



Photo By: Barbara Mako

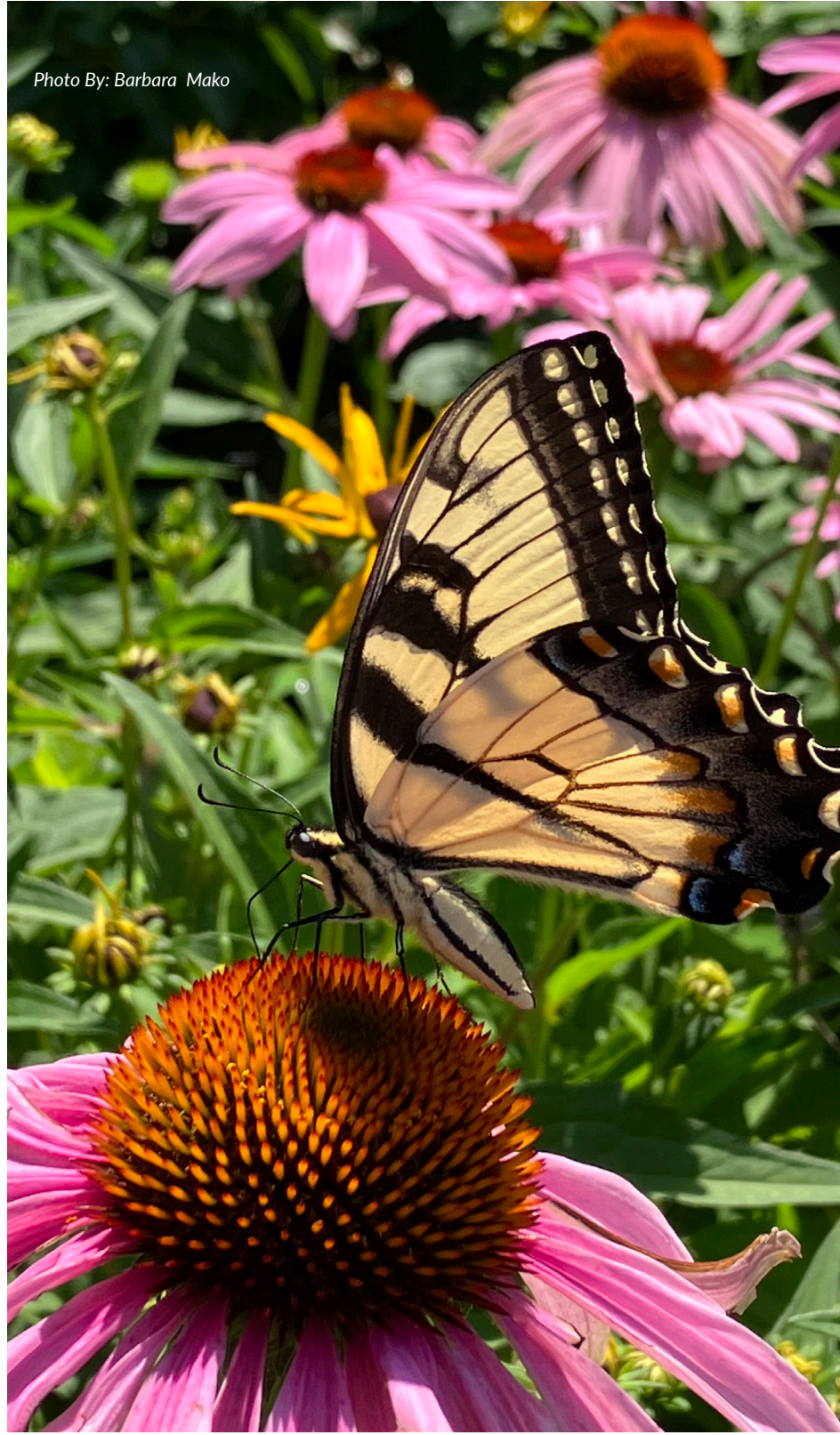


Photo By: Mark Barthel

Sponsorship Guide

About Wild Ones

Photo By: Jessica Ausneher

Mission

Wild Ones promotes native landscapes through education, advocacy and collaborative action.

