



# **Friends of Wertheim NWR Organization Plan**

November 13, 2010  
v1.2



# Friends of Wertheim (FOW) Organization Plan

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## Version History

v0.1	Initial draft
v0.2	Updated with changes from Michelle & Claire
v0.3	Updated with changes from Ann Changed target for Membership Committee to 10% increase (Claire)
v1.0	Updated with changes from Ernie
v1.1	Updated based on meeting with Refuge staff: (1) The Newsletter Committee is now part of the Communication Committee. (2) The Special Projects Committee was moved to the Program Committee. When there is a need for a special project then a temporary committee can be formed to do the project. (3) The Volunteer Committee is now part of the Wertheim Coordination Committee. (4) Added Visitor Center FOW Gift Shop and Welcome Cabin Committees.
v1.2	Minor updates

## Abbreviation / Definitions

<b>FOW</b>	Friends of Wertheim NWR
<b>NWR</b>	National Wildlife Refuge
<b>Refuge</b>	Refers to Wertheim NWR
<b>Wertheim</b>	Wertheim NWR

# Friends of Wertheim (FOW) Organization Plan

## 1 Introduction

Friends of Wertheim, Inc., (FOW) is a private, nonprofit organization dedicated to the enduring protection, management and appreciation of Wertheim National Wildlife Refuge (called the “Refuge” or “Wertheim” in this document) and its environs. The FOW mission statement follows.

*The Friends of Wertheim National Wildlife Refuge (FOW) is a private, nonprofit organization dedicated to the enduring protection, management and appreciation of Wertheim National Wildlife Refuge and its environs.*

The FOW is managed by a volunteer Board of Directors (BoD). The organization is currently individual-driven, in which a few BoD members doing the majority of the work. The advent of the Welcome Cabin and the Visitor Center by the end of 2011 will increase the FOW tasks. The additional tasks include managing the Visitor Center FOW Gift Shop, staffing the Welcome Cabin, organizing additional FOW sponsored programs, and providing additional assistance for Refuge staff.

The FOW is fortunate to have a large membership dedicated to the mission of the FOW. The membership is predominately local to the refuge. In order to fulfill the mission of FOW, especially with the advent of the Visitor Center, a large number of volunteers are needed. Those volunteers will be drawn from an increase in FOW membership.

The proposed FOW organization plan will allow the FOW growth projections to be realized.

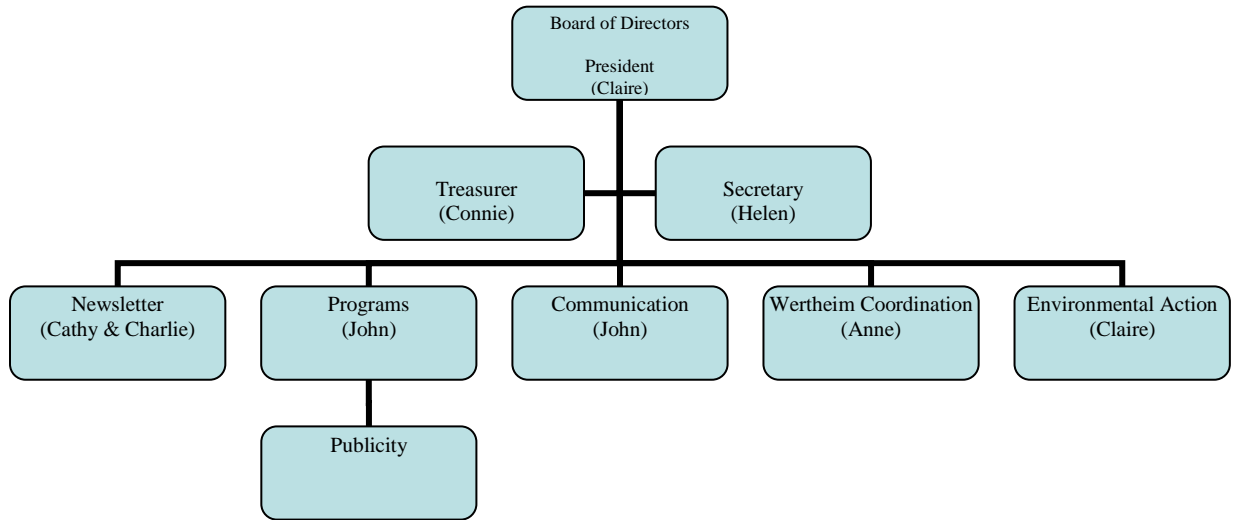
### 1.1 Committees

The proposed organization is committee-based in which major tasks will be handled by committees, which consist of a Chairperson assigned by the BoD and members who are selected by the Chairperson with approval of the BoD and who are FOW members, including BoD members. The leaders of the committees will report to the FOW President, provide a summary of activities at monthly FOW BoD meetings, and periodically report on their status in the FOW Newsletter and on the FOW website. Committees can be modified, added, and removed by the BoD, and will be reviewed annually by the BoD.

