

Iowa Heartland RC&D

**Successful Marketing & Program Strategies To Help
Your RC&D Succeed!**

NARCD Councils National Convention 2018

www.iowaheartlandrkd.org

Presented by Ann Wolf, Executive Director, Iowa Heartland RC&D





Iowa Heartland RC&D Basics

- ★ **Established** in 1994, with offices in Indianola & Des Moines, IA. Represent Dallas, Jasper, Madison, Marion, Polk & Warren counties in Central Iowa. Representation from county supervisors, soil & water district commissions, public & private representatives.
- ★ **Mission:** to enhance our rural & urban areas and local communities by facilitating grassroots efforts & partnerships for conservation and sustainable development.
- ★ **Major initiatives:** included mine reclamation and water quality projects, forestry efforts, multi-use trail planning, local foods initiatives, economic community development with arts and culture planning and restoration, classroom education and healthcare programs.
- ★ **Other services provided:** grant writing, volunteer & board development/training, marketing, nonprofit donor-centered fundraising, leadership & strategy sessions. Capacity building in many areas through cultural events, historic preservation efforts, economic and community betterment development, educational outreach, sustainability and regeneration initiatives.

Ann Wolf, Executive Director

- ❖ University of Iowa graduate-BFA degree 
- ❖ Iowa State U. masters degree program, design
- ❖ Iowa State U. & United Way of Central IA-Nonprofit Mgmt. Institute-certified
- ❖ CFRE-(Certified Fund Raising Ex.) national, international designation in ethical non-profit management, strategic leadership and philanthropic donor-centered fundraising.
- ❖ 30+ years experience in professional marketing, PR, business, strategic planning, board development. Proven business and community leader in nonprofit donor-centered fund raising.
- ❖ Recognized locally, regionally and nationally for hands-on efforts as an Iowa woman farmland owner practicing soil conservation, water quality initiatives, natural habitat and environmental sustainability programs with her own 300-acre farm in eastern Iowa.
- ❖ Extensive work with state, federal government programs and agencies to accomplish best practices and impactful objectives for soil, water environmental conservation. Agencies include NRCS/USDA, DNR, Pheasants Forever & more.





Step by Step



Challenges-Our Story



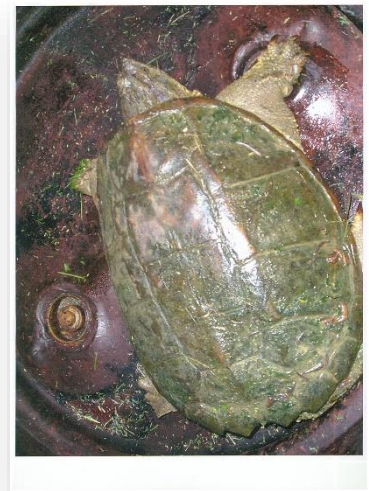
Iowa Heartland RC&D Challenges

- Mission: includes several broad categories-not central program focused.
- Loss of centralized funding streams (NRCS 2011)-need for funding diversification.
- Diminished, effective, ongoing projects/programs-clearly define next steps.
- Heavy reliance on Iowa League of RC&Ds for grants, program development and outreach. (IA League dissolves in 2017).
- Few engaged Board of Directors-need for new board members from diverse backgrounds to be reflective of changing climate with constituent & community assessment, passions and needs.
- Develop: greater social media channels, ie., newsletter, website, community outreach, marketing, PR, donor relationships.



Challenges

What have been some challenges with your organization for growth opportunities?





Step by Step





Opportunities Abound!

- ❖ New Strategic Plan development-defining past, present & future.
- ❖ Research areas of need in your communities that align with mission and goals of your organization. Finding a *new* niche(s), programs and projects that can help define your organization clearly.
- ❖ Develop new partnerships, strengthen existing ones.
- ❖ Expand new programs based on your area's and constituent's ever changing needs.
- ❖ Increase & create greater diversification with Board profile, develop new fundraising streams.
- ❖ Initiate strong marketing, PR campaigns, events, membership drives, network and more!





