



## ABWF Strategic Plan [abridged]

### September 6, 2022

#### ABWF Mission

Supporting stewardship of the Absaroka-Beartooth Wilderness and fostering appreciation of all wildlands.

#### ABWF Vision

We envision a future for the Absaroka-Beartooth Wilderness where its Wilderness integrity is maintained because diverse communities value, protect, and connect to this special place through volunteerism, education, experience, and stewardship.

#### ABWF Values

**Wilderness Ethic:** A deep understanding of wilderness values, appropriate behaviors and the diverse benefits of Wilderness are actively infused throughout all programs and projects.

**Inclusivity:** Communities that have been underrepresented in wilderness stewardship and engagement are specifically and increasingly engaged.

**Stewardship:** our programs are mission-focused and informed by the ABWF's core values, the priorities of USFS managers, and those of other stakeholders and partners.

**Sustainability:** The ABWF has the organizational capacity and best practice fundraising, administration, and governance systems so that we can respond effectively to wilderness stewardship priorities and ensure successful outcomes.

**Engagement:** A variety of opportunities exist for diverse groups of stakeholders to connect to the AB and participate in wilderness stewardship activities and programs.

**Community:** Networks and relationships are flourishing that elevate the ABWF's profile, improve its efficacy, and cultivate collaborative outreach and wilderness stewardship partnerships within local communities and beyond.

#### 2022-2027 Goals

**Connections:** Foster and deepen connections to all wildlands, the Absaroka-Beartooth Wilderness, and the ABWF.

**Stewardship:** Build and support stewardship of the Absaroka Beartooth Wilderness.

**Collaboration:** Collaborate with, support, and encourage USFS and other agency managers to ensure wilderness integrity is maintained in the Absaroka-Beartooth Wilderness.

**Capacity:** Grow the capacity and financial sustainability of the Absaroka Beartooth Wilderness Foundation



**Connections:** *Foster and deepen connections to all wildlands, the Absaroka-Beartooth Wilderness, and the ABWF*

**Objective A: Strengthen engagement with the Absaroka-Beartooth Wilderness through various education efforts, on-the-ground volunteer projects, and communications.**

- Stakeholders have greater knowledge and appreciation of the AB Wilderness from educational programming imbued through all our work.
- Stewardship-focused volunteer programs like trail projects, trail ambassador outreach, internships, and more are enriched with additional opportunities for learning and engagement.
- Communications platforms are effectively used to share wilderness values messaging with visitors before they reach the trailhead, and to make AB appreciation more accessible to stakeholders who aren't currently visiting the wilderness.

**Objective B: Increase opportunities to engage with the ABWF**

- Consistent messaging about ABWF is provided to staff, board, volunteers, partners, and the public.
- A variety of meaningful ABWF engagement opportunities are accessible to a diversity of stakeholders.
- People are systematically and regularly connected to ABWF information, programming, and donation opportunities.
- ABWF profile is elevated by building and leveraging communications platforms.

**Objective C: Engage more diverse audiences in the AB Wilderness and ABWF work**

- New partnerships and engagement are systematically built with organizations and entities that represent and connect to more diverse audiences (esp. Indigenous, underrepresented local people, or young people)
- Targeted events are collaboratively built and delivered to provide opportunities for a greater range of potential visitors to the AB Wilderness (especially Indigenous people, underrepresented local communities, young people).

**Stewardship:** *Build and support stewardship of the Absaroka Beartooth Wilderness*

**Objective A: Strengthen stewardship of the AB Wilderness through effective on-the-ground programs**

- A high-quality trail maintenance program is consistently maintained every year.
- New partnerships and awareness that increase participation in ABWF field projects are cultivated.

**Objective B: Promote understanding of wilderness ethic and appropriate behavior in the AB**

- Delivery of effective wilderness ethics and behavior messages through online, print, and verbal outreach.
- Targeted in-person education programs on diversity, wilderness ethics, appropriate behavior, and Leave No Trace Principles are implemented.
- Achieve greater reach of Wilderness ethics and behavior messaging by engaging and supporting partner outreach.



**Collaboration:** *Collaborate with, support, and encourage USFS and other agency managers to ensure wilderness integrity is maintained in the Absaroka-Beartooth Wilderness*

**Objective A: Foster opportunities to build agency stewardship capacity in the AB**

- USFS is supported in its efforts to build capacity to deliver wilderness ethic and appropriate behavioral information to visitors.
- Increased ABWF advocacy for larger USFS wilderness, recreation, trails, and invasive species control funds so that priority Agency stewardship efforts can be accomplished.
- ABWF and USFS planning efforts are effectively coordinated to maximize shared stewardship success.
- To maintain wilderness integrity, ABWF promotes appropriate USFS measures/tasks that track change of wilderness character and provide accountability to the public.

**Capacity:** *Grow the capacity and financial sustainability of the Absaroka Beartooth Wilderness Foundation*

**Objective A: Increase funding and broaden funding sources to sustainably build the ABWF**

- ABWF increases its capacity to support and grow fundraising activities.
- Objectives articulated in *ABWF Fundraising Plan* are reviewed and updated systematically.
- The number of ABWF supporters who donate annually (individual and businesses) is increasing and the annual total donation amount increases every year.
- Number of large donors is growing year over year.
- An endowment is established.

**Objective B: Build and support staffing to meet program outcomes identified in this strategic plan**

- Organization has effective, qualified, and increasingly diverse staff with low turnover.
- ABWF Communication capacity is increased.
- Education capacity to deliver information to our target audiences/local communities is increased.
- Field project managers with appropriate training and experience are retained and cultivated.

**Objective C: Build administrative capacity and facilities to support administrative needs of the organization and free staff to perform mission-related activities**

- Facility/equipment needs are identified and secured for both short term (next year) and 3-5 year timeframes.
- Sufficient administrative staff to meet the needs of the ABWF are in place.

**Objective D: Build and maintain a strong and diverse working board**

- Board recruitment is ongoing, dynamic, and consistent with organizational priorities and governance requirements.
- Fundraising capacity of the board is enhanced.
- Board members are provided effective background and training, including fundraising, Diversity Equity and Inclusion (DEI), messaging and governance.





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