

DEVELOPMENT, MEMBERSHIP & MARKETING

2024 Departmental Plans Report



GOAL

Sustain a thriving Wild Center by growing awareness of our work, driving visitation, and generating earned and unearned income through strategic targeted development, membership and marketing.





STRATEGY 1

Use designed-for-purpose targeted communications and marketing to expand, diversify and solidify TWC's supporting constituent groups: visitors, members, donors, volunteers and board members.

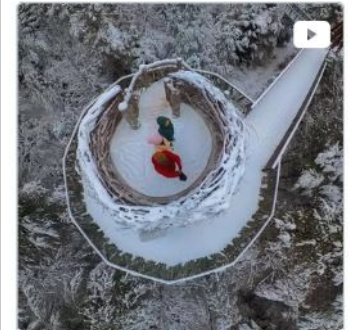
Objective 1 Results

- 2024 Attendance: 108,711
 - 2024 Goal: 102,000
 - Attendance +11% Y-o-Y
 - Revenue +3% Y-o-Y
- 1.2 mil Pageviews - +7.8% Y-o-Y
- Total Social Media Advertising:
 - 13.2 mil impressions
 - 228,650 link clicks
- Launched "This is Wild" Campaigns for custom audiences
- Group Travel Revenue up 35%
- Branded Raquette River Roll
- USA Today 10Best Award



Objective 2 Results

- 185 articles - 476.36 mil impressions
- RRR Media Kits
- 10 Hosted FAM Trips



**Bucket list Destination
in Upstate New York...**

Sat Dec 14, 6:13am

👁 2M

❤ 27.1K

👤 143

➡ 23.2K



STRATEGY 2

Identify, cultivate, solicit and steward a broad base of supporters to increase fundraising revenue for operating, special projects, capital needs and endowment.





Objective 1: RESULTS

- DM&M worked together on messaging for all our initiatives.

Objective 2: RESULTS

- Met and surpassed 2024 goal. Raised \$350,810 in membership revenue - a 14% increase over 2023.
- Business Partnership - renewed 9 partners and welcomed 9 new partners totaling 18 in 2024 vs. 26 in 2023.
 - Partnership Dues Comparison (2023-2024)
 - **2024 Partnership Dues:** \$8,200
 - **2023 Partnership Dues:** \$7,320

Objective 3: RESULTS

- Met and surpassed 2024 goal. Raised \$2,013,060, a 5.6% increase over 2023.
- Met with over 75 donors throughout the year
- Hosted the annual Linda Vaughan Society Luncheon with 20 attendees, including one new LVS member.



Objective 4: Results

Sponsorship highlights in 2024:

- Increase in Wild Lights sponsorship with **two new sponsors** joining alongside the **9 returning sponsors** from 2023.
 - **\$3,000 increase** in Wild Lights sponsorship revenue from 2023.
 - One returning sponsor upgraded from the **Incandescent \$500** level in 2023 to the **Illumination \$1,000** level in 2024.
- Increased participation from Business Partners in exciting sponsorship opportunities. Notably, **three Business Partners** joined as sponsors for the **TEDxTupper Lake**.

Objective 5: Results

- The Committee of Trustees identified 1 new Advisory Board member to begin in 2025.
- Seven new board prospects were added to the prospect list, one who came from a Take 5 volunteer

Objective 6: Results

- 41 grant applications were submitted
- 24 applications were awarded totaling \$3,797,684
- Award decisions are pending for
 - A \$1,000,000 capital funding request for the Net-Zero Convening Center, submitted to Senators Schumer and Gillibrand as part of FY2025 Congressionally Directed Spending
 - A \$250,000 request to AmeriCorps for the living allowance for 10 Members in 2025-2026
- 7 grants totaling \$107,987 were awarded through partnerships with Phipps Conservancy, Paul Smith's, Gulf of Maine Research Institute, Adirondack Climate Outreach and Resilience Network (ACORN), the University of Utah and the High Desert Museum.



Objective 7: Results

- The Board of Trustees voted to move forward with a Capital Campaign
- Board Co-Chairs and a campaign cabinet have been established. Their first kick-off meeting will be on January 30th, prior to the January board meeting.
- 39 Executive Summaries completed

Objective 8: Results

- Successfully executed and supported a 3-day celebration of the Eclipse, through marketing and sponsorship efforts.
- Partnered with seven local organizations with a Total Eclipse Kick-off Event and Auction.
 - TWC raised about \$14,100 at the kick-off event.
- EXTERNAL RENTALS
 - Generated \$49,473 in revenue
 - Hosted a total of 25 Events including partnered events, external rentals, and donated spaces.
 - Successfully hosted annual and recurring events such as The Food Justice Summit and Adirondack Explorer's panel discussions.
 - Further supported community engagement by donating our space for Adirondack Authors Night, Adirondack North Country Association Meetings and the Tupper Arts Board Meeting.



STRATEGY 3

Strengthen community support, provide an auxiliary workforce and cultivate new relationships by recruiting, training and retaining a diverse cohort of active volunteers, including board members.



Objective 1: Results

- 5 U of R students successfully updated our volunteer website, signage, digital content for the website and handed off to us in May 2024.
- We received 111 new applications (15 teens from our local HS). 96 actively volunteered during the summer, 15 of these being year round volunteers who continue to volunteer this winter along with our long time year round volunteers.
- Volunteer Recognition Brunch was held on July 11, 2024 where we recognized all 5, 10, 15 and 20+year volunteers that were missed during Covid.
- A new request will go out to department heads by 4/30/2025 for a list of volunteer opportunities for the coming season.
- Objective met and surpassed to increase our active volunteer list. Our total Active volunteer list is at 242 this includes Trustees, Advisory Board and Emeritus..
- In 2024 our volunteers did a total of 3,740.50 hours for a wage value of \$125,269.35.

Objective 2: Results

- Development Committee Board and Advisory Board members attended summer events, such as the Patron Circle Cocktail Reception and the NYC Climate Week reception to steward and cultivate new and existing relationships.
- Through the Take 5 initiative, 16 Board and Advisory Board members actively participated, raising \$143,459.00
- **NEW:** Take 1 “Holiday Card Program” - Four non Take Five participating Board Members participated in reaching out to six prospects with this program.



Thanks!