






WWOA Strategic Plan 2020-25

W.W.O.A. Purpose

The purpose of the Wisconsin Woodland Owners Association Inc. is to encourage sustainable forestry and all related resources in Wisconsin. WWOA is dedicated to

-  serve the interests of woodland owners;
-  develop public appreciation for the value of Wisconsin woodlands and the importance of woodlands in the economy and overall welfare of Wisconsin; and
-  educate woodland owners to instill a strong commitment to sustainable forest management.

WWOA's mission is to ensure that future generations will be able to enjoy the beauty and utility of the woodlands.

revised 6-4-12

The Wisconsin Woodland Owners Association Inc. has created this 2020-2025 strategic plan with input from the membership via the membership survey that was in the Fall 2018 issue of *Wisconsin Woodlands*. On March 16, 2019, WWOA Board of Directors, Chapter chairs and representatives met in Stevens Point to discuss goals for inclusion in the strategic plan. The Strategic Planning Committee met several times to work on the draft goals. The WWOA Board of Directors approved this plan on August 30, 2019. Members are encouraged to share their ideas on WWOA's goals with board members and chapter chairs.

GOAL I - Financial Stability

- ❖ Become financially independent and/or less financially dependent on one-time donors and donations by expanding membership by 25% by 2023, increasing advertising income by 0.5% per year by 2025, identifying specific expenses that could be sponsored and inform members of these (named or anonymous) opportunities by June 30, 2020; present these opportunities to the membership by December 31, 2020.
- ❖ Create a long-term fundraising strategy which does not cause donor fatigue, leveraging input from WWOA volunteers and consultants by June 30, 2025.

GOAL II - Leadership

- ❖ WWOA volunteers are instrumental in achieving WWOA's mission. WWOA will design and implement a more formal volunteer program by December 31, 2023.
- ❖ WWOA will annually conduct leadership training for WWOA Board of Directors, Chapter Chairs, staff and other members interested in leadership development.

(over)

- ❖ Leveraging AmeriCorps employee and WWOA volunteers create a chapter supported mentoring program with a goal of supporting 50 new members by 2023; scale the program to support 100 new members by 2025.
- ❖ Establish a subcommittee of the Chapter Chairs Committee to review the chapters' operating structure, and clarify state and local membership looking for common ground and ways to streamline how chapters function within WWOA. Committee will report findings to WWOA Board at September 2021 quarterly meeting.
- ❖ President to appoint an ad hoc committee focused on evaluating the current and future committee structures by March 2020 quarterly Board meeting and by September 2020 report findings to WWOA Board at quarterly meeting.

GOAL III - Communication

- ❖ WWOA Board will appoint a committee of select chapter chairs to create a new statewide communication plan with a goal of implementing the plan statewide by September 30, 2021.
- ❖ Enhance WWOA's visibility by presenting or providing WWOA displays at 10 events for other conservation groups in 2021; increase presentations 40% per year by 2025.

GOAL IV - Building Membership

- ❖ In effort to increase membership by 25% by 2023, complete an analysis on a variety of innovative methods and select five approaches to implement.
- ❖ Create a 5-year marketing strategy supporting WWOA's mission leveraging an ad hoc committee of WWOA volunteers and professionals (with marketing/advertising/communications skills) by March 31, 2020 to develop a plan. Present the plan to the WWOA Board for approval at the March 2021 quarterly meeting.
- ❖ Supported by the WWOA Membership Committee, develop one collaborative project with 1-2 statewide partners to increase the membership base by interfacing with a minimum of 1,000 non-WWOA, private woodland owners in Wisconsin by 2022.

GOAL V - Education

- ❖ President will appoint an ad hoc committee by January 31, 2020, to develop a sustainable plan to determine an annual meeting site by January 31st of the prior year. This will include at least one alternative to chapter sponsorship. Plan to be developed and presented to the WWOA Board for approval by December 31, 2021.
- ❖ Website Chair and committee members starting in January 2020 will gather costs, feasibility, and information related to creating a web-based interactive forum to be presented to the WWOA Board at their March 2021 quarterly meeting for approval.
- ❖ Establish a volunteer committee, with AmeriCorps member assistance, in 2020, to analyze 2018 membership survey responses to identify valued WWOA services and create a plan to improve them starting in 2021.
- ❖ Continue WWOA's Growing Your Legacy project and promote use of the My Land Handbook through educational workshops and outreach materials during 2020-2025.