

Kentucky Ducks Unlimited State Plan 2007 - 2010

VISION

This state plan is the result of a continuing vision of state volunteers and staff of Kentucky Ducks Unlimited (KY DU). These action plans will guide Kentucky Ducks Unlimited to meet our stated goals. This plan defines what our organization will be in the years to come. Plan performance will be evaluated at all leadership venues. It will be refined and improved continuously. As volunteers of Kentucky DU, we are all accountable for the performance of the plan. Kentucky DU needs to annually increase its performance and improve public awareness as it supports Ducks Unlimited's habitat goals.

The Ducks Unlimited mission is to conserve, restore and manage wetlands and associated habitats for North America's Waterfowl. These habitats also benefit other wildlife and people.

Highest Priority

In order to build and empower volunteer communities, recruitment of volunteers is the #1 priority for all of Ducks Unlimited. Recruitment shall be a continuous focus of Kentucky Ducks Unlimited and needs to occur at every opportunity at all levels. Volunteers are DU's most important asset and are critical to the success of our mission. The longevity and success of all existing commitments depends on the ability to recruit additional volunteers.

VOLUNTEER RECRUITMENT & LEADERSHIP FOCUS

GOAL: RECRUIT & ENGAGE NEW EFFECTIVE VOLUNTEERS INTO EVERY CHAPTER. EACH AREA COMMITTEE NEEDS TO RECRUIT 5 NEW VOLUNTEERS EVERY YEAR WITH A NET GAIN OF AT LEAST 3.

How: A successful committee continually recruits with mailings, recruitment events, "Waterfowl Hunter Parties", personal invitations, and other area committee efforts. KY DU will provide training to engage and empower Area Committees & District Chairs. Every volunteer needs to continually recruit additional volunteers.

Who: Area Committees and District Chairs (DCs) with the support of the State Volunteer Recruitment Chair (SVRC), Regional Directors (RDs) and Regional Chairs (RCs)

When: Continuously

GOAL: START/RESTART 5 NEW CHAPTERS + 1 NEW COLLEGE CHAPTER PER YEAR WITH NO NET LOSS

How: Create and implement tactical regional plan, hold recruitment events, and form area committees in the targeted areas

Who: Regional Leadership Team (RLT)—Regional Chair, District Chairs, & Regional Director

When: Annually, reevaluate in 2009

GOAL: CREATE AND CONTINUE TO UPDATE A KY DU LEADERSHIP MANUAL. DISTRIBUTE TO ALL AREA CHAIRS AND OTHER STATE LEADERS.

How: Provide organizational chart, list names and contact information including email addresses, provide job descriptions, roles, and responsibilities to facilitate accountability and ownership. This information will be available on the KY DU website. Obtain recommitment from all DCs & State Team.

Who: State Chair, State Chair-Elect, and Regional Directors working with appointed committee.

When: Completed by 12/1/2007. Update regularly.

GOAL: CREATE A TACTICAL PLAN PER REGION.

How: Conduct tactical planning meetings. Topics to include committee review, leadership development, State Plan review, new/restarted chapters, officer education, volunteer recruitment and integration into the committee. Follow up with DCs and potential DCs (looking to add to the number of DCs) to review plan and seek commitment to their roles.

Who: RCs, RDs and State Volunteer Recruitment Chair, reporting to State Chair, State Chair-Elect, State Sponsor Chair & Major Donor Committee Chair.

When: As soon as possible; not later than January 1, 2008 and annually thereafter.

GOAL: CONTINUE AND IMPROVE DISTRICT WORKSHOPS.

How: Upgrade to a content rich and diverse agenda using today's technology and DU resources. Include state wide agenda and review of the state plan. Every Area Committee should be represented.

Who: RLT.

When: Annually.

GOAL: THANK OUR VOLUNTEERS

How: Hold volunteer appreciation events in each region. Celebrate our successes and have fun! Continue the state award system and take every opportunity to acknowledge the achievements of our volunteers.

Who: RC & DCs with invites to all volunteers in the region.

When: Annually.

GOAL: IMPROVE COMMUNICATION

How: Hold at least monthly state leadership conference calls. In addition, hold at least quarterly regional conference calls.

Who: State Chair, State Leadership Team, Regional Leadership Team, & Regional Directors.

