



2024 STATE OF THE CHAPTER REPORT: Online Form Questions

The annual State of the Chapter Report (SOCR) is an opportunity for chapters to highlight their accomplishments and the work they do to advance Wild Ones mission in their communities. The information chapters provide helps Wild Ones to develop tools and resources and provide guidance to the growing number of seedlings and chapters, evaluate the organization's insurance needs, celebrate chapter and member achievements, and report on Wild Ones mission delivery to our partners (including [Monarch Joint Venture](#) (MJV)), donors, sponsors, members and the public.

The 2024 SOCR is divided into multiple sections:

- Verification of W-9 Submissions **DUE December 31, 2024**; open for submissions year-round
- Verification of Chapter Profile **DUE January 31, 2025**; open for submissions year-round
- Verification of Chapter Leadership **DUE January 31, 2025**; open for submissions year-round
- Verification of Chapter Events **DUE January 31, 2025**; open for submissions year-round

SOCR questions appear in the following online forms, **DUE January 31, 2025**:

- Community Engagement
- Public Outreach
- Media & Awards
- Lobbying & Advocacy
- Community Science
- Habitat Impact
- Native Plants & Seeds
- Fundraising & Finances
- Chapter Leadership Insights

You will find instructions and links to each section at <https://members.wildones.org/2024-socr/>.

All chartered chapters are required to complete the SOCR each year (reporting for seedling chapters is optional). Chapter presidents or treasurers are responsible for Verifying W-9 Submissions. The Verify Chapter Profile and Chapter Leadership sections should be completed by either the chapter president, vice president, secretary, treasurer or membership chair. All chapter officers can access the Events Calendar Editor and enter information that will populate the Verification of Chapter Events section. Chapter boards and/or the chapter president should designate one officer/director/committee chair to review and Verify the Chapter Events. Chapter boards and/or the chapter president must designate which officer/director/committee chair is responsible for completing each section of the 2024 SOCR questions; recommendations for those designations appear in each section's instructions.

To complete the 2024 SOCR, designated officers must:

- work with fellow officers/directors/committee chairs/project managers and members to compile the necessary information
- [log in](#) to their Wild Ones account

- click the 2024 State of the Chapter Report (SOCR) button on the homepage or visit go to <https://members.wildones.org/2024-socr/>
- read each section's instructions
- review and edit profile/roster/event information and/or preview and prepare responses to each section's set of questions
- click the link to complete a section
- for the SOCR online form questions, click "save draft" at the bottom of each form to return to the draft later
- **submit all W-9s on or before December 31st, 2024**
- **submit all other 2024 SOCR sections on or before January 31st, 2025**

The annual State of the Chapter Report (SOCR) is an indicator of the health and community impact of individual chapters. Accurate reporting by chapters is essential to Wild Ones overall success as a nonprofit organization. These reports impact our ability to successfully apply for grants, solicit and secure donations, and maintain adequate insurance coverage for our chapter volunteers and event participants. Timely submission of reports by chapter leaders ensures Wild Ones meets all federal and state mandated reporting requirements to maintain our non-profit status. **Chapters that fail to submit a completed State of the Chapter Report, including W9s, may be subject to withholding of dues disbursements, chapter suspension and eventual de-chartering.**

Please contact support@wildones.org with any questions or concerns regarding completing or submitting the 2024 SOCR. The 2024 Chapter Financial Report (CFR) is submitted quarterly; the report for 2024 Q4 is due on or before January 15th, 2025. Visit <https://members.wildones.org/financial-reporting/> for links to access the 2024 CFR.

The **2024 SOCR** is a set of online forms and includes questions about:

- community engagement (networking & collaborations, audience engagement, chapter activities & volunteer metrics)
- public outreach (communication channels, online resources, printed materials & outreach/tabling events)
- media & awards (local media coverage, chapter & member awards/recognition)
- lobbying & advocacy (support for local campaigns/policy shifts)
- community science (volunteer supported data collection & research)
- habitat impact (conservation & restoration programs, projects & metrics)
- native plants & seeds (native plant/seed sales/exchanges details & metrics)
- fundraising & finances (income streams, fundraising strategies, merchandise sales & money management)
- chapter leadership insights (incidents, accomplishments, challenges & needs)

While chapter leaders are encouraged to collaborate and contribute to the responses, **only one designated officer/board director from your chapter may enter and submit answers to each section of SOCR questions. Tying the forms to a single user enables saving and allows the officer/director to return to the form draft and enter data over time.** Chapter boards must designate one officer/director to complete each online form. When a section of the form has been started and a draft saved, the link to access that form will change to **In progress!** with a [View Progress](#) link; when the form has been submitted, the status will change to **Completed on XX (date)** with a link to [View Entry](#). All chapter officers may log in and click to view drafts in progress and completed entries: <https://members.wildones.org/2024-socr/>.

