publish updated list / map of historical projects	??	<ol style="list-style-type: none"> <li>1. Collect all historical data</li> <li>2. Consolidate onto map and publish (website, newsletter, poster, etc)</li> </ol>					<ul style="list-style-type: none"> <li>o A consolidated listing of projects (into database?)</li> <li>o A map showing historical projects around the states</li> </ul>
G. Expand D-I-Y habitat program	??	<ol style="list-style-type: none"> <li>1. Develop "How-to" guide or AWA/DIY implementation, incl performance goals</li> <li>2. ID WWA signage for DNR and Non-DNR sites</li> <li>3. Solicit and encourage one new D-I-Y habitat project</li> </ol>					<ul style="list-style-type: none"> <li>o How-to Guide for D-I-Y programs, for chapter use</li> <li>o One new DIY project</li> </ul>
H. Abrams habitat work and future plan	??	<ol style="list-style-type: none"> <li>1. Identify goals for property and gain Board approval</li> <li>2. Identify Property Manager</li> <li>3. Array projects against calendar</li> <li>4. Identify project funding and submit</li> </ol>					<ul style="list-style-type: none"> <li>o A habitat plan for Abrams extending out 5 years</li> <li>o Potential funding sources for habitat work</li> </ul>
I. Document and manage the nesting structure program: \$\$, Build, Distribute, educate	??	<ol style="list-style-type: none"> <li>1. Gather information about current nesting structure program</li> <li>2. What is needed to move to comprehensive nesting structure program and document? Performance goals?</li> <li>3. ID "owners" of each aspect of the program</li> <li>4. Move forward with rationalizing</li> </ol>					<ul style="list-style-type: none"> <li>o A documented nesting structure program that integrates construction, logistics, maintenance and education with "owners" in place for each component of the plan</li> <li>o Goals identified for 2021 program</li> </ul>
J. Absorb appropriate DNR state-level planning into WWA plans	??	<ol style="list-style-type: none"> <li>1. Review documents (WI Waterfowl Management Plan, WI Waterfowl Habitat Conservation Strategy, Wildlife Private Lands Strategy, etc)</li> <li>2. Consider what facets of which plans should be captured in WWA planning</li> </ol>					<ul style="list-style-type: none"> <li>o Integrated WWA planning that shows support, where appropriate, of DNR's waterfowl habitat initiatives.</li> </ul>

K. Expand Wild rice program	??	<ol style="list-style-type: none"> <li>1. What makes a good wild rice project? What performance goals should program meet?</li> <li>2. Identify likely areas and chapters that may want to be involved</li> <li>3. Undertake one new wild rice seeding project</li> </ol>					<ul style="list-style-type: none"> <li>○ A program to manage and expand WWA's wild rice planting program</li> </ul>
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## 2020 WWA Action Plan for Education Committee

GOAL	Sponsor	Supporting tasks	Q1	Q2	Q3	Q4	"Outcomes" by end of year
A. R3: Bring aboard new waterfowlers thru Mentoring programs	??	<ol style="list-style-type: none"> <li>Solicit Interest (chapters/Newsletter/social media, other) participants attendance at State-sponsored training to acquire knowledge &amp; additional insurance coverage.</li> <li>Track and encourage mentoring opportunities</li> <li>Publish program widely (web, newsletters, social, local press.)</li> <li>Identify "owner" of program</li> </ol>					<ul style="list-style-type: none"> <li>___ new mentored hunts this year</li> </ul>
B. R3: Bring aboard new waterfowlers thru LTH programs	??	<ol style="list-style-type: none"> <li>Solicit Interest (chapters/Newsletter/social media, other)</li> <li>Coordinate train-the trainer LTH for chapters</li> <li>Organize 2 new LTH while continuing GB LTH</li> <li>Identify "owner" of program</li> </ol>					<ul style="list-style-type: none"> <li>Put on 3 total LTHs</li> <li>4 additional LTH instructors</li> <li>Introduce 25 new hunters to waterfowling</li> </ul>
C. Conduct wingshooter programs to reduce % of crippled birds	??	<ol style="list-style-type: none"> <li>Solicit Interest (chapters/Newsletter/social media, other)</li> <li>Coordinate train-the trainer wingshooter for chapters vols</li> <li>Advertise and conduct 2 Wingshooter programs</li> </ol>					<ul style="list-style-type: none"> <li>Train 2 more wingshooter certified instructors;</li> <li>Host 2 Wingshooter courses in Wisconsin with 20 more trained shooters as a result</li> </ul>
