**Friends of the Manitowoc River Watershed**

Strategic Plan 2016

**Basic profile of the group:**

Name of group: **Friends of the Manitowoc River Watershed (FMRW)**

LNRP board member liaison: **Sara Schuetze**

Main contacts in the group: **Kim Kettner, Wendy Lutzke**

How many people "belong" to this group?

* Steering Committee or leaders **12**
* Volunteers **150-200**
* Supporters **5-10**

How long has the group been functioning? **2012**

How long has the group been partnered with LRNP? **2012**

What is the *most* important thing this group would like to achieve in 2016?

River Planning Grant deliverables

What are two more things the group hopes to achieve?

* + Enhance the kayak launch in Lower Schuette Park (fix the approach)
  + Do more enhancements at Lower Schuette Park
  + Adding waste containers on the beaches, first set has been ordered and shipped today, March 7, 2016 ($406.60)

What are some other things we need to spend money on?

Backpacks for WMM campers – Watershed Ambassadors Camp

What is the most pressing need this group currently has? (financial or otherwise)

Continue to develop leadership

**Mission and Vision:**

Mission and Vision statements have been set **Yes** No

Mission and Vision statements need revamping Yes **No**

Strategic plan based on M&V has been set Yes **No**

Strategic plan needs to be revisited and updated Yes **No**

Mission (from the new flyer):

The mission of the Friends of the Manitowoc River Watershed (FMRW) is to provide a unified voice to enhance the Manitowoc River and its watershed.

Vision:

FMRW seeks to connect the people to the river: individuals, businesses, organizations, and government in order to increase awareness of the river, its history and ecosystem, and show that people care about the Manitowoc River and desire to enhance the watershed.

**Programs and Activities:**

What events does this group regularly undertake?

* Beach clean-ups in April and September
* River clean-up in June
* Monthly monitoring in the park
* Seminar series (typically at the Wisconsin Maritime Museum)
* Youth Watershed Camp
* River paddle – (used to be July 4, now connected to Sub Fest)
* Full moon evening paddle – Friday, September 16

What other events or activities have been identified in this group's strategic plan that need to be introduced?

* Invasive Species Project Red Training
* Snapshot Day

**Fundraising:**

On what amount of annual funding does this group currently operate?

**$12,500**

Has there ever been a targeted fundraising campaign? **Yes** No

* If yes, how many times has this been done?

**Once, not much many came in.**

* If no, what needs to be done to launch such a campaign?

**Settle on project and then plan a campaign, possibly Blue Rail Beach**

Have any local businesses ever been asked to sponsor

this group's activities? **Yes** No

* If yes, what businesses

Fleet Farm, Lowe's, Menards, Culvers

* If no, what are some likely local businesses that should be approached?

Wendy and Kim have a list of businesses along the river. A direct mail business solicitation was sent out in mid-May and we had some response, raising $3,000 from 12 donors.

Are leaders of this group willing to help raise funds? **Yes** No

**Grants:**

Has this group received targeted grant funding? **Yes** No

List the funders and projects:

River Planning Grant

Are there new, specific projects that need grant funding? Yes No

If yes, please list projects that would benefit from grant funding:

**Human Resources**

Does this group need more volunteers? Yes **No**

There are some things the volunteers don't show for, like educational activities.

Does it need help with volunteer recruitment? Yes **No**

Does this group need help with growing leadership? **Yes** No

It would be good to grow the leadership.

**Publicity and Awareness Raising**

Does this group have its own Facebook page? **Yes** No

Does this group have a newsletter? **Yes** No

Quarterly that Amy sends out.

Does this group have a website? **Yes** No

Does this group need more exposure in its community? Yes No

Always. People have difficulty with the long name.

What things would the group see itself undertaking in 2016 to raise awareness of its activities?

Newsletter to businesses about recent achievements and the full moon paddle.