

2023 WWA Goals – DRAFT – 26 Jan

WWA Mission: To restore and conserve Wisconsin’s waterfowl and wetland resources; to educate state waterfowlers on their progression from natural resource consumer to steward; and to promote governmental policy that protects Wisconsin’s waterfowl resources and promotes the rights of its citizens to hunt.

Committee Goals and Budget Implications		Budget	Staff time? (1=high, 2=moderate 3=low)	Strategy or approach	Q 1	Q 2	Q 3	Q 4	
Education Committee and budget									
Ed-1	Establish WWA’s Waterfowlers Academy	\$3000	3	Maintain LTH Waterfowl Events held in 2022					
	Expand / grow the LTH program with 6 events in 2023 , with a focus on adults. [WWA hosted 3 LTH Waterfowl Events (Southwest, Green Bay and Southeast) in 2022). The R3 Grant Implementation is identified as a separate goal however those LTH events would be counted toward Goal #1		3	Provide LTH -Mentor Training for WWA Chapters and/or interested WWA volunteers - piloted in 2022					
			3	Seek and develop LTH waterfowl partnership opportunities with other conservation organizations					
			3	Continue and build on the Vortex Optics partnership - initiated 2022					
			2	Work to standardize and streamline the LTH process					
			2	Brand WWA LTH efforts so it can be marketed and recognized by potential sponsors, partners and members: WWA Waterfowlers Academy					
Ed-2	Implementation of R3 Diversity Grant	\$0	1	Implement R3 Grant per developed plan and outline					

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	WWA Budget Request - \$0 (Grant is funded through WDNR and PR \$\$ thru 2024)								
Ed-3	WWA Newsletter - Education Committee submits 1 article per month Budget Request - \$0	\$0	3	Plan, schedule and assign newsletter topics for each month in 2023					
			3	Communicate with other WWA committees on potential topics or topic overlap					
Ed-4	Wood Duck Box Lesson Plan Implementation Budget Request - \$500. Potential WSST Conf fees and booth costs; wood duck boxes for first 10 schools adopting program	\$500	3	Continue partnership with Ryan and Jessica Peterson (Brillion School District)					
			3	Continue and grow partnership with TactaCam					
			3	Continue lesson plan pilot at Pulaski School District					
			3	WWA attendance at Wisconsin Society of Science Teacher Conference to present or promote opportunity					
Ed-5	Waterfowl Banding Coordination Budget Request - \$0	\$0	3	Continue with Banding Coordinator role - Sarah Orlofske					
			3	Improve communication with WDNR to understand the WWA roles and responsibilities possible					
	Development Committee								
Dev-1			2	Double # of Sustaining Memberships – (a) Every director encouraged to become					

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	Diversify WWA revenue sources			sustaining member (b) year-end campaign; (c) quarterly e-news article or email					
			3	Continue to increase awareness of Legacy Donor Program: (a) Continue monthly e-news reminders; (b) qtrly postards; (c) celebrate legacy gifters					
			1	Gain two foundations / donors / grantors. One in excess of \$25K and one less than \$25K (1) ID candidate foundations (2) Approach foundations with WWA value proposition / funding opportunities					
			1	Acquire two new corporate (cash) sponsors (1) identify potential corporate entities (2) Develop list of investment opportunities (3) Coordinate outreaches to potential sponsors					
Dev-2	Maintain / grow chapter numbers Budget: Two Chapter Meet & Greets at \$250 each (Total \$500)	\$50	2	Establish (1) new-start chapter (1) Include Q in survey re: willingness to play role in chapter formation (2) Review member density and potential volunteers to identify high likelihood of successful chapter; Consider incentives					

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				(3) Outreach to potential volunteers (targeted email) (4) Schedule face-to-face					
			2	(1) Mentor/assist the Nicolet and Rio Chapters (2022 new-starts) to establish them within WWA					
			3	(1) Mentor/assist Midland Wings Chapter to return stability and fiscal growth					
			2	(1) Identify/mentor/assist new leadership for the Baraboo River Chapter					
Dev-3	Develop chapter capacity and competency Two Event Planning, Budgeting, and Reconciliation meetings at \$150 each (Total \$300)	\$300	2	(1) Conduct event planning, budgeting, and event reconciliation training for chapter chairmen, treasurers and interested committee members; (2) Standardize planning and reporting schema. (record on zoom for future use)					
	Habitat Committee								
Hab-1	Re-build Wood Duck Box program to efficiently and sustainably produce more wood ducks in the state	\$2000	2	Re-boot after Blackwell withdrawal; Distribute boxes to chapters and the public; Sell boxes at a price that allows the program to be self-sustaining					
			3	Continue to promote the use of program spreadsheet to capture results of nesting					
Hab-2	Implement the Public Lands Ecologist position	\$6500	1	Support the process of hiring, training, and on-boarding public lands ecologist					

