

Draft Board Themes for 2016

Updated 12/21/15

These topics will incorporate board learning, feedback to staff, and decision-making.

Theme: Community Connections & Fundraising

With a new Development Director we can create and pursue many opportunities.

Messaging

As Dave Funk said, the Long Tom River Watershed is a mystery and we have an opportunity to create awareness and knowledge – *identify the consistent messaging and the brand to deliver those*. The first step in that process is to define a clear and consistent message to share with donors, grantors, partners, and community members. Goal is for the board to have an understanding of the salient points of that message, including what LTWC believes in, major accomplishments, why our work is important and unique, the important stakeholders involved in the organization, why we seek individual donations.

Marketing an understanding of the Long Tom Watershed

The second step is to define how to deliver, or market, LTWC's brand through creating engagement and commitment through social media or other more personal forms of communication. The goal is to foster a sense of place identity and a connection for people to the watershed. Identify what is or will be the important identity to brand (e.g. Amazon Creek, the Long Tom River, the Willamette River).

Annual Campaign & making introductions to potential donors

There will be an emphasis on increasing connections with individuals, business owners, and foundations with the goal that people become donors, Champions and/or do a project with us. Board roles could include: asking for sponsorships and donations, sharing stories with potential donors, hosting gatherings, talking about LTWC with businesses you patronize, participating in interviews with foundations, Taste the Watershed, and participating in social media.

Theme: Sustaining and Advancing LTWC's Work

Collaborating with other organizations

Identifying and reviewing potential partnerships that help build capacity and organizational resilience. The challenge we face is the tendency for organizations to feel safer building capacity internally and yet increasingly needing higher skills which require higher pay – this is sometimes easier to accomplish in a shared scenario. Another challenge is that funders want to support diverse capabilities across a region and stretch their dollars; for example, they would like to see high level technical expertise shared as opposed to support it individually for multiple organizations.

Work Progress

We will bring components of the Strategic Plan back to you approximately quarterly in order to share progress and get more ideas. We will share awesome success and frustrating challenges and keep you apprised. These will weave in with project slideshows.

Work Planning

In late spring / early summer we will present updates to Council Support Work Plan and present the annual Work Plan for FY2017.

Theme: Board Development – Educating our Storytellers

With each board development opportunity, the goal is for board members to hear and be able to more easily tell the story of LTWC's work and come away with an understanding of 2-3 core values and key measureable project outcomes in order to tell the story of LTWC's work, what it's important, and why and where we need support.

Urban Waters & Wildlife Program

There will be various slideshows and discussions on urban stormwater projects (Trout Friendly Landscapes), Salmon Safe Certification Assistance, pesticide monitoring, Employee Stewardship opportunities, and outreach strategies and prioritization. Board goals include understanding the breadth of our urban program, the diversity of participating community partners and funders, and how to tell the story of this program to community members and potential donors.

Fish & Wildlife Habitat in Working Lands

Presentations and discussions will focus on individual projects on working lands (stream/riparian, fish passage, upland, and along the Willamette River), the Migration Study, and habitat monitoring. Board goals include understanding key habitat

objectives, key partnerships, and the how we're responding to shifts in the funding landscape. Discussions will also center on telling the story of capacity needs to continue developing relationships with private landowners and sustaining the success of existing projects through stewardship. How do our efforts on the Willamette River feed into the core message and story of the Long Tom?

Public Discussions and Project Tours

Also known as Council meetings, we will be scheduling at least the 6 educational meetings required by our bylaws this coming year for public learning about the watershed, issues and actions. (Jan, Mar, May, Jun/Jul, Sept/Oct, Nov). Board roles will include hosting meetings, sharing stories and the impact of LTWC's work with community members at meetings, and providing feedback on content and speakers.

Draft Monthly Board Topics for 2016

JANUARY 7 (Willamette Office)

- **Community Connections & Fundraising:** fundraising & development update; identifying consistent and compelling messages
- **Board Development – Educating the Storytellers:** Recent success story from Business League or Urban Waters & Wildlife Program – *Clinton*
- **Board Development – Educating the Storytellers:** draft outline of Board Themes & Topics 2016; calendar of board & public meetings for 2016
- **Sustaining & Advancing LTWC's Work:** process for hiring temp admin staff
- **Sustaining & Advancing LTWC's Work:** Nominating Committee: updates and progress on candidates
- Business: approve board minutes & Treasurer's Reports (decision)

FEBRUARY 4 (Wetlands Office)