There is a separate form for each of the above topics in the SOCR. Please provide details when prompted. Required questions are marked with a red asterisk *. **Chapter leaders should review the complete list of SOCR**

questions below and compile the necessary data, file uploads and links and prior to completing each form. Depending on how active a chapter was in 2024, and the level of detail provided, in total the forms will take anywhere from 2 to 8+ hours to complete. Plan to use a laptop or desktop computer to complete the forms; Google Chrome or Microsoft Edge are the preferred browsers. The online form may be completed as time allows (similar to filing taxes online). Remember to click **Save Draft** at the bottom of each form before stepping away, clicking back or opening a new page, and/or closing the tab/browser/laptop. Responses in saved drafts can be edited when each form is reopened.

In-progress drafts and completed 2024 SOCR forms are available to view/download/print on the 2024 SOCR – Chapter Submission Status page: <https://members.wildones.org/2024-socr/submission-status/>. Chapters are listed alphabetically; scroll down to find your chapter and click the links to view your chapter’s submissions. To view prior years’ SOCRs, visit <https://members.wildones.org/chapter-guides/past-reports/>. Links to view responses to the 2023 SOCR form questions appear below each 2024 form submission link/button.

To submit feedback on the 2024 SOCR forms and submission process, please visit <https://members.wildones.org/2024-socr-feedback-survey/>.

2024 SOCR Questions

* Indicates a required response

Community Engagement

The chapter president and vice president are likely the best candidates to complete this form. Expect to spend <1 to 2 hours to complete this section. **The Community Engagement form is due on January 31st, 2025.**

2024 SOCR dashboard & instructions: <https://members.wildones.org/2024-socr/>
2024 SOCR Community Engagement form instructions & link: <https://members.wildones.org/2024-socr/#communityengagement>

Responses to the following **chapter & user identification** questions are necessary to save each form. These data points tie the form submission to the chapter and enable technical support and follow-up questions from Wild Ones staff.

Remember to click **Save Draft** at the bottom of this form to save your work before stepping away, clicking back or opening a new page, and/or closing your tab/browser/laptop. Responses in a saved draft can be edited when this form is reopened.

- * Chapter: (autofill)
- * Your name: (autofill)
- * Your email: (autofill)

Community engagement questions focus on networking and collaborations, audience engagement, chapter activities and volunteer metrics. Information collected is used to evaluate Wild Ones insurance coverage, provide guidance to chapters, and report on Wild Ones mission delivery to our partners, donors, sponsors, members and the public.

* Please estimate the **total number of volunteers** that contributed to your chapter’s work during the past calendar year: (best estimate; include chapter officers, board directors, committee chairs and committee members, web and social media support, newsletter editors and contributors, speakers, event volunteers)

* Of those volunteers, how many only volunteered one day (for a single activity/event)? (best estimate)

* How many volunteers in your chapter used their personal motor vehicles for Wild Ones business in 2024? (best estimate; Wild Ones business includes the transportation of plants, other materials and tabling supplies, and carpools arranged by the chapter; it does not include attendee/volunteer travel to/from events)

* Please indicate if any 2024 chapter organized activities included any of the following: (**select all that apply**)

- Bus/van travel over 200 miles
- Air travel
- Travel outside the U.S. (indicate each destination)
- Field trips/excursions over three or more consecutive days
- Heavy manual labor (defined as construction work, regular work with power tools, industrial manufacturing or commercial agriculture)
- None of the above apply

* Does your chapter practice onboarding and/or mentoring of new chapter officers/directors/chairpersons? [Yes/No; if “Yes” then]

Please describe your chapter’s leadership onboarding and/or mentoring practices:

