

WACD STRATEGIC PLAN 2025 - 2030

Mission

WACD serves as the collective voice of conservation districts to help them achieve their purposes.

Vision

WACD aspires to fully support conservation districts in their implementation of locally developed conservation programs.

Principles/Values

1. We exist to advocate for and support member conservation districts.
2. We serve people with dignity and respect, acting with integrity and operating with transparency and accountability to all.
3. We continually seek to become more capable in serving members, including maintaining financial strength, enhancing board capacity, and improving staff capacity.
4. We value and recognize our people for excellence in performance, including teamwork, innovation, timely completion of tasks, and support of others.
5. Our responses to conservation issues are founded on proven methodologies and science.
6. We form and support strategic partnerships to maximize our effectiveness and to reduce duplication of effort.
7. We seek to conserve natural resources in the way we operate our organization.
8. We believe in and uphold the practice of locally-led, voluntary, incentive-based conservation.
9. Private lands – and those who steward them – provide unique and valuable conservation of renewable natural resources to be used today and by future generations.
10. Because natural resources cross jurisdictional boundaries and ownerships, all lands – and the people and entities that manage them – are important in conserving renewable natural resources.

WACD STRATEGIC PLAN 2025 - 2030

OVERARCHING GOALS



ADVOCACY & LEGISLATIVE RELATIONS

Provide advocacy and support for member conservation districts, so their collective voice is amplified and heard.



LEADERSHIP DEVELOPMENT

Provide effective leadership through training, education, mentorship, recruitment, and engagement.



STRATEGIC PARTNERSHIPS

Maintain and support existing strategic partnerships while encouraging collaboration with new partners to maximize effectiveness.



COMMUNICATION & OUTREACH

Develop a communications plan to support organizational goals.



FUNDRAISING & FUNDING DEVELOPMENT

Develop a funding development plan to support organizational goals.

ADVOCACY & LEGISLATIVE RELATIONS

GOAL	STRATEGY	TIMELINE
# 1 – All legislators know who CDs are and what they do	Task 1 – Collaborate with CDs and partners to provide enhanced legislative opportunities. (receptions/tours)	2025
	Task 2 – Provide an in-depth orientation or in-person engagement opportunity to new legislators and key members.	2027
# 2 – WACD works to create voluntary natural resource policy in WA State	Task 1 – Lobby and develop legislation to advance voluntary conservation in Washington State.	2025
	Task 2 – Facilitate regular conversations between tribes, agency partners, and others to clarify roles.	2026
# 3 – WACD, CDs and the SCC develop legislative priorities to adapt to changing needs	Task 1 – Create a platform for real-time communication during the legislative session (SLACK or weekly phone calls, etc.)	2025
	Task 2 – Host a spring legislative workshop and prioritize urgent policy needs.	2026

LEADERSHIP DEVELOPMENT

GOAL	STRATEGY	TIMELINE
# 1 – Strengthen Training for All CD Supervisors and Leadership Staff	Task 1 – Explore partnerships with the CTD to offer online training opportunities.	2026
	Task 2 – Develop ongoing training opportunities in legislative relations, policy development, governance, and executive leadership.	2027
# 2 – Build Supervisor Succession and Mentorship Programs	Task 1 – Provide boards with tools and resources to effectively engage new supervisors in statewide issues and WACD business, ensuring new members recognize the value of WACD.	2025
	Task 2 – Launch a statewide supervisor mentorship program that pairs tenured supervisors with new supervisors.	2028

STRATEGIC PARTNERSHIPS

GOAL	STRATEGY	TIMELINE
# 1 – Maintain existing partnerships with WSCC, CTD, NRCS, and WCS	Task 1 - Collaborate with partner entities to seek funding for enhanced training opportunities for CD supervisors and staff.	2025
	Task 2 – Collaborate with partner entities to better define roles and responsibilities.	2026
# 2 – Support Partner Associations, including WADE, NACD, and NCDEA	Task 1 - Collaborate with partner associations to amplify the voice and needs of Washington State CDs.	2025
# 3 – Seek new partners with shared goals	Task 1 – Invite new partners to the WACD Annual Meeting as a mechanism to learn and engage with one another.	2026
	Task 2 - Seek strategic alignment with organizations that have shared goals by engaging them in creating and supporting legislation.	2027

COMMUNICATION & OUTREACH

GOAL	STRATEGY	TIMELINE
# 1 – Tell Our Story & Elevate the CD Brand	Task 1 – Design and implement a marketing campaign that highlights CDs’ collective impact.	2028
	Task 2 – Develop a community engagement strategy.	2029
# 2 – Measure and Communicate Our Collective Impact	Task 1 – Develop a communication strategy to document outreach to CDs, partners, tribes, and others.	2028
	Task 2 – Create a simple, high-level aggregate data tracking tool that is easy for CDs to use.	2030

FUNDRAISING & FUNDING DEVELOPMENT

GOAL	STRATEGY	TIMELINE
# 1 – Increase Funding Generated Through the PMC	Task 1 – Continue exploring the strategies developed by WACD’s Plant Materials Taskforce, which includes conducting a feasibility study for an east-side PMC.	2025
	Task 2 – Continue to educate CDs about resources the PMC currently offers.	2025
	Task 3 – Identify and pursue new markets to expand sales.	2027
# 2 – Secure New Revenue Sources	Task 1 – Create a fundraising committee and a comprehensive funding development plan so WACD can continue to provide existing and new services to CDs.	2025
	Task 2 – Continue the long-term sustainable funding workgroup to identify and pursue new revenue opportunities.	2026