

Washington Conservation Society

Strategic Plan

WCS Bylaws, Mission, Vision & Strategic Priorities

Core Values of the Washington Conservation Society:

- conservation of natural resource base
- partnering for conservation with neighboring states and countries
- investments in conservation education
- working conservation projects, with working people, on working lands and communicating the accomplishments
- people working together toward conservation partnership in Washington State
- honoring past conservationists

Mission: Mission of Washington Conservation Society is to promote natural resource conservation efforts in Washington State by providing a philanthropic center for investments in citizen-led, voluntary-based conservation projects, activities, education, and outreach efforts.

Vision:

WCS is a fiscally responsible, financially robust organization with energized membership base and is a strong and unique entity for assisting and bringing together a wide range of conservation and partnership activities to benefit future generations;

WCS is a successful and recognized convening organization for coordinating conservation investments for leadership, education, public outreach, development, and support of conservation activities and projects.

Strategic Priorities & Goals:

Strategic Priority	Goal	Measure of Success
Conservation Projects	<ul style="list-style-type: none"> • Annually receive and disburse \$200,000 of 501c3 contributions for conservation projects with conservation districts & partner organizations. 	<ul style="list-style-type: none"> • amount of pass through funding for conservation district projects • number of projects and related participation
Conservation Education	<ul style="list-style-type: none"> • Annually raise \$5,000 for conservation education activities • Provide coordination, support, and pass through funding for conservation education programs including Envirothon, and producer outreach and education (by invitation of conservation districts, WACD, WSCC, NRCS) 	<ul style="list-style-type: none"> • number of grants issued and amounts • number of activities, the related participation, testimonials, and public support
Public Outreach	<ul style="list-style-type: none"> • Build support for the WCS and public awareness among the conservation 	<ul style="list-style-type: none"> • number of activities, forums, events, and

	family and with funders with a heavier promotion within the districts <ul style="list-style-type: none"> • Implement a statewide ad and media campaign for conservation in Washington State in partnership with WACD, WSCC and other partner organizations 	media used and related impact <ul style="list-style-type: none"> • number of people reached
Leadership Development	<ul style="list-style-type: none"> • Raise \$200,000 for the development and implementation of a Conservation District Leadership Program in partnership with WACD, WSCC, WADE and NRCS • Have 10 district leaders participating in leadership program annually • Continue and expand the recognition of people that have made significant contributions in conservation work 	<ul style="list-style-type: none"> • number of district supervisors & managers involved • number of activities, forums, events, and media used and related impact • number of people recognized for their conservation contributions
Operations	<ul style="list-style-type: none"> • Develop a financial control manual and business related insurance • Build membership to over 100 people • Obtain a flow of funds including securing at least one endowment • Hire a "coordinator" 	<ul style="list-style-type: none"> • number of members • financial condition, internal controls, successful audits • overall business health • goals accomplished • planning and reporting

Strategic Priority: **Conservation Projects**

Goal:

- Annually receive and disburse \$200,000 of 501c3 contributions for conservation projects with conservation districts & partner organizations.

Strategies: Use our 501c3 status to act as a pass through entity and seek funding from other 501c3's to support our goals.

Actions	Timeline	Leadership
Seek funding from other 501c3 entities.	On-going	Jerry
Continue to advertise and offer support to Districts as a pass through entity.	On-going	Heather

Strategic Priority: **Conservation Education**

Goals:

- Annually raise \$5,000 for conservation education activities
- Provide coordination, support, and pass through funding for conservation education programs including Envirothon, and producer outreach and education (by invitation of conservation districts, WACD, WSCC, NRCS)

Strategies: Develop and implement a fundraising plan to support conservation education activities and programs. Develop and implement a matrix of desired coordination, support

and pass-through funding for conservation education programs, and producer outreach and education.