* Does your chapter offer orientations, training or resources tailored to chapter volunteers? (chapter volunteers refers to people (typically Wild Ones members) who volunteer for outreach/tabling events, demonstration garden projects, propagation, seed collection, website &/ social media management, etc.) [Yes/No; if “Yes” then]

Please share details about those offerings:

* Does your chapter have volunteer recognition practices in place and/or does your chapter offer volunteers special benefits? (e.g., a “volunteer of the year” award; volunteer-only social activities or educational programs/workshops) [Yes/No; if “Yes” then]

Please describe your chapter’s volunteer recognition practices and/or volunteer benefits:

Wild Ones’ mission emphasizes **collaborative action**. To support the growing number of seedlings and chapters, we need a clear understanding of how chapters are building relationships and organizing within their communities. We also want to identify any innovative or "outside-the-box" partnerships chapters are exploring. Knowing where and how chapters are engaging with new audiences—often through partnerships with other organizations—will help the staff provide better guidance to chapter leaders.

* Please share the **total number of organizations** your chapter collaborated with and/or supported in 2024: (best estimate; include organizations such as businesses, educational/social entities, municipal agencies, and other nonprofits; please include organizations that: received grants, sponsorships, or donations from the chapter; collaborated on projects, programs, events, communications, or advocacy; or hosted events where the chapter tabled, presented, or conducted outreach; do not include organizations, such as new business/nonprofit members, with which your chapter did not actively collaborate or provide support)

Please list any organizations your chapter had a collaborative relationship with that was **NEW in 2024**:

Organization:

Website:

Does this organization primarily serve youth (under 18 years)? [Yes/No]

Does this organization primarily serve marginalized/underserved communities?

(Marginalized/underserved communities are groups that experience discrimination and exclusion and/or barriers to representation and/or participation such as LGBT, racial/cultural minorities, low-income individuals, unhoused persons, military combat veterans, refugees, seniors, autism spectrum persons, and hearing, visually and physically challenged persons.) [Yes/No; if "Yes" then]

Please describe the marginalized/underserved community(ies) this organization serves and your chapter's involvement:

+ Add an organization (repeater)

* Did your chapter draft and sign any Memorandum of Understanding (MOU) documents in 2024? [Yes/No]

For information about MOUs and to view Wild Ones' MOU template, visit

<https://members.wildones.org/chapter-guides/memorandum-of-understanding-mou/>.

[if "Yes" then]

Please upload signed copies of your chapter's MOUs if you have not already submitted them to

support@wildones.org: [upload field]

Please identify the community connection/collaboration that proved most beneficial to your chapter in 2024. (Community connections might be with an individual, such as an environmental educator, landscape designer, extension agent or reporter, or with an organization, such as a university, nature center, nursery, garden club or other mission-aligned organization.)

* Individual/organization name:

* Please describe your chapter's relationship with this individual/organization and the impact that relationship has had on your chapter's membership and/or mission delivery efforts:

Thank you for sharing details about your chapter's community engagement. Wild Ones is pleased to celebrate, share and learn from your experiences. Please reach out to Wild Ones staff at support@wildones.org if you have any questions or concerns.

Please take time to review the form questions and your responses. If the information above is correct, press the submit button below to complete this form.

Public Outreach

The chapter president, vice president, volunteer coordinator and communications/outreach/marketing/social media chairperson(s) are the best candidates to complete this form. Depending on your chapter's level of outreach activity, expect to spend <1 to 3 hours to complete this section. **The Public Outreach form is due on January 31st, 2025.**

2024 SOCR dashboard & instructions: <https://members.wildones.org/2024-socr/>

2024 SOCR Public Outreach form instructions & link: <https://members.wildones.org/2024-socr/#publicoutreach>

Responses to the following **chapter & user identification** questions are necessary to save each form. These data points tie the form submission to the chapter and enable technical support and follow-up questions from Wild Ones staff.

Remember to click **Save Draft** at the bottom of this form to save your work before stepping away, clicking back or opening a new page, and/or closing your tab/browser/laptop. Responses in a saved draft can be edited when this form is reopened.