Our Beliefs

We inspire change through shared core values.

Respect is at the heart of Wild Ones. We have respect for each other, for nature and for the earth.

We're an **inclusive community**. Diverse voices and backgrounds make us stronger. That's why we welcome everyone to join us.

We provide **evidence-based information**, because the seeds of change spread most efficiently when grounded in data. We monitor and share the latest evidence-informed strategies.

We're **action and growth oriented**. Just dig in! We learn, grow, and share our knowledge.

A healthy planet starts with native plants.

Dwindling biodiversity is a threat to the foundation of life on earth. In the last century alone, we've lost millions of acres of diverse ecosystems to urbanization.

Native plants help protect and restore biodiversity, improve air and water quality and provide wildlife with quality food and shelter.

Since 1979, Wild Ones has been a grassroots organization with a national reach offering localized knowledge through the work of our chapters. We are a movement of people who are passionate about our mission and inspire others to support landscaping with native plants.

Our organization is filled with highly passionate people like you, who are making a significant positive impact in local communities throughout our country. We are proud to celebrate our accomplishments in advancing the native plant movement and we hope you are inspired by the impact we have made.



Photo By: Rebecca Unger



Wild Ones is a 501(c)(3) organization, registered under Tax ID# 39-1695443. All membership dues and donations are 100% tax deductible to the extent of the law.



National Reach, Local Impact

Wild Ones' structure, with a national office and local chapters, provides consistent infrastructure to operate and maintain the organization. In this model, both chapters and the national office are responsible for outreach, programs, advocacy and partnerships.

The national efforts help cast a wide net to invite new members, chapters and partnerships, and chapters deliver regionally relevant resources and peer support to their members and local communities.

Working together amplifies our voices and strengthens Wild Ones recognition as the nation's primary advocate and resource in the native plant movement.

Show your commitment to a healthy planet.

By collaborating with Wild Ones, you can sow the seeds of change and demonstrate your commitment to environmental stewardship. Your support not only cultivates a healthier ecosystem but also aligns your brand with sustainability and community engagement-values that resonate deeply with consumers.



We want to build a mutually beneficial relationship with you. We know that times are tough, and everyone has a bottom line to meet. As a sponsor, we want to make sure that you are thoroughly recognized for your support, and that you also see benefits from the relationship.

Your generosity goes beyond financial assistance. It serves as a testament to the unity and compassion within our community, inspiring others to join us in our mission to connect people and native plants for a healthy planet.

Photo By: Bette Kaufman



Learn more by visiting: WildOnes.org
Or by contacting: Support@WildOnes.org

Business Membership

Annual Dues: \$250

Business members understand the importance of working toward a sustainable future with Wild Ones. Your membership with Wild Ones provides valuable funding to support the organization's mission, while showing your businesses commitment to sustainable landscaping.

As a thank your generous support, we would like to thank our members with a variety of member benefits.

Looking to make a bigger impact? Consider becoming a Keystone Sponsor and receive a complimentary membership!



Membership Benefits

- Welcome Kit with Wild Ones display
- Listing on our website as a Business Member
- Access to Quarterly Journal and newsletters
- Social media recognition
- Networking with fellow members through members-only social media groups
- Opportunity to sponsor quarterly journal
- Opportunity for collaboration with Wild Ones on special projects



Become a member by visiting: <https://members.wildones.org/join/>

Keystone Sponsorship

Photo By: Dotty Zales

Sponsorship Description

Just as a Keystone Species is crucial for supporting an ecosystem, our Keystone Sponsors are crucial for supporting Wild Ones. For us to thrive at the local level, National Level support is critical and maintaining these operations is a tall order, and takes a significant amount of resources. Your support as a Keystone Sponsor ensures that systems and support are in place to allow for our chapters to thrive. Becoming a keystone sponsor may be done either by direct donation or through an equivalent combination of other sponsorships. Contact us to discuss how we can best collaborate for a mutually beneficial relationship.

