



# STRATEGIC PLAN

The WYldlife Fund unites people to advance Wyoming's  
wildlife, habitat, research and education.



## OUR VISION

The WYldlife Fund partners with the Wyoming Game and Fish Department and the Wyoming Game and Fish Commission to advance their strategic vision and the implementation of high-priority wildlife conservation projects. By forging effective partnerships across Wyoming and beyond, the Fund inspires a shared sense of stewardship and responsibility for conserving Wyoming's wildlife and wild landscapes.

## STRATEGIC PROCESS

To develop the WYldlife Fund's strategic plan, we took a collaborative and deliberate approach. A dedicated committee was formed to guide the process, starting with the development of thoughtful, open-ended questions that would surface diverse perspectives related to our organization's mission, vision and core values from a set of over 20 stakeholders. Committee members then conducted interviews with stakeholders to gain a better understanding of the WYldlife Fund's strengths, challenges, and opportunities. These valuable insights were analyzed and shaped into a clear strategic framework that reflects the shared vision and values of our conservation community and will serve as a guide to informing future work of the WYldlife Fund.

# OUR VALUES

## **Dedication to the health and sustainability of wildlife resources for future generations**

- Commitment to conserving wildlife and the terrestrial and aquatic habitats they depend on for the enjoyment of the public.
- Guided and directed by the priorities of the Wyoming Game and Fish Commission and Department.

## **Financial stewardship and transparency**

- Integrity and transparency in financial practices
- Transparency in decision-making
- Purposeful project funding
- Monitor wildlife metrics post-project implementation to understand the efficacy of efforts

## **Connecting for a common purpose**

- Forming diverse alliances and partnerships to support conservation efforts
- Clearly define wildlife priorities and communicate them effectively to stakeholders
- Inspire collective action and shared values for our wildlife and wild landscapes

## **Science-informed decisions**

- Implementing science-driven projects and initiatives that align with the Wyoming Game and Fish Department.
- Collaborate with trusted wildlife professionals to identify and implement high-priority conservation projects

## **Inspiring future generations**

- Deliver education to foster a passion for wildlife conservation.
- Encouraging people to provide and share outdoor experiences with others.
- Help develop future leaders.



## PILLAR – HABITAT CONSERVATION

**Initiatives:** Facilitating wildlife movement and research

Our goal at the WYldlife Fund is to ensure the long-term sustainability of Wyoming's wildlife by funding meaningful habitat improvement projects.

**Stakeholder input:** Stakeholders consistently affirmed habitat conservation as one of the Fund's core strengths. From reducing wildlife-vehicle collisions through crossings and improving movement and migrations through wildlife-friendly fencing – our work reflects the most visible and mission-critical outcomes the Fund can deliver on.

### **Strategies:**

- Prioritize conservation efforts on at-risk and high-priority wildlife habitats, as identified by the Wyoming Game and Fish Department
- Work proactively with partners to fund wildlife crossings and wildlife friendly fence projects
- Support and fund high-priority research initiatives, as identified by the Wyoming Game and Fish Department, to guide and inform strategic habitat investment decisions
- Conserve priority migration corridors utilizing the Fund's Pooled Migration Fund



## PILLAR – YOUTH AND COMMUNITY ENGAGEMENT

**Initiatives:** Engage in outreach efforts designed to educate a broad audience about Wyoming's wildlife and wild places.

Our goal at the WYldlife Fund is to foster lifelong stewardship of Wyoming's wildlife and cultivate the next generation of conservation leaders through meaningful engagement with youth and the broader community by working with the Wyoming Game and Fish Department to ensure complimentary programming.

**Stakeholder input:** Stakeholders affirmed that early engagement with youth is key to sustaining conservation beyond a single generation. Immersive experiences, such as camps were praised for instilling conservation ethic in youth, and are seen as critical for ensuring the long term conservation of Wyoming's wildlife into the future.

### Strategies:

- Collaborate closely with the Wyoming Game and Fish Department's education leadership to ensure our efforts complement—rather than duplicate—existing agency programs and initiatives.
- Assist in the execution of programs that reflect the values, cultural heritage, and outdoor traditions of Wyoming, in close partnership with the Wyoming Game and Fish Department.
- Support large conservation initiatives aimed at empowering the conservation leaders of tomorrow.



# PILLAR – SUSTAINABILITY, CAPACITY BUILDING + PARTNERSHIPS

**Initiatives:** Prioritize funding opportunities that promote the long-term sustainability and growth of the Fund, while strengthening internal and external capacity of key partners to expand conservation efforts.

Our goal at the WYldlife Fund is to amplify the reach and effectiveness of the Wyoming Game and Fish Department and other aligned conservation organizations by fostering strategic collaboration and resource sharing.

**Stakeholder input:** Stakeholders consistently praised the WYldlife Fund's for its ability to forge partnerships with other like-minded organizations to champion solutions to conserve wildlife. However, stakeholders did emphasize the need to increase the organization's brand recognition across the state.

## Strategies:

- Maintain responsible stewardship of donations and operational expenditures to ensure the long-term financial sustainability and integrity of the WYldlife Fund
- To increase brand recognition across Wyoming, the WYldlife Fund will showcase its partnership successes through storytelling campaigns, and consistent visual branding at events and among media outlets and digital platforms.
- Maintain close collaboration with the Wyoming Game and Fish Department and federal partners to identify capacity gaps and strategically invest WYldlife Fund resources, maximizing on-the-ground impact for wildlife conservation
- Leverage the Pooled Migration Fund as a key mechanism within the WYldlife Fund to enhance on-the-ground conservation capacity.



# PILLAR – INNOVATIVE FUNDRAISING AND IMPACT TRACKING

**Initiatives:** We strive to deepen stakeholder relationships, diversify revenue streams, and accelerate meaningful outcomes for wildlife conservation using strong impact measurement systems.

Our goal at the WYLDlife Fund is to generate additional resources for Wyoming's wildlife by filling funding gaps for habitat, research and education driven initiatives for the Wyoming Game and Fish Department.

**Stakeholder input:** Stakeholders emphasized the importance of not only cultivating new partnerships, but also nurturing and strengthening existing relationships. Equally critical is the ongoing effort to maintain trust among partners.

## Strategies:

- Prioritize cultivating, expanding, and sustaining partnerships with foundations, corporations, and individuals both within Wyoming and beyond, serving as a trusted conduit to align their interests with Wyoming's conservation needs and efficiently direct funding to impactful on-the-ground projects
- Maximize opportunities to leverage philanthropic investments by partnering with trusted entities—such as the Wyoming Wildlife Natural Resource Trust—to match and multiply funding
- Leverage initiatives like WYLDlife For Tomorrow to engage broader audiences—including the tourism and outdoor recreation sectors—and generate new, sustainable funding streams to support Wyoming's wildlife
- Collaborate with Wyoming Game and Fish Department biologists to monitor and evaluate projects before and after implementation, helping to quantify their effectiveness and demonstrate measurable benefits to wildlife health
- Maintain a balanced fundraising strategy that includes traditional approaches such as grant writing, while placing sustained emphasis on Planned and Legacy Giving to ensure long-term financial stability and impact.

