

# Goal

Objective

L=Lead S=Support  
X=involved

Supporting Activities	Events & Exec Comm	Education	Membership	Admin Assist	Fundraising	UWM	DNR
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**A STRENGTHEN COMMUNITY SUPPORT FOR THE BOG. Develop strong, informed community-based support for sustaining the unique nature of the CB through a focused outreach effort.**

**1 Establish a landowner awareness and education program for properties surrounding the Cedarburg Bog, to include**

- a Establish a database of surrounding landowners within the Primary Area of Conservation Focus.
- b Extend free FOCB membership to abutting landowners.
- c Develop an education program specifically designed to educate landowners to the unique nature of the bog (seminars, events, newsletter, outreach, property survey for invasives, etc)
- d Develop other programs (event, education, membership benefits) that are likely to appeal to local landowners while engendering their support for the CB: That is, what membership "benefits" might appeal to the landowners (such as a program to help them with invasives on their property; conducting roadside trash patrols; becoming a unified voice for conservation issues that might effect property value; a unique newsletter section that speaks directly to their concerns re: the Bog, or provide clearinghouse-type resource help to landowners with environmental questions or issues (i.e., on our website, through mailers, with local businesses, etc)).
- e Tailor member/outreach communications to develop support for CB from landowners within the Cedarburg Bog catchment area, including direct contact

**2 Grow membership by identifying the Bog's potential private and business constituencies and then developing effective appeals to gain their support.**

x	x	x	x	x	x	x	x	x
x	x	x	x	x	x	x	x	x
				L	S			
				L	S			
	S	L	S		S	S	S	S
	S	S	S	L		S	S	S
	L	S			S	S		
x	x	x	x	x	x	x	x	x

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**Supporting Activities**

	Events & Exec Comm	Nwsltr Education	Membership Stewardship	Fundraising	Admin Assist	UWM	DNR	
<b>a</b> Private: Clearly identify the FOCB target constituencies for protecting the unique nature of the Cedarburg Bog: bird watchers, natural scientists, hikers, hunters, fishermen, environmental groups, land conservation organizations, etc, distinguishing their interests in the Bog and establishing a strategy to gain their support for its protection.	S	S	S		L	S	S	S
<b>b</b> Identify opportunities to virtually bring the bog to outside groups (webcams, consider-the-bog presentations, school outreach, etc...)		S	L				S	S
<b>c</b> Business: Broaden the appeal of FOCB membership for businesses by understanding what they would want from such a membership, and meeting those needs (e.g., access to the Bog, birding classes, citizen science	S	S	S		S	L	S	
<b>d</b> Benchmark other NCO organizations and establish new incentives to being a member of the FOCB and implement those best suited to the FOCB		S	S	S	L	S	S	
<b>3 Conduct a CB outreach program for <u>local community groups</u> that have an appropriate or potential support role for the CB.</b>	x	x	x	x	x	x	x	x
<b>a</b> ID the appropriate organizations, to include: the town council, county board, OWLT, WWA, state officials (elected and administrative), local schools, birding organizations, Ducks Unlimited, Rotary/Kiwanis/etc, ..., )	L					S	S	S
<b>b</b> Refine the "Consider the Bog!" presentation to represents the unique character of the Bog, and support required, then train presenters of "Consider the Bog!"		S	L		S	S	S	S
<b>c</b> Contact the group, schedule and deliver presentation.	S	S	L	S	S	S	S	S
<b>d</b> Consider establishing formal partnership where organizational interests sufficiently overlap	L	S	S	S	S	S		

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	Events & Exec Comm	Stewardship Education	Membership	Fundraising	Admin Assist	UWM	DNR
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**B EXPAND FOCB's CONSERVATION IMPACT ON THE BOG. Expand the FOCB's area of conservation focus to the bog's natural boundaries thru: (1) sustainable stewardship programs within that perimeter; (2) focused partnerships that work towards land acquisition, conservation easements, and landowner commitment to conservation practices.**

**1 Identify specific Bog perimeters that define the FOCB's primary and secondary Areas of Emphasis, and what those terms mean in terms of effort and**

**2 Sustainably attack the highest threats to the unique nature of the Bog**

- a Develop a prioritized list of the threats to the existing nature of the CB (e.g., invasive botanicals, water quality, encroaching development, invasive fauna, insensitive Bog use, inappropriate access, other)
- b For the top threat(s), develop logical and science-based programs to effectively address them for the next five years, including manpower and budget required
- c Establish the funding mechanisms to support the threat mitigation programs

**3 Work with partners and surrounding landowners to expand the conservation perimeter of the Bog**

- a Identify and maintain a database listing (with contact information) of all CB-adjointing properties and their owners, with information regarding its potential acquisition (i.e., is it within the DNR project boundaries, current usage, likelihood of conservation easement/sale to DNR, etc).
- b Identify from and within that database all prospective land acquisitions within the current DNR project boundaries
- c Working with the DNR and/or OWLT, establish a communication/outreach program to make such landowners aware of the possibility and method by which the land can be acquired or conservation-eased.