Sponsorship Benefits

- Recognition as a Keystone Sponsor on the Wild Ones Website and in the Quarterly Journal
- A special thank you on social media pages and in our newsletter
- A complimentary membership for your household, business, or organization
- Wild Ones “Merch” pack
- Opportunities to discuss alternative benefits to better support your business/organization
- Sponsorship benefits of any other combined sponsorships

Acorn Level



\$5,000+

Sapling Level



\$10,000+

Oak Level



\$20,000+



Annual Appeal

Photo By: Kristi Shepler

Sponsorship Description

End of year giving is where Wild Ones typically sees its largest support from donors. The funds raised from this campaign play a crucial role in supporting the National operations of the organization. With your support, we can maximize the effectiveness of this critical campaign.

Studies have shown that donors are over 80% more likely to donate, and over half are likely to donate more, when a matching contribution is offered. We are seeking supporters to pledge a donation to our Annual Appeal that can be used as part of a matching campaign. By using your pledge as motivation it will not only help as a donation, but help in the recruitment of additional donors.

Sponsorship Levels & Benefits

Supporter: \$500+

- Recognition of your support through social media and email channels
- Listing in blog post after campaign thanking you for your contribution

Wildflower Advocate: \$1000+

- Supporter pledge benefits with recognition of being a Wildflower Advocate sponsor
- 2 complimentary Household memberships to gift as you choose

Environmental Ambassador: \$2500+

- Supporter pledge benefits with recognition of being an Environmental Ambassador sponsor
- 5 complimentary Household memberships to gift as you choose

Biodiversity Champion: \$5000+

- Supporter pledge benefits with recognition of being a Biodiversity Champion sponsor
- 10 complimentary Household memberships to gift as you choose
- Recognition and benefits for being a Keystone Sponsor



To sponsor this program, contact Support@WildOnes.org

Main Street Sponsor

Photo By: Rebecca Unger

Local Roots, Global Impact

Let's make the Summer of 2024 one to remember.

Our goal is 500 businesses across the nation stepping up to support Wild Ones.

Will you help us realize a vision of native plants and natural landscapes thriving in every community?

Sponsorship Amount: \$100+

You don't have to be a native plant business, or even have a garden yourself to still care about our environment and help promote the Wild Ones mission.

As a local business owner, you know the importance of reinvesting into your community. By becoming a Main Street Sponsor you can help make a difference by showing your businesses commitment to a healthy planet.

Your generous donation plays a direct role in creating a positive impact within your community. Your contribution will be shared between your local chapter to help deliver community programs and the national office's efforts in providing support services to chapters.

Sponsorship Benefits

- Recognition as a Main Street Sponsor on the Wild Ones website
- Thank you gift including two stickers to display at your business to show your support of Wild Ones



Photo By: Mark Dillely



Photo By: Renee Benage

To sponsor this program, visit WildOnes.org/MainStreet



Webinars and Speakers

Photo By: Kerri Thauby

Sponsorship Amount: \$2,500+

Wild Ones national webinars offer expert insights and actionable guidance to contribute to the organization's mission of educating and empowering participants to implement environmentally sound landscaping practices. These webinars cover a range of topics related to native plants, sustainable landscaping, and ecological conservation.

Your support helps to fund the technology needed for webinars, as well as cover costs associated with speaker fees and event logistics. Wild Ones webinars have been wildly popular, regularly reaching over 5,000 people during their premier week. Help us grow this program so that we can reach even more people with our message.



Photo By: Jane Slade

PROGRAM ACCOMPLISHMENTS

- Webinars exceeding 5,000 views during premier week
- Social media promotions for individual webinars have had over 100k impressions
- Over 3,000 subscribers to our YouTube channel with over 80,000 views to videos
- Speakers have included Doug Tallamy, Loraine Johnson, Heather Holm, Neil Diboll, and Robin Wall Kimmerer

Sponsorship Benefits

- Recognition in event communications
- Thank you during the webinar/event
- Recognition on the program web page



Learn more about this program by visiting: <https://wildones.org/webinars/>
To sponsor this program, contact Support@WildOnes.org

Seeds For Education

Photo By: Barb Velez

Sponsorship Amount: \$1,000+

The Lorrie Otto Seeds for Education Program provides meaningful learning opportunities that connect youth to nature and the Wild Ones mission. For more than 25 years, this vital Wild Ones donor-funded program has provided grants ranging from \$100 to \$500 for native plant gardens and landscaping projects throughout the United States. The funds are designated for acquiring native plants and seeds for outdoor learning areas that engage youth (preschool to high school) directly in planning, planting and caring for native plant gardens. In 2024, only 15% of project applications were able to be funded. With your support, we can fund more projects and provide more opportunities for children across the country.