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	Budget impact approximately \$6-7K per year + EXPO funds of \$6.2K		2	Design and launch of the position to achieve maximum WWA benefit					
			2	Document projects for future reference and measure results					
Hab-3	Expand Traditional restoration project work - Increase number of projects & Acres year over year Budget: \$500 for signs towards end of 2023 to replenish stock Budget \$500 for attendance at Wetlands conference	\$1000	2	Streamline initial contact and review process; routinely monitor (via committee) approval & progress					
			3	More effectively implement signage at project sites					
			2	Attend Wetlands conference to broadcast success, develop partnerships, advertise for project possibilities					
Hab-4	Refine and expand Adopt a wildlife Area (AWA)		1	Find and support an AWA Coordinator					
			2	Promote program to chapters through outreach, mktg and celebrating					
			3	ID Needs and support Chapters' AWA efforts					
Hab-5	Expand Wild Rice Efforts and WWA recognition for them		1	Continue identify supply side of rice efforts to build sustainability of program, including chapter volunteer efforts at collection/seeding					
			1	Increase distribution volume and number of projects					
			3	Improve documentation of rice projects to support communication of efforts					

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	Communications and membership								
C/M-1	Website Re-boot Budget: \$10,000	\$10,000	1	invest in redoing the website in 2023. This would require WWA to solicit bids from potential website vendors, as well as significant time from staff and volunteers to help map the new website and draft copy. Marketing Committee members George Ermert and Nathan Woelfel have already agreed to help lead the site mapping and content development of a new website.					
	Increase WWA earned media		3	earned media efforts will include outreach to different media outlets to publicize initiatives like the Public Lands Ecologist and the Waterfowl Hunters Expo.					
	Increase WWA Membership / Canine Life Memberships Budget: \$750	\$750	2	Conduct at least two membership drives and general marketing for WWA					
	Increase WWA Visibility through Paid Marketing Budget \$2500	\$2500	2	Our current membership of 7,000 people only represents about 10 % of all waterfowl hunters in Wisconsin. We need to do more to increase our visibility to our target audience and potential donors. This may include print advertising, radio advertising, podcast sponsorships, event sponsorships, new merchandise, and more.					

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	Policy								
P-1	Educate legislature on SHC Budget: none att		1						
P-2	Undertake survey of legislators Budget: none att		2	Conduct survey of new session legislators to determine outdoor background					
P-3	Elevate WWA in hook and bullet policy realm Budget: none att		2	Host several policy forums during course of year to harmonize efforts/ share info					
	Other initiatives								
Staff1	Project video (Pines project) Budget: \$3500		1	Develop stem-to-stern video of significant project for WWA marketing and landowner use. Estimate is likely 1/3 of cost—requires sponsors to complete.					
Staff2	EXPO sponsorship Budget: \$1500		3	Gold sponsorship for EXPO					
Staff3	Balancing staff compensation Budget: unk att		2	Implement any results from ad hoc staff compensation committee					
Staff4	HRP incremental increase								
Staff5	Staff bonus for 2022 Budget unk att		3	Consider year-end financial ability to bonus staff					

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Staff6	Supplemental administrative assistance Budget - \$4,000	\$4000	2	Supports data entry and vacation time for DoA					
Staff7	Chapter grant program Budget: \$6000	\$6000		Support Chapter grant initiative					
Staff8	Annual report publishing Budget: \$1,000	\$1000		Hire graphic designer and professional printer for 2023 annual report; mail out to "Top 200"					
Gen1	Strengthen WWA Reserves (i.e., Rainy Day Fund) Budget: TBD			Currently at \$70K, does Board wish to incrementally grow this fund?					
Gen3	Contribute to Endowment Budget: TBD			Currently at \$44K - is there value in incrementally growing this fund?					
Staff10	Establish cloud based repository for WWA docs/files/shared etc								
Staff 11	Update Hall of Fame guidance		2						
	Other??? TBD								