x	x	x	x	x	x	x	x	x
L			S				S	S
			x				x	x
			L				S	S
S			L				S	S
S			S		L	S	S	S
x	x	x	x	x	x	x	x	x
S			L	S			S	S
S			L	S			S	S
	S	L	S	S			S	S

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<b>4</b> Develop the resources necessary to support property acquisition efforts (for ultimate turnover to the trust or to the DNR or OWLT) or to purchase future development rights. <i>Alternatively, work with an organization like OWLT on a sustained project that's focused land acquisition efforts around the Bog.</i>	X			X	X	X	X	X
<b>a</b> Develop a fundraising initiative to support acquisition of property or conservation easement	S			S		L	S	
<b>b</b> Apply for Knowles Nelson grant for NCO land acquisition as appropriate to <a href="http://dnr.wi.gov/topic/Stewardship/Grants/ApplyNCO.html">http://dnr.wi.gov/topic/Stewardship/Grants/ApplyNCO.html</a>	S			S		L	S	S
<b>C EXTEND THE USE OF THE BOG AS A NATURAL HISTORY CLASSROOM AND LABORATORY. Support science-based understanding of the Bog and use it's unique character to foster a sustainable land ethic.</b>	X	X	X	X		X	X	X
<b>1</b> Conduct a strong Adult Educational program that fosters knowledge and appreciation of the Cedarburg Bog area amongst our abutting and extended communities		X	X					
<b>a</b> Host a diverse array of Public walks and other events that highlight the natural history of the Bog and surrounding areas.		L	S					
<b>b</b> Identify and train a corps of Event leaders.		L	S					
<b>c</b> Catalog existing "passive" interpretive education opportunities (paths, kiosks, self-guided signage, brochures, etc.) and identify potential additional interpretive improvements. Develop an approach to maintaining them at the highest quality, and then establish budget & funding mechanisms to undertake the improvements and support the required maintenance .		S	L					
<b>d</b> Develop, maintain, and present "outreach" programs off site that educate about the Bog area.		S	L					

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e Promote support for the organization and FOCB membership through the attention brought to FOCB by offering education to the public. Maintain a list of publications and other media appropriate for advertising events			L S				
<b>2 Establish a FOCB-funded annual study to better understand the unique nature, underlying processes, wildlife / flora of the bog...</b>	X		X X		X	X	X
a Considering the threats to the Bog (as mentioned above) and the academic/research opportunities for understanding the natural processes and flora/fauna that function within the Bog, develop a list for future studies by students, academicians, citizen scientists and/or researchers. Estimate the funding that will be required for the studies and provide a brief strategy for conducting the first few studies over the next 4 years.	S		S S			L	S
b Identify and pursue sources of funding for these unmet research areas needed to methodically understand the Bog's natural processes (i.e., grants, direct funding, donors, endowments, etc...). Provide funding for at least one study every other fiscal year.	S		S S		L S	S	S
c Benchmark and develop a citizen-science program that engages our abutting or extended communities	S		L			S	
<b>3 Increase appropriate access to the Bog while finding ways to lighten the associated impact of Bog users</b>	X		X X		X	X	X
a Develop plan, gain approval, fund, construct and maintain a Boardwalk into Mud lake	S		S L		S	S	S
b Explore avenues to bring the Bog's virtual presence to supporters/users of the Bog	S		L		S	S	S
<b>D BE A GOOD PARTNER: Establish a strong, supporting relationship, first with our DNR and UWM partners; and then with like-minded organizations with which a relationship will further the FOCB's interests.</b>	X	X	X X	X	X	X	X





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**Supporting Activities**

**3 Develop succession / development plans for each director and leadership position through the next three years.**

- a Actively ensure each year that board members are satisfied with their role and contributing to the focus, activities and coffers of the FOCB
- b Undertake a director development program to enhance board competency as the needs of the organization mature

**4 Develop and implement an approach to identifying, managing and tapping the memberships' volunteer desires across all of the FOCB's initiatives.**

**5 Identify, refine and document administrative functions and processes associated with running the FOCB and establish a FOCB Practices book containing the organizational information necessary to sustainment and growth**

- a Establish cloud-based file storage with appropriate board and member access - conduct training as required
- b Establish an ongoing campaign to grow the endowment fund to support administrative, logistical and maintenance costs of the FOCB

	<b>Events &amp; Exec Comm</b>	<b>Education</b>	<b>Membership</b>	<b>Fundraising</b>	<b>Admin Assist</b>	<b>UWM</b>	<b>DNR</b>
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X	X	X	X	X	X	X	X	X
L	S	S	S	S	S	S	S	S
L	S	S	S	S	S	S		
S	S	S	S	L	S	S	S	S
S	S	S	S	S	S	L	S	S
S	S	S	S	S	S	L	S	
S	S	S	S	S	S	L		