PROGRAM ACCOMPLISHMENTS

- Over \$115k awarded to 318 projects in 42 states
- Over 20,000 youths directly impacted by Seeds for Education grants
- 154 applicants from 38 states in 2024. 23 projects were able to be funded
- Donor support has allowed for a 70% increase in projects funded annually

Sponsorship Benefits

- Recognition on program web page
- Thank you on Wild Ones' social media and in email newsletter
- Recognition in Seeds For Education program communications



Photo By: David Poweleit

Learn more about this program by visiting: <https://wildones.org/seeds-for-education/>
To sponsor this program, contact Support@WildOnes.org

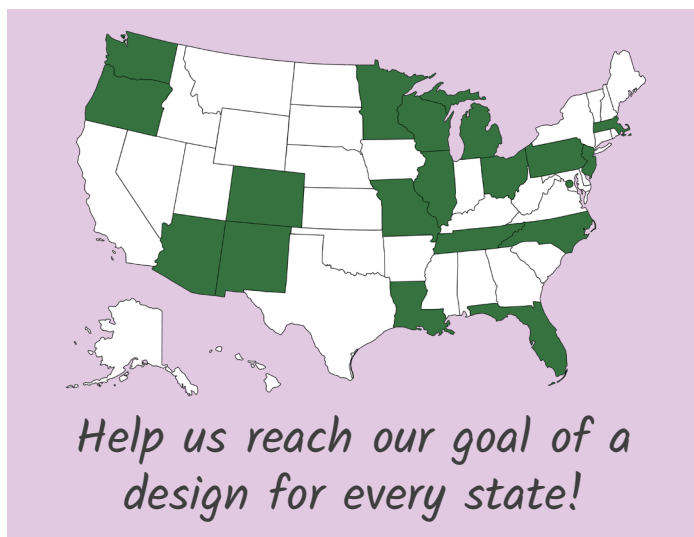
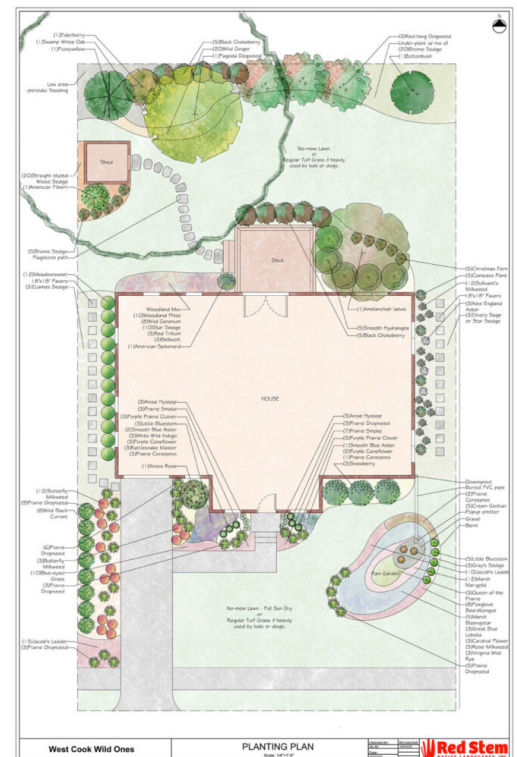


Native Garden Designs

Sponsorship Amount: In-Kind

The native garden designs program is dedicated to providing practical, educationally sound information on native landscaping. Rooted in the belief that native landscaping can be both aesthetically pleasing and ecologically impactful, our purpose is to equip individuals of all skill levels to start their native garden journey. The program highlights a growing number of free native garden designs, created by professional landscape designers and tailored for multiple eco-regions across the US.