Opportunities & Reinventing!

What have been opportunities and program re-inventions that you were able to capitalize on for your organizational growth?

Opportunity.





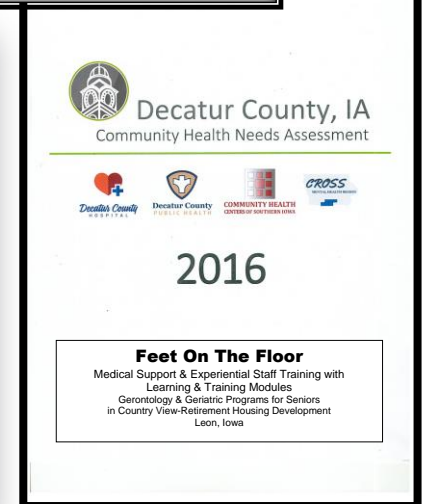
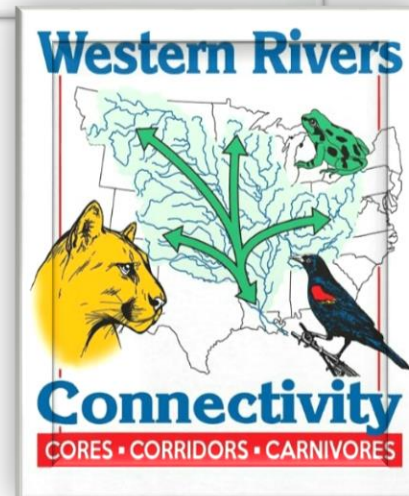
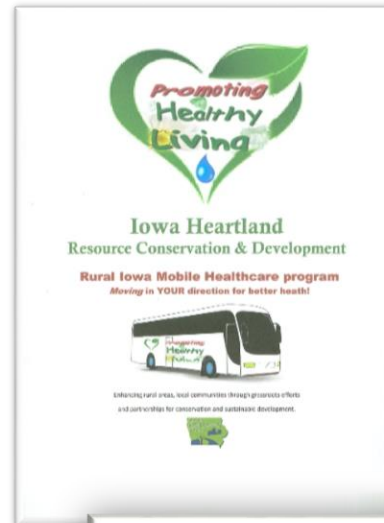
Step by Step



Creating Program Development

Scenic Overlook:

- View & research areas of need that currently aren't being met-but could be through your organization having merit & value.
- Network & 'connect the dots/groups'-Domino Effect.
- Communicate with potential constituents-what are their passions and needs.
- Design proposal-outline.
- Or research grant opportunities for specific programs that you can create as a match and sustainable funding stream for your organization.





Solutions & Outcomes ☺

Iowa Heartland RC&D 2018 & Beyond

Areas, programs & topics we're currently focused on:

- * water quality, urban & rural; causes, solutions, outcomes
nitrate & phosphate farm runoff-impact
- * health related program development & partnerships
- * wildlife corridors partnership opportunity
- * state-wide school, ag & environmental enrichment education
- * arts & culture leadership, restoration & economic development
- * healthy food collaborations
- * community/regional trail development
- * regenerative farming practices





Solutions & Outcomes ☺

What have been solutions & outcomes that you were able to capitalize on for your organization?





Our Vision Forward



Iowa Heartland RC&D Top Priorities 2018-2019

Board & program development

- increase Board size, diversify profile
- diversify and increase programs
- increase staff
- Community & regional Trail development

Funding streams

- continue to diversify
- donor development, involvement, support, donor database
- increase funding for program support based on new programs in the pipeline



Questions?

“We need the tonic of wilderness—to wade sometimes in marshes where the bittern and the meadow-hen lurk...to smell the whispering sedge where only some wilder and more solitary fowl builds her nest, and the mink crawls with its belly close to the ground. We can never have enough nature...in wilderness is the preservation of the world.” Henry David Thoreau



Thank You !



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