

E.D. Report – Great Old Broads for Wilderness
August 1 – December 5, 2018
Outcome-based Reporting

LITIGATION AND ADVOCACY (*Shelley, Lauren, Katya*)

1. **Wrote 14 pages of technical comments on recreation and fire/fuels for GSE National Monument Management Plan (MMP)** as part of conservation group comments; edited and signed onto **Bears Ears MMP comments; signed onto 35 organizational letters and comments** on various public land issues.
2. **Litigation: 10th Circuit dismissed Utah and Utah Counties challenge to the Settlement Agreement regarding six Utah BLM RMPs; Magistrate Judge rejects 137-mile trail network in Ochoco National Forest – two wins!**
3. **Too Wild to Drill: Organized site visit to Kremmling BLM District as pilot program to document oil and gas leases** in partnership with TWS. CO Broadbands then submitted comments and protests on 25+ lease parcels in four field offices, spoke with county commissioners, submitted LTEs, commented on 1) USFS proposed rule change to streamline oil and gas development and 2) at DOI's National Royalty Policy Committee meeting in Denver, and more!

In next three months:

- 1) Work with Litigation, Issues, and Advocacy Committee to develop a litigation template to summarize legal cases we are considering, and begin to use;
- 2) Continue refining Key Advocacy Campaigns and define involvement of national office in these campaigns, in alignment with Strategic Plan
- 3) Continue work on Too Wild to Drill, engaging Eastern Nevada Broadband in site visits to potential lease sale lands.

National Office Action Tracker link: <https://docs.google.com/spreadsheets/d/1Dj7jVEU-sVpY2x2vILqEmBef0bWRabejbQAj7P4GviE/edit#gid=0>

COMMUNICATIONS and MEMBERSHIP (*Susan, Claire, Joyce, Lori, Lauren, Shelley, all*)

1. **Raised over \$66,000 in Wild for Wilderness On-line Auction** (Total value in auction was \$125,000.) Promotion generated 3,937 users and 82,662 page views on the auction site; and **raised \$4,600 in Colorado Gives campaign**, engaging 87 donors (increase of 35 donors and \$1055 over 2017) and gaining invitation for one radio interview on iHeart Radio.
2. **Successfully migrated all transactions (merchandise, events, donations, memberships) to new NEON database and updated all links on website.** This required building multiple forms in the new system and setting up all merchandise items for the store cart.
3. **The 5- minute video, *Great Old Broads for Wolves*, was chosen as an official selection for the 2019 Wild and Scenic Film Festival** and will be shown in screenings across the country next year.

In next three months:

- Winter/Spring Newsletter
- Planned Giving – brochure; complete 2-pager and web revisions to align message
- Media/PR planning, 2019 events, 30th Anniversary campaign planning/component execution
- Evaluate Neon capabilities for email campaigns

GRASSROOTS LEADERSHIP PROGRAM (GLP) (*Lauren, Mike, Katya*)

1. **Recruited, interviewed, and have 90% commitments from 16 new leaders for 2019 WALTS** in March, representing 10 states! (AK, AZ, CA, CO, MT, NH, NV, OR, TX, UT, WA)
2. **Logged 32,700 hours of Broadband volunteer hours**, and closed the Broadband “activity reporting” for the season with a total of 1059 submissions from 25 reporting Broadband.
3. **Raised \$21,321 in the 10-Year anniversary fundraising campaign**, with 119 donors engaged. Also, raised **\$10,000 from a new foundation (Lewis Family Foundation) for women’s leadership development.**
4. **Launched and facilitated new state-wide team of Colorado’s nine (and growing) Broadbands** to increase sharing of information, leadership development, and coordination on state-wide advocacy issues. Calls will be held every other month.

In the next three months:

1. Select, hire, and train a new Grassroots Leadership Director.
2. Complete Broadband Activity Report and Grassroots Leadership Program report.
3. Prepare for WALTS training in Santa Fe in early March.

EDUCATION AND OUTREACH (*Carrie, Peggy, Joyce*)

1. **Announced Borderlands Broadwalk in Fall newsletter and event filled within two weeks**, with 67 registrants and 13 on waiting list.
2. **Continued planning for Don’t Dam Salmon Broadwalk (June, ID), 30th Anniversary Celebration (Sept, UT)** and will open registration after next *Broadsides* goes out in February.

In the next three months:

1. Lauren to integrate into Broadwalk and Broadwork planning, with event planning assistance from Ellie, and advocacy and hike assistance from Mike and Katya.

DEVELOPMENT (*Lori, Shelley, Lauren, Susan*)

1. **Submitted four proposals:** 1) Wyss \$45K [received]; 2) Eileen Fisher for \$10K [\$20K funded!]; 3) The Lewis Family Foundation for \$8K [\$10K funded!]; 4) Patagonia for \$20K [in process]. Submitted grant reports for Maki (1), Wyss (2), and Patagonia (1).
2. **Finalized content for the Planned Giving Brochure** that will be used to inform members and supporters of easy ways to incorporate Broads into their will. Wrote *Broadsides* articles and ads

encouraging planned gifts and asking members to please let us know if we are beneficiaries. Two members have recently put us in their will, a new IRA donation was made, and another member made us aware we have been in her will.

3. **Implemented new membership database (Neon CRM)** by migrating all accounts, forms, events, merchandise, custom fields and all other information necessary to be up and running. No longer using eTapestry membership database.

In the next three months:

1. Identify prospects for comprehensive campaign and play integral role in campaign as objectives evolve. Identify more potential grant funders.
2. Become proficient in using advanced Neon CRM modules, train others in using Neon and further streamline activities and processes

PERSONNEL AND OPERATIONS (Peggy, Ellie, Shelley)

1. **Peggy retired officially in October, and we enthusiastically welcomed Ellie Stevenson** as our new Operations Manager in November.
2. **Carrie King resigned in November and we were excited to promote Lauren Berutich to a revamped Associate Director position** on December 1.
3. **Rewrote Grassroots Leadership Director Position Description, advertised, and scheduled the first round of phone interviews** for week of December 10. Exciting applicants!
4. **Conducted due diligence on purchase of Rivergate Office Units**, and preparing for closing on December 20, with tentative move January 23-25, 2019 (office to be closed.)

In the next three months:

- a. Prepare for Office move and get 'er done!
- b. Hire new GLP Director and begin training.
- c. Hold staff retreat in February and research additional training options for Directors.