- * Chapter: (autofill)
- * Your name: (autofill)
- * Your email: (autofill)

Public outreach questions address how chapters are engaging with the public (via social media, website, email, mail, newsletters, online resources, printed materials, and at in-person outreach/tabling events). Wild Ones strives to strike a balance between providing sufficient printed educational materials and minimizing our carbon footprint. Information collected is used to evaluate Wild Ones insurance coverage, develop and share tools and resources, provide guidance to chapters, and report on Wild Ones mission delivery to our partners, donors, sponsors, members and the public.

* Which of the following communication channels does your chapter use? (**select all that apply**)

- Email
- Email listserv/email-based discussion group
- Facebook
- Instagram
- LinkedIn
- Mail/U.S. Postal Service
- Meetup
- Nextdoor
- Pinterest
- Reddit
- TikTok
- X (formerly Twitter)
- YouTube
- Website
- None of the above apply

Please list any other communication channels used by your chapter that are not listed above:

[If “Mail/U.S. Postal Service” is selected, then]

* Please describe the circumstances when your chapter communicates with members and/or the public via mail: (do not include mailing checks or other business transactions)

* Enter the **total number of email subscribers** your chapter had at the close of the calendar year: (include member and public subscribers and digital newsletter subscribers)

Enter your chapter’s **total number of social media followers**: (To calculate this metric, add together all the **followers** (not “likes”) your chapter’s social media accounts had at the end of the calendar year (e.g., Facebook, X/twitter, Instagram, LinkedIn, Reddit, TikTok, YouTube, Nextdoor); include members of online groups hosted by your chapter.)

What is the **total number of views** for recorded 2024 programs/meetings/webinars? (e.g., YouTube/VidGrid/other channel video views; **only include views for videos posted in 2024**)

Please enter the **total number of outreach materials** your chapter created (or helped create) in the past calendar year: (best estimate; outreach materials include print materials (e.g., brochures, handouts, plant lists, newsletters (print/digital), slide presentations, virtual outreach materials (materials available on your website), virtual activities, videos, etc.; for print materials, list the number of materials that were developed, not the number of copies printed)

* Please indicate if your chapter's **outreach/tabling materials and/or activities for 2024** included any of the following: (**select all that apply**; outreach includes in-person tabling, in-person and remote speaking events, social media engagement, etc.)

- Wild Ones membership brochure/application
- Wild Ones branded business cards
- Email/newsletter contact sign-up sheet
- Wild Ones "[Creating Your Own Native Garden Design](#)" and/or "[Green and Beautiful Climate Resilient Landscapes](#)" booklets
- [Brochures](#) developed by Wild Ones national office
- Brochures/flyers/handouts developed by your chapter
- Brochures/flyers/handouts developed by other organizations
- Native plant list(s)
- Native plant nursery/native seed supplier/native landscape designer list(s)
- Native plants/seeds in tabling displays
- Native plant signage/labels
- Display board(s)
- Bookmarks
- Books
- Recommended reading list(s)
- Periodic newsletter(s) (print/digital)
- Slide presentation(s)
- Stickers
- Recorded/edited videos (e.g., recordings of speaker presentations, how-to videos)
- Live streaming (e.g., Facebook Live; live streaming a workshop, streaming interviews with event attendees/volunteers)
- Wild Ones Certified Native Habitat Program (CNHP) sign and CNHP rack cards/inserts
- Yard signs
- Youth engagement activities (e.g., coloring pages, games/puzzles, crafts, stickers, tattoos/face paint)
- None of the above apply
- Our chapter does not have any Wild Ones brochures in stock

Please list any outreach materials developed by your chapter not listed above:

Based on your experience, what tabling materials, tools and/or resources pique attendees' interest and help volunteers spark conversation and forge a connection?

Please use this space to share additional details about your chapter's educational outreach materials:

What materials and/or resources would better enable your chapter to conduct outreach in a face-to-face environment?

* Did your chapter participate in any public/member-only **outreach events hosted by other organizations** in 2024? (e.g., **speaking or tabling** at Home & Garden Shows, Earth Day/other festivals, farmers' markets, garden walks/tours, nursery special events, Rotary/garden club meetings, school open house) [Yes/No; if “No” then]

* What prevented your chapter from participating in any outreach events this past year?

