

AWF Five Year Strategic Plan

July 1, 2003 to June 1, 2008



Mission Statement:

Arizona Wildlife Federation is a non-profit organization dedicated to educating, inspiring, and assisting individuals and organizations to value, conserve, enhance, manage, and protect wildlife and wildlife habitat.

Strategic Plan Goals:

- Goal I. Establish events to promote the objectives of the AWF mission statement.
- Goal II. Improve communications with all stakeholders.
- Goal III. Expand funding sources for the AWF organization.
- Goal IV. Increase AWF membership base.
- Goal V. Expand and improve internal controls.
- Goal VI. Establish AWF education programs.

General Information:

The Arizona Wildlife Federation is Arizona's oldest and largest nonprofit conservation organization. Founded in 1923, as the Arizona Game Protective Association, AWF and its members have always been dedicated to the conservation and improvement of wildlife and wildlife habitat in Arizona. The strategic tasks listed herein were identified at a special Board meeting held on September 23, 2003. The plan goals and objectives were assembled thereafter to compile the plan as presented here.

Current Status of Five Year Plan:

All objectives were reached during the first year of the plan, and as of September 30, 2004, considerable progress has already been made toward the completion of most of the objectives set forth in the second year of the plan. The plan is scheduled for its next review by the AWF Board of Directors in January, 2005.

(Revised September 30, 2004)

July 1, 2003 - June 30, 2004	July 1, 2004 - June 30, 2005	July 1, 2005 - June 30, 2006	July 1, 2006 - June 30, 2007	July 1, 2007 - June 30, 2008
Sponsored three (3) Habitat Restoration Projects (I & IV)	Sponsor four (4) Habitat Restoration Projects (I & IV)	Sponsor five (5) Habitat Restoration Projects (I & IV)	Sponsor six (6) Habitat Restoration Projects (I & IV)	Expand scope of six (6) sponsored Habitat Restoration Projects (I & IV)
Created new website (II)	Provide sign-up capability for Habitat Restoration Projects on website (II)	Link Website to other major Habitat Restoration organizations (II & VI)	Develop national link with NWF Affiliate websites for Habitat Restoration Projects (II & VI)	Coordinate Habitat Restoration Project links with organizations nationwide (II & VI)
Explored grant requirements to underwrite Habitat Restoration Projects (III & V)	Underwrite 25% of Habitat Restoration Project costs through grants (III & V)	Underwrite 30% of Habitat Restoration Project costs through grants (III & V)	Underwrite 40% of Habitat Restoration Project costs through grants (III & V)	Underwrite 50% of Habitat Restoration Project costs through grants (III & V)
Identified major donors to solicit to support Habitat Restoration Projects (III & V)	Underwrite 25% of Habitat Restoration Project costs through donations (III & V)	Underwrite 30% of Habitat Restoration Project costs through donations (III & V)	Underwrite 40% of Habitat Restoration Project costs through donations (III & V)	Underwrite 50% of Habitat Restoration Project costs through donations (III & V)
Added notice concerning bequests to Newsletter (III & V)	Prepare list of Certified Financial Planners for donor/bequest solicitation (III & V)	Mail donor and bequest solicitation to Certified Financial Planners (III & V)	Send follow-up notices to interested Certified Financial Planners (III & V)	Establish Advisory Board of interested Certified Financial Planners (III & V)
Redesigned member database to identify member sources and types (II & IV)	Track member solicitations and renewals and assign costs to each category (II & IV)	Undertake new member recruitment using existing members (II & IV)	Expand new member recruitment to former affiliates and other organizations (II & IV)	Actively recruit new members from other organizations (II & IV)
Redesigned Newsletter to promote AWF and its Habitat Restoration Projects and similar events (II)	Add "blast email" capability to Newsletter publishing (II)	Collaborate with local University to research AWF records for historical articles on habitat restoration (II & VI)	Solicit Newsletter articles from regional and national writers (II & VI)	Combine Newsletter articles and other written materials into AWF Sponsored habitat/history book (II & VI)
Increased AWF membership to 1000; life members to 100 (IV & VI)	Increase AWF membership to 1500; life members to 125 (IV & VI)	Increase AWF membership to 2000; life members to 150 (IV & VI)	Increase AWF membership to 2500; life members to 175 (IV & VI)	Increase AWF membership to 3000; life members to 200 (IV & VI)