- **Community Connections & Fundraising:** monthly development update; Launching Spring Campaign and board roles/involvement; defining how to market messages to donors
- **Board Development – Educating the Storytellers:** Collaboration – assessing the readiness of LTWC, potential partners, and the value in opportunities – *Leadership Team*
- **Sustaining & Advancing LTWC's Work:** Potential approaches to capacity funding via foundations
- **Sustaining & Advancing LTWC's Work:** Nominating Committee: updates and progress on candidates (introduce new member(s)?)
- Business: approve board minutes & Treasurer's Reports (decision)

MARCH 3 (Willamette Office)

- **Community Connections & Fundraising:** monthly development update; Spring Campaign details; making introductions with potential donors; campaign event
- **Board Development – Educating the Storytellers:** recent success or accomplishment story from upland habitat projects – *Katie*
- **Board Development – Educating the Storytellers:** Updated Calendar of Public Meetings for 2016
- **Sustaining & Advancing LTWC's Work** – check in on Leadership Team structure
- **Sustaining & Advancing LTWC's Work:** Nominating Committee: updates and progress on candidates (introduce new member(s)?)
- Business: approve board minutes & Treasurer's Reports (decision)

APRIL 7 (Wetlands Office)

- **Community Connections & Fundraising:** monthly development update; Spring Campaign progress & next steps
- **Board Development – Educating the Storytellers:** Working Lands & Habitat – winter tree planting (esp. at Sam Daws Landing & Snag Boat Bend), broader vision of Willamette River work – *Jed and/or Christer*

- **Board Development – Educating the Storytellers** Tech Team update
- Business: approve board minutes & Treasurer’s Reports (decision)

MAY 5 (project tour)

- **Community Connections & Fundraising:** monthly development update; wrapping up Spring Campaign – progress, next steps and roles
- **Board Development – Educating the Storytellers:** Project Tour (site TBD)
- Business: approve board minutes & Treasurer’s Reports (decision)

JUNE 2 (Willamette Office)

- **Community Connections & Fundraising:** monthly development update
- **Board Development – Educating the Storytellers:** recent accomplishment, partnership, or opportunity from Urban Waters & Wildlife Program – *Sarah*
- **Sustaining & Advancing LTWC’s Work:** Council Support Work Plan update; present draft FY2017 Work Plan
- Business: approve board minutes & Treasurer’s Reports (decision)

JULY 7 (Wetlands Office)

- **Community Connections & Fundraising:** monthly development update
- **Sustaining & Advancing LTWC’s Work:** Nominating Committee – geography and skills needed for 2017 slate
- **Sustaining & Advancing LTWC’s Work:** Approve FY2017 Budget and work plan (decision)
- **Sustaining & Advancing LTWC’s Work** – check in on Leadership Team structure and approach
- **Board Development – Educating the Storytellers:** Annual Celebration profile: date, theme, location, and key elements

SEPTEMBER 1 (Willamette Office)

- **Community Connections & Fundraising:** monthly development update
- **Board Development – Educating the Storytellers:** Summer Habitat Projects – success stories & accomplishments – *Jed/Katie/Christer*
- **Board Development – Educating the Storytellers** Annual Celebration - watershed awards, key elements & roles
- **Sustaining & Advancing LTWC’s Work:** Nominating Committee – potential candidates for election
- **Sustaining & Advancing LTWC’s Work:**Annual Report
- Business: approve board minutes & Treasurer’s Reports (decision)

OCTOBER 6 (Wetlands Office)

- **Community Connections & Fundraising:** monthly development update; ideas and implementation timeline for fall fundraising; opportunities for board engagement
- **Board Development – Educating the Storytellers:** Annual Celebration: agenda, roles, and overview of event

- **Board Development – Educating the Storytellers:** Presentation TBD **Sustaining & Advancing LTWC’s Work:** Tech Team update
- Business: approve board minutes & Treasurer’s Reports (decision)

NOVEMBER 3 (Willamette Office)

- **Community Connections & Fundraising:** monthly fundraising update; process and board involvement for end-of-year appeal letter
- **Board Development – Educating the Storytellers:** Annual Celebration debrief
- **Board Development – Educating the Storytellers:** Presentation TBD
- **Sustaining & Advancing LTWC’s Work:** Welcome new board members
- **Sustaining & Advancing LTWC’s Work:** Elect board officers and committee roles (decision)
- Business: approve board minutes & Treasurer’s Reports (decision)