[If “Yes” then]

* How many outreach events **hosted by other organizations** did your chapter participate in this past year? (best estimate)

* How many of these outreach events were focused on pollinators? (best estimate)

Please share details about each outreach event your chapter participated in this past year: Only enter events hosted by **other** organizations. Please enter events organized/hosted by your chapter into [Wild Ones Events Calendar](#).

Outreach event name:

Event website:

Number of days: (for multi-day/recurring events like a farmers’ market, enter the number of days the chapter participated)

Total number of event attendees/public engagements: (best estimate)

Total number of chapter volunteers supporting this event:

Total chapter volunteer hours for this event: (best estimate)

Did your chapter pay a fee to participate in this event? [Yes/No; if “Yes” then]

How much was the fee to participate?

Did participation in this event prompt new members to join the chapter? [Yes/No]

Was this a valuable networking event? [Yes/No]

Was this event worth the time required to participate? [Yes/No]

Please use this space to share any additional details about this outreach event:

+ Add an outreach event (repeater)

Thank you for sharing details about your chapter's public outreach activities. Wild Ones is pleased to celebrate, share and learn from your experiences. Please reach out to Wild Ones staff at support@wildones.org if you have any questions or concerns.

Please take time to review the form questions and your responses. If the information above is correct, press the submit button below to complete this form.

Media & Awards

Chapter leaders are encouraged visit <https://members.wildones.org/media-coverage/> to submit details and links to any media appearances or articles featuring your chapter when they occur. Visit <https://members.wildones.org/chapter-officer-news/wild-ones-seedlings-chapters-make-headlines/> to view reported 2024 and prior media coverage submissions. The chapter president, vice president, and communications/outreach/marketing/membership chairperson(s) are likely the best candidates to complete this

form. Expect to spend <1 to 2 hours to complete this section. **The Media & Awards form is due on January 31st, 2025.**

2024 SOCR dashboard & instructions: <https://members.wildones.org/2024-socr/>
2024 SOCR Media & Awards form instructions & link: <https://members.wildones.org/2024-socr/#mediaawards>

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- * Chapter: (autofill)
- * Your name: (autofill)
- * Your email: (autofill)

Responses to the following **media & awards** questions enable Wild Ones to acknowledge local media coverage of chapter activities and celebrate awards or public recognition received by chapters and member volunteers.

- * Was your chapter featured in any local/regional media in 2024? (include features/mentions/submissions in/to public media outlets and other organization's member-only publications) [Yes/No if "Yes" then]

Enter the total number of media appearances and consultations your chapter gave in 2024: (media appearances include television, videos, podcasts, articles, etc.)

Visit <https://members.wildones.org/chapter-officer-news/wild-ones-seedlings-chapters-make-headlines/> to view reported 2024 and prior media coverage submissions.

Please click <https://members.wildones.org/media-coverage/> to submit details and links to any media appearances or articles featuring your chapter not already listed on the page linked above.

- * Did your chapter or any member(s) of your chapter receive any awards/public recognition as Wild Ones volunteers in 2024? [Yes/No/Unknown; if "Yes" then]

Please share details about this award:

Award recipient:

Award title:

Organization issuing the award:

Date:

Please use this space to share details about the circumstances that prompted this award/public recognition:

Please share a link to an article featuring this award: [link field]

+ Add an award (repeater)

Thank you for sharing details about your chapter's and members' activities and awards. Wild Ones is excited to celebrate and share stories of chapter and member achievements in the Wild Ones Journal, at the Annual Member Meeting, in Wild Ones chapter/member newsletters, on Wild Ones website and social media channels, in programs/presentations and in print brochures and other materials. Please reach out to Wild Ones staff at support@wildones.org if you have any questions or concerns.

Please take time to review the form questions and your responses. If the information above is correct, press the submit button below to complete this form.

Lobbying & Advocacy

The chapter president, vice president, and secretary are likely the best candidates to complete this form. Depending on your chapter's level of lobbying activity, expect to spend <1 to 2 hours to complete this section. **The Lobbying & Advocacy form is due on January 31st, 2025.**

2024 SOCR dashboard & instructions: <https://members.wildones.org/2024-socr/>
2024 SOCR Lobbying & Advocacy form instructions & link: <https://members.wildones.org/2024-socr/#lobbyingadvocacy>

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- * Chapter: (autofill)
- * Your name: (autofill)
- * Your email: (autofill)

Knowing if and how chapters are engaging in **lobbying & advocacy** helps Wild Ones report on and celebrate mission impact and provide guidance to chapters, members and the public.

