



Wisconsin Woodland Owners Association Inc. Strategic Plan 2025-2030

As a 501(c)(3) nonprofit organization, WVOA depends on the following resources:

- Income streams from dues and donations
- Revenue generating activities
- A motivated workforce both paid and volunteer

This five year strategic plan will establish goals to enhance WVOA's organizational resilience as well as our ability to execute our mission and fulfill our vision.

The Mission of the Wisconsin Woodland Owners Association Inc. (WVOA) is to conserve and enhance the private woodlands of the state through the following actions:

- ✿ Sustainably manage our woodlands with informed management plans that utilize best silviculture* practices
- ✿ Assist private landowners in achieving their management goals by connecting them with natural resource professionals and fellow woodland owners
- ✿ Educate the public on the value of woodlands for economic, environmental, recreational, and wildlife habitat purposes

These actions will ensure future generations can enjoy the natural beauty and benefits of our woodlands.

Our Vision is to be the “go-to” organization to assist woodland owners in achieving their sustainable forestry goals.

*Silviculture – The care and development of forests in order to obtain a product or provide a service.

This plan has five goals along with suggested ways on how to meet these goals. The plan is dynamic and will be updated regularly by the Board of Directors. When evaluating suggested ideas, the Board will consider relevance to our mission and vision as well as executability with available resources and partners.

Goal 1 Increase membership recruitment, retention, and engagement

- Partner with WDNR, UW Ex, NRCS, and other sustainable forestry entities (WTFC, TFT, Walnut Council, etc.) to mutually support recruitment activities
- Enlist a WWOA graduate of the UW Ex Coverts Project to make a presentation at the annual Coverts workshop and award gift memberships
- Encourage chapters to attend forestry related events in their areas with the WWOA exhibit and brochures
- Update the WWOA PowerPoint slide show to use when engaging other audiences
- Mass mailing to WDNR Cooperating Foresters to encourage their clients to join WWOA
- Target gift memberships to woodland owners who aspire to sustainable forestry and are inclined to join WWOA (e.g., winter conferences, Coverts, WDNR engagements, etc.)
- Invite chapter/committee leadership to WWOA Board meetings to provide updates
- Personally engage fellow members for volunteer opportunities

Goal 2 Streamline workload on WWOA office staff

- Maintain full staffing in WWOA
- Redirect routine tasks to qualified volunteers, in person or remote
- Upgrade office equipment as needed for efficiency
- Adjust programming activities to match available resource constraints (temporarily pausing, delegating, outsourcing, merging with others, etc.)
- Re-establish Government Affairs committee

Goal 3 Maintain long-term Financial Stability

- Transition investment accounts to low fee, acceptable risk portfolios
- Encourage legacy contributions in estate planning
- Investigate pros and cons of creating a land trust for working forests
- Recruit corporate and government sponsors to defray costs of annual meeting
- Pursue available grants when relevant

Goal 4 Enhance Chapter viability to include additional activities

- When office staffing allows, support Chapter workload with WWOA website, virtual meetings, and group emails to communicate with all chapter members
- Provide chapter membership data base information for their area
- Introduce new members at their first chapter event
- De-centralize Mentorship program to allow chapters to pair new members with senior chapter members utilizing state level training materials
- Include at least one WWOA Board member for chapter planning meetings and events
- Form partnerships with UW Extension offices in chapter area
- Remind Chapters to inform WWOA office of their activities for posting on the website
- Investigate reciprocal meetings with cross border activities in MN, MI, IL, IA
- Co-host chapter events with like-minded organizations (e.g., Walnut Council, WTFC, TNC, etc.)
- Consider chapter workdays to assist aging or mobility-limited members in clearing trails, cutting firewood, etc.
- Encourage members in areas without functioning chapters to join any chapter that provides programming of interest to them
- Restore programming for idle chapters by assigning a Board member to work with defunct chapters to reactivate them

Goal 5 Increase educational opportunities to boost attendance at Chapter Field Days, Winter Conferences, Annual Meeting, and periodic Webinars

- Partner with WDNR, NRCS, UW Ex, and other forestry professionals to provide expert speakers on traditional topics such as forest health, invasives, browse, harvests, market opportunities, MFL, legal, etc, to include virtual opportunities.
- Include emerging topics such as climate adaptation, carbon credits, legacy conservancies, remote sensing, advanced mapping, prescribed burns, etc.
- Improve cross links in website and magazine
- Announce educational events thru website, email, and chapter newsletters