

Development, Membership & Marketing

2025 Development, Membership & Marketing Plan

Goal: Sustain a thriving Wild Center by growing awareness of our work, driving visitation, and generating earned and unearned income through strategically 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: Broaden **awareness of TWC** and its mission and **maintain on-site attendance at 102,000 visitors** by reaching desired audiences through targeted Marketing and Communications tactics.

- Tactic 1:** Use Traditional Marketing tactics to promote new and repeat visitation
 - Print Ads
 - Print Collateral (brochures, posters, etc.)
 - Radio Ads
 - Activation at off-site events and trade shows
 - Admission Partnerships
- Tactic 2:** Use lessons from successful 2024 digital marketing campaigns to iterate further and reach specific groups of people with customized messaging
 - Organic and Paid Social Media Campaigns
 - Content Marketing
 - Behavioral and Contextual Display Ads
 - Pre-roll video
 - Google AdWords
 - Email Marketing
 - Website Content and Development

Objective 2: Enhance public perception of and community engagement with The Wild Center's current work through public relations and other strategic communications.

- Tactic 1:** Work with public relations partners to gain placements in strategic publications
 - Media Alerts & Press Releases
 - FAM Tours
 - Influencer Visits
- Tactic 2:** Enhance image and brand awareness through promotion of noteworthy programs, projects, and strategic partnerships.
 - Work with YCP and education program staff to highlight high-profile partnerships or collaborations.
 - Ex: ACORN, Adirondack Climate Conference, etc.
 - Amplify the role TWC plays in the community with story placement of accomplishments and accolades.

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: Plan and implement the quiet phase of a major comprehensive Capital Campaign.

- Tactic 1:** work with Campbell & Company and Campaign Cabinet to develop a campaign plan
- Tactic 2:** Integrate all regular Development and Membership work into the campaign planning
- Tactic 3:** create communication briefs and begin a skeleton campaign landing website

Objective 2: Clearly communicate TWC's financial needs in terms of their mission-driven outcomes.

- Tactic 1:** Manage a **philanthropic messaging framework** that enables a consistent, disciplined approach to conveying strategically important messages through a range of channels and vehicles.

Objective 3: Transition visitors into members and promote a year-long experience with an expectation of visiting regularly and supporting a mission and organization they care about.

- Tactic 1:** Membership Program - in 2025 generate \$362,900 in Membership revenue, a 3% increase over 2024 actual
- Tactic 2:** Business Partnership - engage and retain over 25 Business Partners with quarterly workshops

Objective 4: Utilize relationship fundraising approach and segmented development appeals to broaden contributed income from individuals.

- Tactic 1:** Annual Fund Appeal - a series of personalized appeals to raise \$2,010,600 in general operating support
 - Individual: \$912,400
 - Unrestricted Grants: \$891,600
 - Annual Youth Climate Program (Grants & Contributions): \$206,600
- Tactic 2:** Major Gift Program & Take Five: plan special moves management for list of individuals to raise major gift support for annual and specific gifts
 - Director's Circle - host a dinner for Stephanie's portfolio of donors on **DATE TBD**
- Tactic 3:** Linda Vaughan Society - encourage planned giving with annual event on **DATE TBD** and with LVS feature in Otter newsletter

Objective 5: Demonstrate role of TWC as an anchor attraction in the local economy by developing, nurturing and maintaining good relationships with the business community.

- Tactic 1:** Grow The Forest Business Partnership Program
- Tactic 2:** Eclipse Kick Off Event: Community Partnership Event
- Tactic 3:** Relaunch sponsorships, small business and corporate giving initiatives
- Tactic 4:** Update Economic Impact Study

Objective 6: Support the Committee on Trustees in the identification and stewardship of Board Prospects.

- Tactic 1:** Maintain Board Prospect List
- Tactic 2:** Coordinate COT board prospect research between Development Committee/Team

- Tactic 3:** Utilize Take Five stewardship to get to identify possible board prospects
- Tactic 4:** Board specific event - Trustee Takeover Family Night- **DATE TBD**

Objective 7: Increase support for operations and special projects through foundation and government grants.

- Tactic 1:** Research and apply for unrestricted support grants (total above under Annual Fund)
- Tactic 2:** Research and apply for Restricted support grants
- Tactic 3:** Research and apply for Capital Support Grants
- Tactic 4:** Manage successful application awards; track reports and other deadlines

Objective 8: Increase Earned Revenue through events and other activities designed to build relationships with constituents.

- Tactic 1:** Actively promote External Rental opportunities and raise \$50,000 in external event revenue.

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: Grow the Volunteer Program. Engage and retain 200(?) active volunteers, and implement a new teen volunteer program.

- Tactic 1:** Implement Rochester University Masters Program recommendations to digitally enhance the volunteer program.
- Tactic 2:** Use new digital presence to help recruit for a new teen volunteer program - Online promotion on the website and signage around museum inside and out with QR codes to scan and pull up applications.
- Tactic 3:** Manage and update volunteer web pages regularly - Update as needed when additional opportunities and volunteer news arises.
- Tactic 4:** Plan and host a Volunteer thank you event.
- Tactic 5:** Work inter-departmentally to identify and post volunteer work opportunities

Objective 2: Encourage more Trustees and Advisory Board members to expand their volunteer activities to work with programming and relationship building.

- Tactic 1:** Development Committee - Maintain face-to-face interactions with our closest supporters at development events, such as Patron Circle Cocktail party on **DATE**.
- Tactic 2:** Take Five - Integrate the Take 5 activity into Capital campaign prospecting and encourage more Board volunteers to participate.