* Did your chapter engage in any lobbying or actively advocate for/against any public policies/codes/ordinances/HOA rules in alignment with Wild Ones mission in 2024? [Yes/No; if "Yes" then]

* Did your chapter successfully influence any public policies/codes/ordinances/HOA rules in alignment with Wild Ones mission in 2024? [Yes/No; if "Yes" then]

Campaign/policy shift

Please share details about this campaign/policy shift:

If this campaign/policy is available to view online, please provide a link to the website/URL: [link field]

Please upload a copy of this policy if no link is available: [upload field]

+ Add a campaign/policy (repeater)

What tools, resources, or guidance materials would be most helpful for your chapter to engage in lobbying and advocacy?

Wild Ones has developed a few position statements on topics such as ecoregions, local genotypes, and natives. What additional topics would your chapter like Wild Ones to address?

Thank you for sharing details about your chapter's lobbying and advocacy initiatives. Wild Ones is proud to celebrate, share and learn from your experiences. Please reach out to Wild Ones staff at support@wildones.org if you have any questions or concerns.

Please take time to review the form questions and your responses. If the information above is correct, press the submit button below to complete this form.

Community Science

The chapter president, vice president, and programs/education/community science chairperson(s) are the best candidates to complete this form. Depending on your chapter's support for research projects and participation in community science, expect to spend <1 to 2 hours to complete this section. **The Community Science form is due on January 31st, 2025.**

2024 SOCR dashboard & instructions: <https://members.wildones.org/2024-socr/>
2024 SOCR Community Science form instructions & link: <https://members.wildones.org/2024-socr/#communityscience>

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- * Chapter: (autofill)
- * Your name: (autofill)
- * Your email: (autofill)

Community science questions cover if and how chapters are engaging in and supporting data collection and scientific research in their communities. Information collected is used to provide guidance to chapters and report on Wild Ones mission delivery to our partners, donors, sponsors, members and the public.

* Was your chapter involved in **active research and/or community science volunteer programs** in 2024? (e.g., new/ongoing research and/or programs such as Monarch Watch, City Nature Challenge, Project Budburst, Native Bee Watch) [Yes/No; if "Yes" then]

* How many volunteers participated in chapter-supported research projects and/or community science programs in 2024? (best estimate; volunteers may include Wild Ones members and public participants)

Please share details about your chapter's **2024 research project(s)**: (research projects are typically affiliated with academic institutions, cooperative extension offices, botanic garden, etc.; leave blank if not applicable)

Research project name:

Please share details about this research project and your chapter's involvement:

+ Add a research project (repeater)

Please list and describe your chapter's involvement with **community science program(s)** this past year: (leave blank if not applicable)

Community science program name:

Please use this space to share about your chapter's involvement with this community science program:

+ Add a community science program (repeater)

Thank you for sharing details about your chapter's involvement with scientific research in your communities. Wild Ones is pleased to celebrate, share and learn from your experiences. Please reach out to Wild Ones staff at support@wildones.org if you have any questions or concerns.

Please take time to review the form questions and your responses. If the information above is correct, press the submit button below to complete this form.

Habitat Impact

The chapter president, vice president, and programs/demonstration garden/site visit chairperson(s) are the best candidates to complete this form. Depending on your chapter's efforts to transform and/or certify landscapes, expect to spend <1 to 4 hours to complete this section. **The Habitat Impact form is due on January 31st, 2025.**

2024 SOCR dashboard & instructions: <https://members.wildones.org/2024-socr/>

2024 SOCR Habitat Impact form instructions & link: <https://members.wildones.org/2024-socr/#habitatimpact>

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* Chapter: (autofill)

* Your name: (autofill)

* Your email: (autofill)

Habitat impact questions focus on chapter conservation and restoration programs, projects and metrics. Data collected is used to evaluate Wild Ones insurance coverage, provide guidance to chapters, and report on Wild Ones mission delivery to our partners, donors, sponsors, members and the public.