D. Develop educational messages & schedule monthly Newsletters and to volunteers and membership.	??	<ol style="list-style-type: none"> <li>What topics should be covered? - develop a list of topics and authors</li> <li>Publish a general ed article in each newsletter; Publish an education focused article in each vol newsletter - and retain on website</li> </ol>					<ul style="list-style-type: none"> <li>12 monthly Educational messages promulgated to 14,000 readers</li> <li>12 monthly volunteer articles</li> </ul>
E. Develop a repository like a speaker Bureau for WWA functions. Providing contact and coordination for event educational opportunities.	??	<ol style="list-style-type: none"> <li>Identify possible experts and develop list of the willing speakers</li> <li>Identify target groups for messages</li> <li>Connect speakers with targeted groups</li> </ol>					<ul style="list-style-type: none"> <li>An ongoing program of connecting willing experts with interested groups</li> </ul>
F. Meet with ___ Chapters to discuss / promote educational programs and develop the tools the need to succeed	??	<ol style="list-style-type: none"> <li>Seek input from Chapter Leadership as to Ed opportunities and topics of interest in their area: What do they want to do, what help do they need? (social media, articles and presentations? Contacts???)</li> <li>Prioritize list of needs for chapter support</li> <li>Provide support to chapters</li> </ol>					<ul style="list-style-type: none"> <li>Understanding of chapter-level educational interests</li> <li>List of chapter needs and a plan to deliver on them from the state-level</li> </ul>
G. Engage: Partner with a local School District(s) to utilize the Abrams Project site as an outdoor classroom	??	<ol style="list-style-type: none"> <li>Identify target schools and outreach to survey interests and desires consistent with WWA educational mission</li> <li>Develop program to address school desires</li> <li>Conduct educational program(s) at Abrams</li> </ol>					<ul style="list-style-type: none"> <li>A model program for local youth outdoor education</li> <li>___ students who have passed through Abrams Educational program</li> </ul>
H. Develop a WWA Education "how-to" handbook for use by committee & chapters	??	<ol style="list-style-type: none"> <li>Define the handbook content by section (... such as, How to... LTH, mentored hunting, nesting structure building / maintaining, Wingshooting course, Abrams property use, duck banding, AWA...)</li> <li>Assign sections to authors then edit/compile</li> <li>Publish and market booklet to chapters and other outlets (press, website, newsletter, supportive groups...)</li> <li>Identify ongoing "owner"</li> </ol>					<ul style="list-style-type: none"> <li>A handbook that allows chapters to implement education programs in their area</li> </ul>
I. Reconstitute a comprehensive nesting structure education program	??	<ol style="list-style-type: none"> <li>Develop nesting structure educational program (nesting structure building, hanging, cleaning; Wood duck phenology—a month-by-month guide to what's happening in the world of wood ducks...)</li> <li>Host 2 events to showcase nesting structure building, cleaning, etc...and subsequent showcasing installation/maintenance. This could be incorporated through a sportshow event or Abrams Educational program.</li> </ol>					<ul style="list-style-type: none"> <li>A documented, managed program for nesting structure</li> </ul>

		3. Identify ongoing "ownership" of program					
J. Sponsor waterfowl outreach events with local teenage-level outdoor events (High school shooting Teams, Get outdoors, etc.), showcasing WWA programs and activities.	??	1. Identify possible outreach activities and volunteers willing to support them 2. Participate in them and provide photos/article for newsletters and local press					o 1-2 events with local High School
K. Develop and implement an educational program/materials for Sportshow and other WWA event activities to provide educational materials and showcase Organization accomplishments.	??	1. Identify materials needed and associated "developers" 2. ID how to get materials to locations of "need" 3. Who maintains materials and coordinates moving forwardd					o An ongoing program to promote WWA programs effectively to a broad audience
L. Conduct nationally sanctioned duck- and goose-calling contests to celebrate the heritage of WI waterfowling	??	1. TBD					o A profitable WI Waterfowl event that attracts waterfowlers from around the state <<performance metrics?>>
M. Undertake a WI duckcarving contest at Mead Wildlife Area to celebrate the heritage of WI waterfowling	??	2. TBD					o A profitable WI Waterfowl event that attracts waterfowlers from around the state <<performance metrics?>>
