

Initiatives

May 2014 – April 2015

1. Fundraising - Job Number One (*Chairman Jim McGarvey*)

- a. Develop a Message, a Process
- b. Identify targets – emphasize individuals rather than grants applications
- c. Create collateral materials, including a video to demonstrate the value of BCHA to people who treasure and enjoy wilderness and the back country.
- d. Elicit support from individuals and organizations to support the BCHA

2. Complete the “Legacy” Fund Raising Initiative by Y/E 2014 (*Chairman Mike McGlenn*)

- a. Larger Amount Donations allows growth without depending on membership dues
- b. Funded thru estate giving, wills and other.
- c. Donated Monies used in current times – not live off interest
- d. One half of money given to Chapters – unless otherwise directed
- e. Levels of giving starting at \$5,000 - \$9,999 and etc.

3. Improve Communications

- a. Continue and improve BCH state presidents conf call
- b. Rapid distribution of EC monthly minutes
- c. Increase and improve email list
- d. The “WY Jim Wolf Request” – increase the distribution of trail maintenance best practices among states and chapters

4. BCH Public Lands Regions (*Chairman Randy Rasmussen*)

- a. Form four Public Lands Regions composed of states in each region with commonalities of geography, climate, issues and etc., i.e. PCT states; Rocky Mountain states; southwestern states; southeastern states or some logical combination
- b. Regions meet and discuss problems and solutions; headed up by Public Lands Committee co-chairs and advised by BCH Public Lands Advisor

5. Oral History

- a. Develop an oral/video? history with our two remaining founders, Ken Ausk and Roland Cheek
- b. This project’s goals are to 1) record our early years; 2) make sure that current and future generations of BCH’rs stay true to the cause; 3) set a benchmark from where we started and where we are now and how to stay the course

6. Website and Social Media

- a. Organize groups/individuals to provide current and important content to the our website
- b. To not overload the work content of any one individual such as the webmaster
- c. Identify and appoint a FaceBook Manager/Editor
- d. Institute a program to encourage chapter/member BCHA FB posts

7. Develop a Future BCHA Organizational Chart with Job Descriptions

- a. Identify the duties of current and future job descriptions of positions required in BCHA management – Chairman; Executive Director; Recreation and Public Lands Advisor; Executive Secretary; Education Advisor
- b. This project is vitally important for BCHA to properly function in the coming years and to do so with the best people available.

8. Form One New Alliance

- a. Form an alliance/partnership with another world-class organization – similar to The Wilderness Society
- b. To further our ability to impact legislative and regulatory directives
- c. To aid our partner in accomplishing its respective goals

9. Financial Controls and Strengthen Balance Sheet

- a. Make our financial reports more reflective of what we do down to the project level i.e.; a P/L for the NBM; P/L for fund raising initiatives “How much did we get in by using this method versus another; P/L for brochures and etc.
- b. Essentially develop a system that gives an ROI on the various spending measures we have as an organization.

10. Implement the Directives of the BCHA 2104-2018 Strategic Plan, Emphasizing...

- a. “BCHA will provide people and horsepower to keep trails accessible to everyone.” (Continue our track record of a minimum of 370,000 volunteer hours and 15,000 miles of trails cleared)
- b. “BCHA member-leaders will have accessible broad-based information and knowledge.” (See Initiative 3-d)
- c. “\$100,000 initiatives each year to leverage membership dues.” (See Initiative 1) This goal was reached in 2014 with \$125,000 collected after accounting for fund raising expenses.

11. Develop a national BCH program to engage youth in our organization.

- a. BCHA support Public Land Service Coalition and full implementation of 21st Century Service Conservation Corp programs to engage youth crews for work on our nation's public lands and wilderness trails
- b. Continue to work with our states and chapters to more effectively use youth and conservation corps programs utilizing partnerships and relationships with land managers.
- c. Establish measurable levels of effort to achieve a 10 % increase in use of and participation with youth groups including but not limited to Corps members, 4 H, FFA, Boy and Girl Scouts and other organized organizations.

12. Re-establish the BCH "Retail Store" (Co-Chairs Peg Greiwe & Cindy McGarvey)

- a. Identify products to inventory and pricing
- b. Establish arrangement with supplier(s)
- c. Stock inventory
- d. Photograph and display products on website
- e. Establish purchasing process