This sponsorship opportunity is unique, as we are seeking in-kind donations of designs from professional landscape designers. Your contribution will support the overall mission of Wild Ones by providing examples of sustainable and bio-diverse landscapes.



Help us reach our goal of a design for every state!

Sponsorship Benefits

- Your design featured on the Native Gardens Designs website with information about you and your company
- Thank you on Wild Ones' social media and in email newsletter
- Featured in a Wild Ones national webinar unveiling your design



Learn more about this program by visiting: <https://nativegardendesigns.wildones.org/>
To sponsor this program, contact Support@WildOnes.org

Quarterly Journal

Photo By: Diana Kuklinski

Sponsorship in the quarterly, award-winning Wild Ones Journal gives businesses great exposure with the potential to be viewed by 10,000+ individuals who appreciate native plants.

Your generous support as a sponsor ensures our ability to continue to invest in high quality articles that educate and inspire individuals, communities, and organizations to embrace eco-conscious landscaping practices through expert insights, advocacy, and educational resources.

Sponsorship of the Quarterly Journal is only available to current Wild Ones members.

Sponsorship Descriptions

Artwork Sponsorship

Have your own custom artwork displayed in the the Journal. In addition, all artwork sponsorships include your business name with link to your website on the Journal web page and Journal Promotions. Three sizes are available: 1/4 Page- \$125, 1/2 Page- \$200, Full Page- \$300.

Logo Sponsorship

With a Logo Sponsorship you can have your businesses logo and link to your website displayed on the Journal web page and in the email sent to all 10,000+ members announcing the new issue. Two sizes are available: Medium- \$200, Large- \$300.

Sponsored Article

With this sponsorship your business or organization may contribute an educational article to the Journal that highlights your business/organization. Sponsorship is \$750 and includes a Large Logo Sponsorship. Additional terms apply, please contact Support@WildOnes.org for more info.



Sponsor for a year (4 issues) and save 10%

Learn more about this program by visiting: <https://wildones.org/journals>



Education & Outreach

Photo By: Diana Kuklinski

Sponsorship Amount: \$1,000+

Education and Outreach programs directly serve the mission of Wild Ones. Through our educational programs and literature, Wild Ones actively educates and empowers individuals of all skill levels to partner in our shared commitment to grow healthier landscapes. These programs collectively work towards the vision of native plants and natural landscapes thriving in every community.



Photo By: Quyen Edwards

Your sponsorship helps to support outreach efforts such as:

- **Wild For Monarchs**, a program which educates communities on the importance of native plants and pollinators.
- **Educational Literature** distributed by chapters at community outreach events.
- **Event Participation** by national representatives. Including educational booths at large conferences, speaking engagements, and participation in educational summits.
- **Digital Resources** to support native landscaping on the Wild Ones website.

With your support, we can grow these programs. Creating more opportunities for Wild Ones to reach new people, while also fostering a strong and engaged membership base.

*To discuss Outreach & Education sponsorship opportunities
and benefits contact Support@WildOnes.org*



Learn more about our educational programs by visiting [WildOnes.org](https://www.wildones.org)

Other Sponsorship

Photo By: Pat Johns

Sponsorship Amount: Varies

Not seeing something that speaks to you? Looking to do something different than described? We are happy to discuss further! We are grateful for supporters like you, and want to work with you to find a way to best utilize your unique support. All forms of support, no matter how small or large, are important and we look forward to discussing more with you.

Examples of Special Collaborations

- Special fundraising campaigns
- Grants
- In-Kind goods/services
- Partnerships
- Special events
- New program funding
- Wild Lawyers (Gardeners Defense Fund)
- Native garden designs
- Collaboration with local chapters
- Affiliate/Cause Marketing promotions



Photo By: Renee Benage

To discuss sponsorship opportunities and benefits contact Support@WildOnes.org



Connecting people and native plants for a healthy planet

Wild Ones: Native Plants, Natural Landscapes

Website: <https://wildones.org/>

Email: support@wildones.org

Phone: (920)-730-3986

Address: 2285 Butte des Morts Beach Road
Neenah, WI 54956