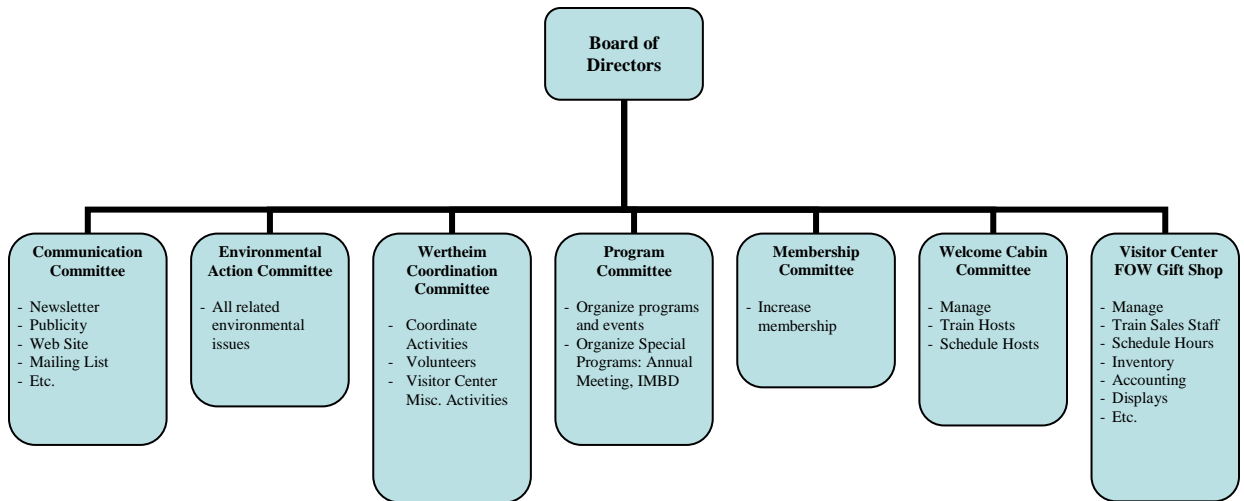
### 1.2 Committee Organization Charts – Current and Proposed

The current FOW organization is presented in Figure 1 and the revised organization is presented in Figure 2. The difference between the current and revised organization is that the current organization is individual driven and the revised organization is committee driven.

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**Figure 1 - Current Organization**



**Figure 2 - Revised Organization**

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### 2 Committees

#### 2.1 Program Committee

The Program Committee is responsible for the organizing of FOW relevant programs for the membership and general public. Example of programs are interpretive canoe trips on the Carmans River, nature related water color workshops, nature walks, flora and fauna walks, and nature photo workshops. Other programs such as the annual FOW meeting, International Migratory Bird Day (IMBD), and the yearly yard sale are also included under this committee. Also included are special events (e.g. Ground Breaking/Ribbon Cutting/Directorate Visits).

**Goal** The Program Committee is responsible for a minimum of three programs a year.

#### Tasks

- Coordinate with Complex Outdoor Recreation Planner proposed programs to assure FOW programs compliments programs offered by Refuge staff.
- Program Committee members are strongly encouraged to attend a 1.5 hour workshop to clarify safety issues and to ensure the program presented meet the organizational goals of the Refuge. The Program Committee member responsible for a specific program is encouraged to brief the program leader on the above safety issues and program content.
- Select programs related to environmental and nature appreciation at Wertheim and its vicinity to be lead by program leaders who are knowledgeable persons. Programs are to be held on the Refuge or its vicinity. Select program dates with rain dates (if necessary).
- Ensure the program is held without incident.

**Budget** FOW funds are available for material costs and the program leader's incidental costs (e.g. long distance travel). Additional expenses require approval by the BoD.

#### 2.2 Communication Committee

**Goal** The Communication Committee is responsible for at least three programs a year.

**Tasks** The tasks include,

- The Newsletter provides upcoming programs, events and news to the FOW membership. The Newsletter is published on a schedule determined in the previous year by the Committee and approved by the BoD.
- Updating the FOW web site, Facebook page and mailing list when needed.
- Performing quarterly backups of the above with copies sent to at least two BoD members.
- Publicizing FOW and Refuge programs / events. Publicity includes, depending on the program/event, FOW web site announcements and FOW Email alerts, newspaper/radio announcements, and flyers at local libraries.
- Use MSOffice SharePoint Designer or similar tool to update the FOW website. Use an FTP program to copy web information to the physical web server.

