



Sawtooth Society 2021 Primary Objectives

Prepared January 2021, by Kathryn Grohusky, Executive Director

January 2021

Mission

Follow the Society's vision, strategy, and objectives to achieve our mission:

Preserve, Protect, and Enhance the Sawtooth National Recreation Area.

- Show friends of the Society and the public through actions, written, and verbal communications that the Society functions primarily to preserve, protect and enhance the Sawtooth National Recreation Area.
- Choose Society actions, written and verbal communications to reduce negative misperceptions of the Society. For example, work to reduce a misperception the Society is a "Homeowner's Association" serving primarily Director's interests.

Content Marketing and Communications

Create and distribute valuable, relevant, and consistent content to attract and retain clearly defined audiences through search engines and sharing of articles and information.

- Create a Content Marketing and Communications plan in January 2021.
 - Define the Society's audience personas.
 - Establish an annual calendar of monthly and weekly social media topics.
 - Establish a list of press releases and communications required for the objectives, as appropriate.
 - Implement resulting plan throughout rest of the year (ED + Contractors)
 - Measure results of this communications effort through an annual survey which includes audience perception of our impact on the objectives.

Fundraising

Successfully execute the Soiree according to both financial and organizational plans.

- Gross \$197,161 to fund these objectives.
- Sell \$13,000 in Fund-A-Trail Pins.
- Sell \$70,000 in Soirée Auction Items.
- Sell \$5000 in Soiree Tickets.
- Secure \$35,000 in Corporate Soirée Sponsorships.
- Earn \$74,161 in Rolling Pledge Soirée Gifts.

Apply for and receive \$30,000 in grants, foundation gifts, and/or other corporate sponsorships to fund these objectives.

Implement two Appeals which bring in a combined total of \$77,966 to fund these objectives.

Build and Implement an Austin Kraal Memorial Volunteer Program Campaign which earns \$10,000 in funding for volunteer programs.

Budgeting

Execute the Budget as approved by the Board in February of 2021 to meet the revenue target of \$317,052 and the expense target of \$317,052.

On-the-ground Programs

License Plate Program (LPF) – “Goat Plates”

- Award all funds generated by the license plate program quarterly for projects and activities that further the Society’s mission.
- Award at least 50% of the grants to organizations other than the Forest Service.
- Submit the required SNRA license plate financial report to State each year to renew the SNRA license plate program.
- Issue twice-yearly press releases to improve awareness of the availability of SNRA plate funds to potential grantees.

Trail Clearing

- Clear the priority roads and trails assigned to the Society in March by the USFS, focusing on early season trail openings. (Approximately 100 miles of trails cleared.)
- Engage at least 50 trail work volunteers through the entire season (June – October) in group projects and on small teams.

Fund-A-Trail

- Utilize funds from the sale of Fund-A-Trail pins to ensure trail maintenance is completed.
- Give volunteers the opportunity to purchase a Fund-A-Trail pin.

Adopt-A-Trail

- Recruit at least 2 other organizations to an "Adopt-A-Trail" program by October 2021 to adopt specific trails with the understanding they will recruit volunteers.
- Train those organization’s volunteers to conduct trail maintenance.

Volunteer Youth Programs

Undertake at least 2 volunteer activities that engage at least 20 people below the age of 18. (June – October)

Trailhead Stewards

Secure funding to implement a shared stewardship model which provides increased presence of official “Stewards” to assist the USFS to provide summer recreationist education at a key location.

Accomplish a collaborative end-of-season cleanup project.

Collaborate with at least 3 other organizations to recruit at least 100 volunteers. (June – October)

Launch the Private Lands Working Group

Initiate meetings of the working group. Establish key metrics to add to these objectives.

Adopt A Highway Program

Fulfill the Society's obligations as part of Idaho's Adopt A Highway Program by organizing roadside cleanup of two sections of highway, (one section on Hwy 75 and one section on Hwy 21).

Fire Collaborative

The Society will remain informed of fire mitigation issues through participation in the National Forest Foundation facilitated fire collaborative.

Advocacy

Monitor threats and challenges to the SNRA and advocate effectively, where appropriate, according to the purposes of the Society as described in our articles of incorporation.

- Preserve and protect wildlife values by advocating for Salmon Restoration.
 - Monitor developments of the salmon restoration efforts and maintain awareness of strategic opportunities to appropriately become more involved in salmon restoration advocacy.
 - Throughout the year, develop a highly selective list of 2 – 5 reputable sources of information on salmon restoration for EC consideration to be placed on the Society website.
- Preserve recreation opportunities and increase public enjoyment of the SNRA by advocating for the timely completion of the Stanley to Redfish Trail.
 - Maintain awareness of ongoing developments with the trail and opportunities to support its completion.
 - Quarterly, ask the Area Ranger to identify when our support is helpful.
- Preserve and protect natural, scenic, historic, and pastoral values of the SNRA by anticipating and appropriately reacting to proposed subdivision and development of private lands within the SNRA.
- Preserve and protect Scenic Values by advocating against high profile cell towers and other visual impediments when other less visually detrimental options are available.