



Wild Ones -- Natural Landscapers, Ltd.
2285 Butte des Morts Beach Road
Neenah, WI 54956
920-730-3986

Board of Directors Prospectus

Wild Ones (Wild Ones Natural Landscapers, Ltd.) was founded in 1979 by nine attendees of a natural landscaping workshop who, in collaboration with Wisconsin environmental luminary Lorrie Otto, inspired a movement to connect people with nature and restore ecological value to degraded landscapes by planting native plants. Wild Ones incorporated in the state of Wisconsin in 1990 and was recognized as a 501(c)(3) nonprofit organization in 1995. Financial support for Wild Ones comes from membership dues, donations, investment income, grants, fundraising initiatives and program revenue.

How Wild Ones Makes an Impact

Wild Ones promotes native landscapes through education, advocacy and collaborative action. We inspire change through our core values:

- **Respect** for each other, for nature and for the earth.
- We are an **inclusive community**: diverse voices and backgrounds make us stronger; we welcome everyone to join us.
- We provide **evidence-based information**, because the seeds of change spread most efficiently when grounded in data.
- We are **action and growth-oriented**; we learn, grow, and share our knowledge.

With nearly 14,000 members and 147+ chapters in 37+ states, we fulfill our mission through a robust network of dedicated members and community-based, volunteer-led chapters. Wild Ones chapters offer a wide array of monthly educational programs and hands-on learning opportunities, including conferences, yard tours, field trips, and community projects. We work to increase access to native plants through plant sales and seed sharing. Many chapters provide educational resources and advocate for natural landscaping through their newsletters, websites, social media channels, and their collaborations with community stakeholders.

Wild Ones board and staff provide organizational leadership, oversight, administration, and membership services for our chapters and our independent members (partners-at-large, or PALs). Wild Ones offers national programs such as the quarterly *Journal*, Native Garden Designs, Seeds for Education grants, Wild for Monarchs materials, and educational webinars.

About the Board of Directors

Wild Ones Board of Directors supports our mission by setting direction, providing oversight, ensuring financial and ethical accountability, participating in strategic planning, fundraising, committee functions, and advising about program priorities. Current standing committees include Executive, Finance, Governance, and Mission. We function as a governing board and, as needed, a working board.



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Bylaws provide 10 - 15 directors serving three-year terms. Directors can be re-elected for a maximum of two terms; board elections are held annually by e-ballot.

Nomination & Election Process and Timeline

Candidates for Wild Ones Board of Directors self-nominate. The online Nomination Form is available on the Wild Ones website. Under the Get Involved tab, click Volunteer to access the Nomination Form: <https://wildones.org/board-nomination-form/>. Wild Ones Nominations Committee reviews applications, interviews and selects candidates to stand for election. Wild Ones members then elect board directors.

Responsibilities

Directors are expected to attend and participate in board meetings and serve on at least one standing committee, and attend Wild Ones programming and events as they are able.

Expectations of Board Directors Include:

Board Participation

- **Attending board meetings;** meetings are held on the 4th Monday of selected months. Board directors may be excused from 1 of the 4 meetings per calendar year (Jan – Dec). Meetings typically last 2 – 2.5 hours, often including a 30-minute executive session.
- **Attending Standing Committee meetings;** Active participation in **at least one standing committee;** meetings are once a month and held on floating dates; meetings typically last 1 – 1.5 hours. Active participation in monthly board committee meetings is an essential responsibility of all directors to **contribute their expertise** and perspective to advance Wild Ones' mission. Committee meetings are held virtually and scheduled in coordination with members. Consistent attendance is expected, as each member's engagement directly impacts the committee's effectiveness and progress.
- Meetings are **primarily held via video conference** (e.g., Zoom, Microsoft Teams) and accessible via conference calls. To fully participate in board meetings, directors are expected to have **reliable communication tools, be present, and collaborative for effective participation.**
- **Reviewing materials in advance** of board meetings. Materials are shared via Microsoft SharePoint. Directors will need to access both email and SharePoint frequently.
- **Engaging in board and committee discussions;** listening and asking questions; making motions and decisions consistent with Wild Ones mission, personal conscience, convictions, and ethics; supporting majority decisions once issues are decided by the board.
- **Maintaining the confidentiality** of the board's executive sessions; speaking for the board or Wild Ones only as authorized.



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- **Suggesting agenda items** for board and committee meetings; ensuring that significant policy matters are addressed.
- **Complete assigned tasks** from committees, meetings, or individual assignments and **respond to board communications promptly** to ensure effective collaboration and decision-making.
- **Volunteering to fill** officer roles and chair committees as vacancies arise.

Fiduciary Responsibility

- Exercising prudence and sound fiscal practice in the control of funds.
- Reviewing financial statements; helping the board fulfill its fiduciary responsibilities to maintain a stable and forward-looking organization.
- Abiding by all relevant laws and regulations, Wild Ones mission, bylaws, and policies.
- Abiding by the Conflict-of-Interest Policy (COI) to avoid conflicts of interest, or the appearance of conflicts that might compromise the board or the organization and disclose possible personal conflicts to the board.

Fundraising

Directors play a critical role in supporting Wild Ones' fundraising efforts. While directors are expected to be expert fundraisers, each is expected to actively contribute to **building a culture of philanthropy**.

- Make a personal meaningful **annual gift** to Wild Ones.
- Support and **participate in fundraising efforts**, regardless of prior experience.
- Leverage personal and professional **networks to identify potential** donors, sponsors, or partners.
- Champion Wild Ones' mission in the community to **raise awareness and support**.
- **Thank donors and supporters** for helping build lasting relationships.
- Demonstrate leadership and commitment through **active fundraising engagement**, which encourages external support.
- Maintain an active **Wild Ones membership** throughout your board service.

Time Commitments

Most board directors can expect to spend **9-13 hours per month** on national board work. You may also be expected to attend an annual in-person board meeting or retreat at your own expense.

- **Board Meetings:** 2.5 hours per month
- **Committee Meetings:** 1-1.5 hours per month
- **Meeting Preparation** (Board and Committee Meetings): 1.5-3 hours per month
- **Wild Ones Programs and Events:** 1 hour per month
- **Mission Advancement, Outreach & Fundraising:** 3-5 hours per month



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Questions

For questions about nominations, or if more information is needed about the board or the Wild Ones organization, please email support@wildones.org.