



**I WANT YOU
TO VOTE!**



THE WILD CENTER

Development, Membership & Marketing
2025 Departmental Plans Report



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.



DEVELOPMENT, MEMBERSHIP & 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 & Communications tactics

100,218

Visitors

1.07 mil

Pageviews

10.5 mil

Social Media Views

OBJECTIVE 2

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

221

Articles

2.1 bil

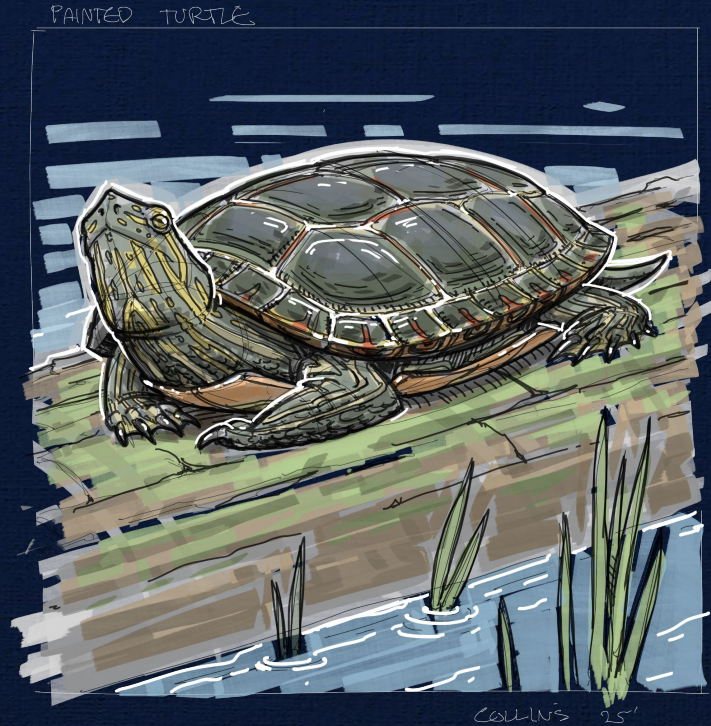
UVMs



DEVELOPMENT, MEMBERSHIP & MARKETING

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.

Campaign Cabinet

Campaign Plan

3 Pillar Briefs



OBJECTIVE 2 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.

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

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.

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

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

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

\$2,158,776

Annual Fund Revenue

\$1,919,887

Fdn and Gov Funding

\$338,714

Member Revenue

\$37,450

Sponsorship Revenue

26

Business Partners

16

Stewardship Events

\$195,913

Event Revenue

DEVELOPMENT, MEMBERSHIP & MARKETING

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.

OBJECTIVE 2

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

146

Active Volunteers

6,338

Volunteer Hours

\$220,499

Volunteer Wage Value

