

## 2023 Goals the Chapter Established

- Education committee has organized and conducted at least 1-2 new field trips, talks, workshops, or insect/herp surveys per month starting in May.
- Chapter spokesperson identified and trained.
- Conduct UW-River Falls partnership planning meeting with Kelsey to agree on how the collaboration will grow over the next 3 years.
- Work out a plan with Belwin Conservancy to involve their volunteers in winter workdays.
- Bob Marquis will build an active group of volunteers assisting with Rocky Branch Savanna and 6 workdays will be conducted in 2023.

### **Revenue Goal: \$24,500**

YTD the chapter has received more than \$15,000 in contributions, about \$2,000 more than last year at this time. December is the biggest month so it is still possible to reach or exceed the goal.

Sadly, the Turkey Stamp money that the chapter requested to fund their UTV was not approved. This year there was a major project near Milwaukee (I believe) that was a high priority and took most of the turkey funds available. The Prairie Enthusiasts had about a half dozen requests in and only one of them was funded. This is a funding opportunity that is only available every other year, so the chapter decided to use their pool of funds to go ahead with the purchase.

### **Member Goal: 125**

Member numbers are holding steady from what they were in February (the numbers we used for planning). At that time there were 102, through November there were 98.

This is a complicated story. We used to count conference attendees as members, and we had quite a boost from doing the conference online. 36 chapter members who joined through the 2022 online conference did not renew.

The *really good news* is that the chapter picked up enough new members or won back enough lapsed members to make up for the attrition. The 125 goal was a little audacious, but lessons learned – and the membership numbers you have now are far more solid and a better foundation for growth in the coming year.

### **Volunteer Goal: 95**

The report annually on volunteer participation has not yet run, but we are optimistic that the goal to have 95 people volunteer this year has been achieved. Last year the number was 89 and we think that the chapter picked up at least 6 new people.

**Goals:**

1. The Education committee came together quickly, but then not much was accomplished. However, Bob Marquis put together some insect surveys for the first time this past year that were very well received and he is planning to do more next year. This has also been a source for new members.
2. The hunt for a spokesperson is in progress, but no one within the chapter has been up for the challenge yet. Our Chapter Support team had hoped to be ready for training on key messages and working with the media this year, but our brand work took longer than expected (just rolled it out last week), so that will likely be a goal for next year.
3. The meeting with Kelsey to work out a plan for growing the chapter's collaboration with River Falls over the next few years did not take place. The collaboration is happening, but the planning is not. The chapter's planning group will need to discuss whether this is still a good goal for the coming year.
4. No Belwin volunteers have been involved.
5. The vision for a community of volunteers specific to Rocky Branch has not formed, but there are quite a few volunteers showing up for Rocky Branch in addition to projects at other sites – which is great progress for the chapter and gets the work done.