When: Continuously.

EVENT & EFFICIENCIES FOCUS

GOAL: INCREASE GRASSROOTS INCOME BY 10% ANNUALLY.

How: Committee level planning & budgeting supported by DCs. Efficiency target to be at 60%.

Who: Area Committees.

When: Continuously.

GOAL: ADD OR UPGRADE 8 SECOND EVENTS THAT NET/NET AT LEAST \$2500 EACH.

How: Area Chairs supported by DCs.

Who: Area Committees.

When: Annually.

GOAL: EXPAND SBA EASEL PROGRAM TO ACHIEVE \$25,000 IN NET/NET INCOME BY END OF FY 2008 AND \$50,000 BY END OF FY 2009. EVALUATE ANNUALLY THEREAFTER.

How: Appoint a SBA Coordinator for Kentucky DU. Share information on the program at all leadership venues and ask for volunteers to run easels.

Who: State Chair appointed SBA Coordinator. SBA Coordinator to lead process with RLT and Area Committees.

When: As soon as a candidate is found and continuously thereafter.

GOAL: HAVE AT LEAST 30% OF KY DU COMMITTEES ACHIEVE THE PINTAIL AWARD OR BETTER IN THE STATE AWARD PROGRAM.

How: Communicate the program and challenge our committees. Focus on 10/30 requirement.

Who: DCs with RLT.

When: Annually.

MEMBERSHIP FOCUS

GOAL: INCREASE REGULAR ADULT MEMBERSHIP BY 6%.

How: "Fill the hall" through face-to-face ticket sales, "Early Bird" mailings, National Invitation Program, properly completed tickets, secondary events, SBA easels and experiments with new event types.

Who: Area committees with support from RLT.

When: Annually.

GOAL: INCREASE SPONSORS BY 10%.

How: Appoint a committee-level Sponsor Chair. Develop a prospect list and contact prospects. Utilize the Wetlands for Tomorrow Sponsor Kit. Leverage the State Sponsor print.

Who: Committee-level Sponsor Chair with Area Committee supported by the State Sponsor Chair.

When: Annually.

GOAL: MEET ALL THREE MAJOR DONOR GOALS FOR LIFE SPONSORS, UPGRADES, AND FEATHER SOCIETY.

How: Hold Cocktails for Conservation and Tribute events. Utilize Cumulative Giving Program. Hold Major Donor reception at State Convention. Discuss Major Donor Program with all levels of the organization.

Who: Major Donor Chair and Committee supported by the RLT.

When: Annually.

GOAL: HAVE AT LEAST 1 PROJECT WEBFOOT CLASSROOM PER COMMITTEE (COST IS \$300 PER CLASSROOM).

How: Seek underwriting on statewide and individual basis.

Who: Major Donor Chair and Committee supported by the RLT.

When: Annually.

ADDITIONAL EFFORTS

GOAL: STATE COMMITTEE TO EXPLORE ADDITIONAL STATEWIDE UNDERWRITING AND RAFFLE OPPORTUNITIES & CONTINUE TO PROMOTE KY DU LICENSE PLATE.

How: Utilize the contacts and skills of the committee.

Who: State Committee with State Chair.

When: Continuously.

By achieving the goals of this state plan, Kentucky Ducks Unlimited will reach the Gold Level in the national state award program. More importantly, for all of us and future generations to come, Kentucky Ducks Unlimited will increase its contribution to conservation by an additional 760 acres per year!! Thanks to each and everyone for all they do for Ducks Unlimited.

State Officer & Regional Director Contacts

Kentucky State Chairman
Brian Priddle

Kentucky State Chairman-Elect
Daphne Hobson

State Volunteer Recruitment Chair
Connie Riggs

Major Donor Committee Chair
TBD

State Treasurer
Joe Marks

State Sponsor Chair
Phil Storm

State Greenwing Chair
Richard Cooper

State Raffle Chair
David Thornton

State Webmaster
Kevin Wright

State Conservation Chair
Lance Kaufman

Regional Chairs
Richard Fowler - Eastern Kentucky
Kenny Vaughn - Western Kentucky

Regional Directors
Charlie Lowery - Eastern Kentucky
Ben Burnley - Western Kentucky