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- Using an Email mailing service to send Email Alerts (e.g. Constant Contact).
- Purchasing paper, labels and ink for newsletter, flyers, labels, etc.
- Maintaining PayPal online payment service and periodically transfer donations/membership fees to the FOW banking account.

**Budget** FOW funds are available for the material costs of supplies, publishing the Newsletter, printing Flyers, and Email service. Additional expenses require approval by the BoD.

### 2.3 Wertheim Coordination Committee

The Wertheim Coordination Committee is responsible for actively working with Wertheim NWR personnel to identify tasks that the FOW can accomplish for the benefit of the refuge and the local environs of the refuge and community. The Committee is also responsible for recruiting volunteers for both Wertheim / FOW tasks and coordinating volunteer recruiting/assignments with the Wertheim NWR staff.

**Goal.** Identify and manage tasks for FOW to accomplish for the refuge, local environment and community.

#### Tasks

- Periodically meet with Wertheim personnel to identify needs for tasks.
- Volunteers
  - Recruit volunteers for both Wertheim / FOW tasks.
  - Coordinating volunteer recruiting & assignments with the Wertheim NWR staff.
  - Organize the volunteers by their capabilities and desires for volunteer work.
  - Evaluate requests for volunteers and determine the availability of those volunteers that can fulfill the assignments and assign volunteers to tasks.
- Coordinate Visitor Center miscellaneous activities other than the FOW Gift Shop (separate committee).
- Coordinate with Refuge task's personnel and equipment requirements.
- Ensure tasks are accomplished to the satisfaction of the refuge.

**Budget** FOW funds are available for incidental expenses. Additional expenses require approval by the BoD.

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### 2.4 Visitor Center FOW Gift Shop Committee

Coordinate all activities associated with the Visitor.

**Goal** Manage and run the Gift Shop to (a) maintain an FOW presence at the Visitor Center, (b) recruit FOW members and volunteers, and (c) sell merchandize for the FOW.

#### Tasks

- Coordinate the FOW tasks for the planning of the Visitor Center FOW Gift Shop and development of management and standard operating procedures.
- Setup the operation of the gift shop, purchasing supplies, items for sale, accounting, etc.
- Purchased item require approval by the Refuge Mgr.
- Operating procedures are necessary so Refuge staff can conduct sales transactions and secure monies when Friend's members are not present.

**Budget** The budget is to be determined.

### 2.5 Welcome Cabin Committee

Coordinate all activities associated with the Welcome Center.

**Goal** Manage and run the Welcome Center to (a) maintain an FOW presence at the trail head, (b) greet refuge visitors, (c) recruit FOW members and volunteers, and (c) sell merchandize for the FOW.

#### Tasks

- Coordinate the staffing (volunteers) of the Welcome Cabin.
- Coordinate training for staff who will "man" the Welcome Cabin.
- Determine and post hours of operation for the Welcome Cabin.

**Budget** The budget is to be determined.

### 2.6 Environmental Action Committee

The Environmental Action Committee is responsible for the enduring protection, management and appreciation of Wertheim NWR, its environs, and community. Activities include coordinating with politicians, special interest groups, protected land councils, Post Morrow Foundation, Brookhaven Village Association (BVA), etc.

**Goal** Play an active role in all aspects of environmental protection, management, and appreciation of Wertheim NWR its environs, and community.

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### Tasks

- Coordinate political activism tasks with the Refuge by coordinating with and meeting politicians, special interest groups, protected land councils, Post Morrow Foundation, Brookhaven Village Association, and other persons and groups required to meet the responsibilities listed above.
- Meeting with refuge staff and FOW board members to discuss any actions that should be taken to protect the refuge and attending meetings dealing with environmental issues as deemed necessary
- Stay in contact with all local, state and federal political representative and support staff (when needed).
- Coordinate with other environmental groups and meet with representatives on the Town, County, State and/or Federal levels to gain their support when needed.
- Stay in contact with environmental groups and civic associations in our region.
- Use political contacts for gaining their support when required for the benefit of Wertheim and the community.

**Budget** FOW funds are available for mailings, travel to visit politicians, and other incidental costs for supporting the efforts of the committee. Additional expenses require approval by the BoD.

### 2.7 Membership Committee

The Membership Committee recruits new FOW members.

**Goal** The Membership Committee is responsible for increasing membership by at least 10% per year.

### Tasks

- Continually recruit new members from the local community, region and beyond.
- Recruitment methods include special mailings, flyers, membership table at events, and recruiting at the Welcome Cabin.
- Work with Refuge staff to brainstorm certain Refuge based activities that will engage and sustain new members to create an “excitement” that can feed and nurture the Friends members for years to come. Examples: Volunteer appreciation dinner, special guided trips to the impoundment or a trip down the Carmans just for members.

**Budget** FOW funds are available for mailings, flyers, and other associated expenses. Additional expenses require approval by the BoD.