

Wisconsin Wildlife Federation

Development Plan

January 1, 2008 – December 31, 2008

Financial Goal: To raise \$225,000 for the Wisconsin Wildlife Federation.

To meet its financial goal, the Wisconsin Wildlife Federation will do the following:

Membership Recruitment/Donor Prospecting/\$2,500

Goal: To increase the number of members. (100 members @ \$25/each = \$2,500)

- *Develop and send a direct mail solicitation to WWF's lapsed member list (perhaps for the period of 1/1/02 - 12/31/07 or so depending on the numbers).
By 3/08*
- *Develop and send a direct mail solicitation to members of selected affiliate clubs.
May and September mailings*
- *Send direct mail to members of the Wisconsin Waterfowl Association (WWA). Conduct a list exchange with WWA and solicit their members.
By 6/08*

Donor Recruitment/\$10,000

Goal: To increase giving from current and new donors, e.g., identify 20 people or businesses to give \$500+ /year OR identify one donor to give \$5,000 and five donors to increase their giving by \$1,000+ /year

- *Identify the top 25 givers to WWF in 2007 and develop a strategy to ask each to increase their level of giving to WWF. Review the list of givers with the Organizational and Development Committee to determine who might have the interest and ability in increasing their level of giving to WWF. Also determine the best contact for each prospect. Develop and implement an approach (letter, meeting, invitation to annual meeting and then follow-up) for each individual.
Throughout 2008*
- *Obtain names and contact information of potential donors from current board members. Work with the Organizational and Development Committee and board members to identify people--friends, acquaintances, businesses--who might be interested in supporting WWF at the \$500+ level. Possible clues include people who always attend the banquets, people who hunt, people and business that have lots of art featuring wildlife.
Throughout 2008*
- *Identify potential donors through the annual reports of other conservation groups. Gather contact information; determine and implement approach.
By 10/08*
- *Review and revise as appropriate giving club and benefits for donors who give at the \$500 and \$1,000 level.
By 4/08*
- *Explore the idea of using a board member pledge development form through which board members would: 1) pledge to make a gift that is significant for them; and 2) identify ways individual board members can help WWF's development efforts, such as selling conservation calendars, identifying prospective donors, and working with staff to develop an approach to prospective donors with whom the board member already has a personal relationship.
By 10/08*

Affiliate Clubs/\$2,500 (from increased dues)

Goal: To increase the amount of dues WWF receives from its affiliate clubs by at least \$2,500 and to offer specific benefits to those clubs for their dues.

- *Work with the Organizational Development Committee to Evaluate WWF's affiliate club dues and benefit structure and draft recommendations.* We will: 1) Evaluate the cost analysis of affiliate club membership and benefits; 2) Review other NWF state affiliates' membership and benefit programs for their affiliate clubs; and 3) Develop, if appropriate, a new structure for WWF affiliate clubs for board approval.

Special Appeals/\$5,000

Goal: To raise \$5,000 from special appeals.

- *Develop and send two special fundraising appeals to WWF members— one at the end of the year, and two during the year on a specific issue.*
By 11/08 for the year-end appeal; timing to be determined based on issues for the other appeals.

Advertising and Sponsorships/\$10,000

Goal: To raise \$10,000 through advertising and sponsorships.

- *Identify and solicit potential sponsors for WWF's annual meeting.*
By 3/08
- *Identify and solicit potential sponsors for Maple Fest.*
By 3/08
- *Explore the possibility of selling ads in the calendar and in Wisconservation.*
By 7/08

Wisconsin State Employees Combined Campaign (SECC)/\$2,500

Goal: To raise \$2,500 from participation in SECC.

- *Publicize the ability of state employees to support WWF through a payroll deduction* by including information on our web site, in our publications, and by posting information to that effect in workplaces of Wisconsin Department of Natural Resources (DNR) employees. We will also explore the possibility of sending a postcard or email to DNR employees.

Note: In 2007, we successfully worked in coalition with other organizations to register with the SECC. Current information indicates we have raised approximately \$2,400 for that campaign.

Endowment and Memorial Gifts/\$5,000+

Goal: To raise at least \$2,500 in memorial gifts and other contributions to our endowments.

- *Publicize the existence of our endowment funds— one for conservation policy and one for education— and the opportunity to make a gifts— with emphasis on memorial and planned gifts— to either endowment.*

Note: We realize it's tough to predict memorial gifts. However, in 2007 we took in \$6,000+ in memorial gifts for our endowments. Donors learned about the opportunity to make memorial gifts through our web site and through discussion with staff.

Foundations/\$187,500+

Goal: To raise \$187,500 from foundations for our policy and education work.

- *Identify possible sources of foundation support for our work using FC Search and other research tools available in the Foundation Center Cooperating Collection at the Memorial Union Library.*
Throughout the year
- *Develop and submit foundation proposals for our policy— largely our work to protect water quality— and our education work.* We have already secured two commitments from foundations— one from the National Fish and Wildlife Foundation/\$110,000 to improve wildlife habitat near Horicon Marsh; AmeriCorps/\$20,000 in-kind for an educator. We will submit proposals throughout the year. We hope to receive (and are budgeting for) the following: Joyce Foundation/\$50,000 for a capacity building project; ATC/\$10,500 for education; Bock/\$7,500 for education; Placon/\$2,500 for education; other foundations/\$5,000 for education.

Other Development Tasks (that don't generate funds, but that are critical to our work to do so)

- *Database:* Develop a comprehensive list of the information we need to track in our database and the type of reports we need to produce, and work with the retired database professional we've already identified to create, troubleshoot, and maintain a database that will meet our development and outreach needs.
- *Membership Retention:* Review and revise the membership renewal and thank you process.
- *Web Site:* Continue to develop new and refine existing content for WWF's web site; modify the navigation to better highlight our work; and add photos and graphics to enhance the attractiveness, and hopefully the readership, of the site.
- *Planning:* Participate in (lead for MEEC) planning sessions to identify specific, achievable, measurable goals for our policy and education work that would provide the basis for all foundation proposals.
- *Organizational Development Committee:* Staff the newly-created Organizational Development Committee which we created to help strengthen WWF's infrastructure and enhance its development work. See the attached document outlining the purpose of the committee.
- *Publications/Communications:* Work with the Organizational Development Committee to determine WWF's communication needs and how to best meet those needs. The Committee will: 1) Decide the kinds of information we want to communicate to members and the public; 2) Discuss methods or strategies to convey that information.; 3) Determine best methods to convey selected information and the frequency/content of those communications under WWF control; and 4) Develop and implement a plan to do so that is within context of the 2008/2009 budgets.
- *Banquet Fundraisers:* Explore the possibility of working with the Banquet Committee to obtain donated, rather than purchased items, for some of the banquets. This would reduce our overhead costs and increase our profits.
- *Engaging Sportspeople in conservation issues:* Lay the groundwork and launch the "Camo Coalition:" an action alert system for sportspeople that will enable them to take timely, effective action on legislative issues and increase our visibility among sportspeople— the latter which we anticipate will ultimately help increase WWF's membership. The development director's role will be limited to dealing with the vendors to get this system in place. The executive director will be responsible for implementing any action on the system.