

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 and present conservationists who have or are making notable contributions to the cause

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 \$500,000 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 \$500,000 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) • Implement Conservation Futures 	<ul style="list-style-type: none"> • number of grants issued and amounts • number of activities, the related participation, testimonials, and public support • number of scholarships funded

	<p>Scholarship Program</p> <ul style="list-style-type: none"> • Implement Tribal Envirothon Team Scholarship Program 	
Public Outreach	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • number of activities, forums, events, and media used and related impact • publish a quarterly newsletter • maintain WCS website • number of people reached • electronically print the Leaving a Legacy book
Leadership Development	<ul style="list-style-type: none"> • Raise \$500,000 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 • As an interim strategy raise \$50,000 to support supervisors participating in Ag Forestry Leadership and the Nation Conservation Foundations Next Generation Leadership Institute • 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 supervisors participating in existing leadership development programs • number of people recognized for their conservation contributions • electronically print the Leaving a Legacy book
Operations	<ul style="list-style-type: none"> • Build membership to over 500 people • Obtain a flow of funds including securing at least one endowment • Hire an “Executive Director” • Continue to partner with Amazon Smile and Combined Fund Drive (CFD) • Continue to promote DEI through WCS and District programming 	<ul style="list-style-type: none"> • number of members • financial condition, internal controls, successful audits • overall business health • goals accomplished • planning and reporting • number of Amazon Smile and CFD participants

Strategic Priority: **Conservation Projects**

Goal:

- Annually receive and disburse \$500,000 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.

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

Strategic Priority: **Conservation Education**

Goals:

- Annually raise \$500,000 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
Coordinate with the WSCC Communications, Partnership and Outreach Committee on Statewide Education and Outreach needs	September 1, 2022	Heather Wendt/Hilary Sepulveda
Implement WCS fund-raising plan.	On-going	WCS Executive Board
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 Wendt
Develop matrix of desired coordination, support and pass-through funding for conservation activities and programs.	Complete by January 1, 2023	Larry Davis, Heather Wendt, CPO Committee
Begin implementation of matrix re: conservation activities and programs.	February 1, 2023	
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, 2023	Larry Davis, Heather Wendt, CPO Committee
Collect Implementation data on a monthly basis. Number of producer education programs and activities implemented. Number of producers that those programs reached. Testimonials from producers.	On-going	

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
- Honor conservationists who have passed away by inducting them into the Leaving a Legacy book
- 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 Wendt & 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 Wendt
Have the Society added to the Partnership Directory	December 2022	Heather Wendt
Electronically Print the Leaving a Legacy book	Annually	Hilary Sepulveda
Short article (300 words±) on WCS in Capital Press, Washington State Grange Council Conservation Edition.	December 2022	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
Continue to Update WCS website	On-going	Heather Wendt
Solicit additional ideas for outreach from CDs, NRCS outreach staff, partners, others	On-going	Doug Rushton & WCS Members
Publish a Newsletter	Quarterly	Heather Wendt & WCS Executive Board

Strategic Priority: **Leadership Development**

Goal:

- Raise \$500,000 for the development and implementation of a Conservation District Leadership Program in partnership with existing Ag Forestry Leadership Program, along with WACD and WSCC

- As an interim strategy raise \$50,000 to support supervisors participating in Ag Forestry Leadership and the Nation Conservation Foundations Next Generation Leadership Institute.
- 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 partner entities on the development of Supervisor Leadership Development Programs and seek funding	On-going	WCS Members
Secure grant funding to support supervisor participation in existing leadership development programs	On-going	WCS Executive Board
Recognize supervisors who are leaving a legacy in conservation in Washington State by inducting them into the Leaving a Legacy book.	On-going	Hilary Sepulveda

Strategic Priority: **Operations**

Goals:

- Build membership to over 500 people
- Obtain a flow of funds including securing at least one endowment
- Hire an "Executive Director"
- Raise \$5,000 annually through our partnership with Amazon Smile and the Combined Fund Drive (CFD)
- Continue to promote DEI

Strategies:

- Facilitate participation by the board and membership in the achievement of the organization's objectives

Actions	Timeline	Leadership
Complete Annual Internal Audit	Annually	WCS Executive Board
Continue membership drive and promote WCS at meetings	On-going	All Members
Continue to advertise the use of Amazon Smile and CFD	On-going	WCS Executive Board
Continue to support districts in offering programs that promote diversity, equity, and inclusion.	On-going	All Members
Continue looking for ways to serve underrepresented communities through WCS programming (ex. Tribal Envirothon Scholarship Program)	On-going	WCS Executive Board