N. Develop a program for annual WI duckhunter conference to replace defunct WDHC. A subcommittee could be assembled to develop this further.	??	1. Board of Directors determine level of effort, and goals 2. Consider a separate WWA-led committee with outside members 3. Meet with defunct WDHC committee (WWF committee) 4. Develop 2021 5. Conduct outreach					o A (not-unprofitable) WI Waterfowl event that attracts waterfowlers from around the state in 2021

## 2020 WWA Action Plan for Development Committee

GOAL	Sponsor	Supporting tasks	Q1	Q2	Q3	Q4	"Outcomes" by end of year
A. Conduct enjoyable, profitable efficient, and expanding events: Banquets, Bashes, Shoots, Contests	Kufahl	<ol style="list-style-type: none"> <li>Develop calendar for each event with POCs and associated support conatcs/processes</li> <li>Divide event responsibility between RDs</li> <li></li> </ol>					<ul style="list-style-type: none"> <li>Growing attendance (i.e.; memberships developed from events)</li> </ul>
B. Achieve 2020 BUDGET for current scheduled events	Kufahl	<ol style="list-style-type: none"> <li>Develop 2020 budget</li> <li>Provide monthly updates of performance against budget, making adjustments as needed</li> </ol>					<ul style="list-style-type: none"> <li>WWA's event budget met, or exceeded, for the year</li> </ul>
C. "Hotwash" each WWA event for lessons learned and provide feedback to chapter	Chair??	<ol style="list-style-type: none"> <li>With chapter leaders, ID the critical factors that indicate an event has been, or will be, successful, including adequacy of state-level support</li> <li>Share that list with chapter leaders</li> <li>After each event, compare/contrast event results against that list for possible lessons learned, and share results with chapter, directors and staff</li> <li>Update list after anything significant is identified</li> </ol>					<ul style="list-style-type: none"> <li>A continuous program to make effectiveness and efficiency gains with each chapter and he supporting staff.</li> </ul>
D. Standardize event process and reporting and develop chapter tracking sheet	Chair?? Kufahl??	<ol style="list-style-type: none"> <li>With committee and chapter leaders, Identify and document a "best practice" process with pre- and post-event milestones; publish and share with chapters</li> <li>Use this to create a one-page consolidated snapshot (spreadsheet) of <u>all</u> state chapters' readiness for upcoming scheduled events (or to ID risk areas that require attention). Provide regular visibility to AD/ED/Committee)</li> <li>Implement</li> </ol>					<ul style="list-style-type: none"> <li>A relatively consistent approach by chapters to put on an event, including milestones and suggested timeline.</li> <li>A routine RD/staff practice of previewing chapter readiness to host an event</li> </ul>
E. Understand Chapter needs for banquet support	Chair??	<ol style="list-style-type: none"> <li>Survey chapter leaders for what they need from state-level organization to be successful in their fundraising events</li> <li>Collate results with state-level observations and develop a list of support required and begin to implement</li> </ol>					<ul style="list-style-type: none"> <li>A thorough and agreed-upon set of chapter support expectations from staff and director leadership.</li> </ul>
F. Review and update chapter incentives program	Chair??	<ol style="list-style-type: none"> <li>Review chapter incentives</li> <li>Survey Chapter leaders for specific incentives desired</li> <li>Ensure every state-managed event has appropriate incentives in place</li> </ol>					<ul style="list-style-type: none"> <li>Bonafide incentivizing programs for meeting or exceeding WWA fundraising goals</li> </ul>
G. Create an RD Handbook	Kufahl?	<ol style="list-style-type: none"> <li>Develop a notebook of all practices, contacts, needed to carry out the functions of a WWA Regional Director.</li> </ol>					<ul style="list-style-type: none"> <li>A reference document to be shared between the RDs to efficiently execute their duties.</li> </ul>
H. Expand the top 200 program - [related to goal below]	Chair? Ross??	<ol style="list-style-type: none"> <li>Assess immediate performance of end-of year Top 200 drive</li> <li>Develop mid-year approach for expanding outreach efforts</li> </ol>					<ul style="list-style-type: none"> <li>An ongoing program to cultivate the top 20% of donors who provide the majority of our significantly-sized donations</li> </ul>
