



# Louisiana Wildlife Federation

Strategic Plan 2020-2023







## Our Mission

To be the voice of Louisiana's wildlife and natural resources.

## Our Vision

Louisiana is once again a thriving wildlife paradise.

## Our Principles

- Conserve Louisiana's natural resources with emphasis on wildlife and their habitats
- Advance sound, scientifically established resource management principles
- Engage outdoor enthusiasts through education and advocacy

## Our Strategic Priorities

### Promote and Defend Louisiana's Habitats

Louisiana's wildlife depends on healthy, sustainable habitats that are increasingly vulnerable to climate change, shifting land uses and urban development. To reverse declines in the state's native plants and animals and sustain long-term biodiversity, we must support and promote ecosystem-level conservation management priorities. Addressing coastal land loss is vital to recreational and agricultural interests and the state's more than \$1 billion per year seafood industry. Conserving native pine and coastal forests are essential to protecting not only wildlife but significant economic drivers in local communities.

#### TACTICS

- Promote evidence-based habitat management practices, including coastal wetlands and long-leaf pine restoration, and priority habitat for threatened and endangered species
- Advance federal, state, and private priorities to protect and restore coastal ecosystems
- Work with partners to educate the public on ecosystem restoration and biodiversity for long-term sustainability
- Enhance our education and outreach programs to build a larger coalition of supporters
- Identify other opportunities to create value and presence in the crowded field around coastal restoration

## Lead in Protecting our Most Precious Resource: Water

Louisiana's reputation as Sportsman's Paradise is integrally tied to the abundance of bayous, rivers, lakes and wetlands in our state that support the diversity of wildlife species and the natural resources we enjoy. Our citizens need clean water to drink and agriculture and manufacturing industries depend on our abundance of water, too. Over time, many of our water bodies and aquifers have been degraded, and often diminished, as a direct or indirect consequence of human use. The effects from pollution, overuse, and lenient regulation can have severe and permanent impacts on wildlife and recreational use. We must be a leading voice in protecting and conserving the quality and quantity of our state's waters to sustain healthy wildlife populations, which is compatible with sustaining communities and a dynamic economy.

### TACTICS

- Advocate for management of surface water that includes the needs of wildlife and ecosystem sustainability and monitor changes in policies and statutes that affect water management in Louisiana
- Advance the interests of Louisiana's coastal restoration needs in water management planning at local, state, or regional levels
- Support a watershed approach to flood management policy
- Promote soil health in agricultural practices, which has significant impacts on water quality
- Align our education and outreach programs to build support for water protection and conservation

## Advocate for Conservation Funding

The crisis facing our nation's fish and wildlife is daunting. More than one-third of all species in the United States are at risk of becoming threatened or endangered unless we proactively implement on-the-ground conservation measures. To reverse the decline in wildlife in Louisiana specifically, we must have adequate resources to support the agencies entrusted with managing our natural resources and engage in opportunities for conservation in the private sector. As the voice for Louisiana's wildlife, we will advocate for increased and more sustainable funding for conservation.

### TACTICS

- Help create a state trust fund, as other states have done, that fosters Louisiana's ability to provide matching funding for conservation initiatives with federal or private partners
- Mobilize support for stable budget funding of state and federal agencies working on wildlife and conservation issues
- Mobilize support for passage of federal legislation that provides for more comprehensive funding of wildlife conservation efforts, allowing states to more fully implement their State Wildlife Action Plans
- Partner with agencies to ensure efficient and effective use of conservation funding

## Build Strong Volunteer Leadership

Good nonprofit governance focuses on the processes for making and implementing decisions that will continue to advance an organization's principles and mission, providing strategic leadership to a nonprofit organization. Louisiana Wildlife Federation's dedicated volunteers are one of the organization's critical assets. We must continue to strengthen the governance structure and leadership pipeline for years to come.

### TACTICS

- Increase engagement with people who reflect the diversity of Louisiana
- Evaluate the current committee structure and adopt a new structure that promotes effectiveness, efficiency, and aligns with the new strategic priorities
- Evaluate the composition of the board, address board member recruitment, and impacts on board makeup should changes be made to membership structure
- Consider leadership succession planning as the organization's board leadership ages
- Foster volunteer opportunities that engage new leaders and fulfill current leaders
- Uphold the values of diversity, equity, and inclusion

## Grow and Stabilize Revenue

Louisiana Wildlife Federation needs to grow and stabilize its revenue base to be an effective champion for wildlife conservation. This will take focus, strategy, and effort by both board and staff. Elevating the public profile of the organization will be key in attracting new supporters.

### TACTICS

- Develop a Case for Support with the new mission, vision, and organizational priorities, and train the board members so they can be ambassadors in their communities
- Explore alternative giving models and re-evaluate the current membership model
- Board and staff will commit to growing the Business Alliance program, which showed promise during the pilot year

## Raise Visibility

Louisiana Wildlife Federation has a successful history of legislative wins and programmatic collaborations with key agencies and groups. Yet the organization's name is unrecognizable to the average Louisiana resident. In order to grow the organization's reach and revenue, it must raise its visibility through increased marketing and communications.

### TACTICS

- Produce a printed newsletter with meaningful content that is distributed on a regular basis
- Increase public awareness of the organization's activities, advocacy, and lobbying wins through social media, press releases and pitching stories to the news media
- Explore which events and programs will be pursued to ensure the most return on the investment of time, money, and effort
- Identify educational and outreach programming that would align with the Strategic Priorities listed above to broaden the organization's visibility across the state