Actions	Timeline	Leadership
Develop list of current sources of funding for WCS for conservation education activities and programs.	December 1, 2016	Larry D. to follow up with Stu
Develop list of current CD specific supported conservation education activities and programs.	December 1, 2016	Heather to ask Members
Develop list of current sources of funding for CD specific conservation education activities and programs.	December 1, 2016	Heather to ask Members
Conduct net search of effective ways to fund-raise on a small activities, targeted basis.	December 1, 2016	Jerry knows website
Develop a fund-raising plan.	January 31, 2017	
Field test fund-raising plan.	Complete field test by March 31, 2017	
Review field test of fund-raising plan implementation and modify as needed.	Complete field test review by May 1, 2017	
Launch full-scale fund-raising plan.	June 1, 2017	
Collect Implementation data on monthly basis. Number of grants issued and amounts. Dollars raised: amounts and sources. Gap between grants requested and funded.	On-going	Heather
Develop matrix of desired coordination, support and pass-through funding for conservation activities and programs.	Complete by January 1, 2017	Larry D., Heather, Bill Eller
Begin implementation of matrix re: conservation activities and programs.	February 1, 2017	
Collect Implementation data on a monthly basis. Number of education programs and activities implemented. Number of people that those programs reached. Testimonials from teachers, students, etc. Number of new WCS memberships as an indicator of public support.	On-going	
Develop matrix of desired coordination, support and pass-through funding for producer outreach and education (by invitation of conservation districts, WACD, WSCC, NRCS).	Complete by January 1, 2017	
Collect Implementation data on a monthly basis. Number of producer education	On-going	

programs and activities implemented. Number of producers that those programs reached. Testimonials from producers.		
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Strategic Priority: **Public Outreach**

Goals:

- Build support for the WCS and public awareness among the conservation family and with funders with a heavier promotion within the districts
- Implement a statewide ad and media campaign for conservation in Washington State in partnership with WACD, WSCC and other partner organizations
- Measures of success: number of activities, forums, events, and media used and related impact and number of people reached

Strategies: Develop and implement an Outreach Plan that includes utilization of web and print based media to target conservation districts, partners and the public.

Actions	Timeline	Leadership
*3-5 minute PSA (commercial) on the WCS at WACD annual meeting	Annually	WCS President and Executive Board
Host a Booth at the WACD Annual Meeting	Annually	Heather & WCS Members
Annual Report for Inclusion in the WACD Meeting Packet	Annually	WCS President
One page WCS brochure for distribution at WACD Annual Meeting	Annually	Heather
Have the Society added to the Partnership Directory	December 2016	Heather
Short article (300 words±) on WCS in Capital Press, Washington State Grange Council Conservation Edition.	December 2016	Doug Rushton with input from Executive Board
Develop an inventory of events of like-minded organizations we could plug into (incl. names and contact info)	On-going	WCS Executive Board
Develop an inventory of publications, newsletters, websites of like-minded organizations we could plug into (incl. names and contact info)	On-going	WCS Executive Board
Develop WCS website	In Development	Heather and Erica
Solicit additional ideas for outreach from CDs, NRCS outreach staff, partners, others	On-going	Doug & WCS Members

Strategic Priority: **Leadership Development**

Goal:

- Raise \$200,000 for the development and implementation of a Conservation District Leadership Program in partnership with existing Ag Forestry Leadership Program, along with WACD and WSCC
- Have 10 district leaders participating in leadership program annually

- Continue and expand the recognition of people that have made significant contributions in conservation work

Strategies:

- Develop a conservation leadership program with 10 graduates per year.

Actions	Timeline	Leadership
Continue working with Supervisor Leadership Development Workgroup	On-going	Workgroup Members
Call for nominations to the first class	By May 2017	WCS, WSCC, WACD, WADE, NRCS

Strategic Priority: **Operations**

Goals:

- Develop a financial control manual and business related insurance
- Build membership to over 100 people
- Obtain a flow of funds including securing at least one endowment
- Hire a "coordinator"

Strategies:

Actions	Timeline	Leadership
Complete Annual Internal Audit	Annually	WCS Executive Board
Develop a financial control manual	June 2016	Lori, Heather, Jerry
Get quotes for Insurance for Board Members not covered by District insurance	June 2016	Executive Board
Continue Membership Drive and promote WCS at meetings	On-going	All Members

Organizational Recommended Actions

Issue to Resolve	Desired Outcome	Recommended Actions