I. Develop major sponsor program initially around action plan investment opportunities for donors	Ross	<ol style="list-style-type: none"> <li>Develop list of potential major donors (incl corporations) who may be interested in a longer term/more significant investment in WWA</li> <li>Design an approach to engaging such donors and implement</li> </ol>					<ul style="list-style-type: none"> <li>A defined and ongoing program that allows potential sponsors to seek and fund program initiatives that are of interest to them in the WWA mission set</li> </ul>
J. Strengthen the "sustaining membership" gifting program.	Chair?	<ol style="list-style-type: none"> <li>Develop a plan to communicating and incentivizing the "sustaining memberships gifting program</li> <li>Undertake that plan with different approaches through the year to identify what works best</li> </ol>					<ul style="list-style-type: none"> <li>A growing, sustained revenue stream. Of sustaining members (greater than current total \$\$ per month)</li> </ul>
K. Launch a legacy gifting initiative	Olson?	<ol style="list-style-type: none"> <li>Design a legacy gifting program</li> </ol>					<ul style="list-style-type: none"> <li>A documented approach to involving likely legacy gifting contributors at a point prior to their need.</li> </ul>

		<ol style="list-style-type: none"> <li>Identify likely candidates that such a program would appeal to...</li> <li>Launch a marketing appeal</li> </ol>					
L. Re-energize the corporate partner program	Ross??	<ol style="list-style-type: none"> <li>Develop corporate value proposition</li> <li>Develop pricing levels and List of likely corporate sponsors</li> <li>Communicate with each such possible partners several times thru various communication conduits, and develop a specific partnership with most promising corporations.</li> </ol>					<ul style="list-style-type: none"> <li>A thorough contact of all corporations / businesses that might find value in a WWA partnership.</li> <li>Growing support (FMV contributions) of WWA programs through the corporate partnership program</li> </ul>
M. Document membership/donor data to be captured in database	Ross	<ol style="list-style-type: none"> <li>List what information is currently captured vs what is needed to run an effective donor campaign</li> <li>Provide list of "needed" data to Exec Committee</li> </ol>					<ul style="list-style-type: none"> <li>List of donor data to be captured by events / fundraising / drives / etc...</li> </ul>
N. Establish new chapters	??	<ol style="list-style-type: none"> <li>Identify likely locales for a new chapter and conduct an thorough outreach program</li> <li>Are there incentives that should be considered in establishing a new committee?</li> <li>Use</li> </ol>					<ul style="list-style-type: none"> <li>Net +1 chapters by end of year</li> </ul>
O. Improve merchandise inventory management practices	Kufahl	<ol style="list-style-type: none"> <li>Establish a Merchandise sub-committee, with goals, and membership representative of staff, directors and chapters. Develop merchandise review process to identify likely/good merchandise to be introduced to the WWA event and retail operations</li> <li>Establish consistent and efficient inventory practices</li> </ol>					<ul style="list-style-type: none"> <li>Attractive, profitable merchandise at events</li> <li>An inventory management approach that takes advantage of</li> </ul>
P. Conduct two staff-led enjoyable and profitable golf outings that are well-attended and meet budget	Ross??	<ol style="list-style-type: none"> <li>Conduct golf outings</li> <li>Incorporate local chapters as possible and grow attendance through early advertising</li> <li>Conduct after-action review for lessons learned</li> </ol>					<ul style="list-style-type: none"> <li>Achieve or exceed budget goal</li> </ul>
Q. Conduct state-wide raffles efficiently to meet budget (UTV, state hunt, calendar)	Monette	<ol style="list-style-type: none"> <li>Identify raffle opportunities and develop the support material</li> <li>Seek Director-level support of sales and marketing</li> <li>Track progress of sales through raffle period</li> <li>Conduct calendar picture social media campaign and explore opportunities to grow profitability of raffles</li> </ol>					<ul style="list-style-type: none"> <li>Engaged membership</li> <li>Profits that meet or exceed budgeted goals</li> </ul>
R. Address storage constraints	Kufahl	<ol style="list-style-type: none"> <li>Identify long term storage needs and propose a plan with budget to address consolidation or expansion</li> <li>Obtain budget and implement plan</li> </ol>					<ul style="list-style-type: none"> <li>A convenient and logically organized merchandise storage facility that simplifies inventory control</li> </ul>