* Did your chapter offer any **residential** landscape consultation/advisory services and/or site visits to members and/or the public in 2024? (e.g., consultations/site visits for home/private property offered to either members and/or the public; do not include consultation/site visit support for public projects; note that support below) [Yes/No; if “Yes” then]

* Were these services available to the public? [Yes/No]

* Did your chapter charge a fee for these services? [Yes/No]

Please use this space to share additional details about your chapter’s **residential** landscape consultation/advisory services and/or site visits:

Please enter the **total number of people** (public and/or members) and/or entities that your chapter gave direct habitat consultation services and/or technical assistance to in 2024: (best estimate; count each project as an individual; you may include documented email or phone interactions)

Per the USDA Natural Resources Conservation Service, [conservation plans](#) identify conservation objectives and analyze natural resource issues on a piece of land related to soil, water, animals, plants, air, energy, and human interaction. Conservation plans may be for your chapter’s pollinator work, for public/private habitat projects, etc.

How many **conservation plans** has your chapter developed in the past year?

* Does your chapter offer a **habitat certification** program? (Habitat certifications apply to landscapes, not to people. Habitat certifications include garden certifications, waystations, etc., and may include a certificate, habitat signage, listing on a habitat map, etc. Only include certifications your chapter oversees; do not include “Homegrown National Park” or Wild Ones Certified Native Habitat Program.) [Yes/No; if “Yes” then]

Please share details about the **habitat certification** program(s) your chapter offers:

* Name of habitat certification program:

Website/link:

* How many habitats has your chapter certified through this program in the past calendar year?

* Is this program open to the public? [Yes/No]

* Is there a fee to participate in this program? [Yes/No; if “Yes” then]

* What is the cost to participate?

* Are habitat/yard signs available through this program? [Yes/No; if “Yes” then]

* Are the habitat/yard signs free/offered at no (additional) cost to participants? [Yes/No; if “No” then]

* What is the price for a certified habitat sign?

* Does this program include one or more on-site consultations/evaluations? [Yes/No]

Please use this space to share any additional details about this habitat certification program:

+ Add a habitat certification program (repeater)

* Did your chapter lead or support any **public** native plant gardens and/or habitat creation/restoration/conservation projects in 2024? (e.g., school/public park pollinator gardens; native plant

demonstration gardens; restoration work in public open space; landscape transformations on municipal/business/faith-based campuses, etc.; **public** refers to any project not tied to a private residence/single-family home) [Yes/No; if “Yes” then]

* How many **public** native plant gardens and/or habitat creation/restoration/conservation projects did your chapter lead or support in 2024?

* How did your chapter support these projects in 2024? (**select all that apply**)

- Financial support (monetary donation/grant)
- Donation of native plants
- Donation of native seeds
- Donation of tools/other materials
- Design/installation/maintenance advice
- On-site consultation(s)
- Volunteer labor
- Signage
- Educational programing

Please describe any other means of chapter support for these projects not listed above:

Across all chapter-supported **public** native garden/pollinator projects, how many **total square feet of turf were converted** to native landscaping in 2024? (best estimate)

How many **square feet** of **public** native garden/pollinator projects did your chapter **actively restore** in the past calendar year? (restoration work includes invasive species removal, site prep, native planting/seed sowing, etc.; do not include turf removal (enter that number above))

How many **square feet** of **public** native garden/pollinator projects did your chapter **improve management** of during the past calendar year? (management improvements include advisory/consultant work to reduce/eliminate the use of pesticides, implement timed mowing, incorporate the leaving of leaves, etc.)

How many **native plants** were donated by your chapter to its chapter-supported **public** projects in 2024? (best estimate; nursery sourced/member grown/salvaged)

Please share details about the **public** gardens/restoration projects your chapter supports:

Name of **public** native plant garden/restoration project:

Please use this space to share additional details about this **public** garden/restoration project:

+ Add a **public** garden/restoration project (repeater)

Thank you for sharing details about your chapter's work to improve wildlife habitat in your communities. Wild Ones is proud to celebrate, share and learn from your experiences. Please reach out to Wild Ones staff at support@wildones.org if you have any questions or concerns.

Please take time to review the form questions and your responses. If the information above is correct, press the submit button below to complete this form.

Native Plants & Seeds

The chapter president, vice president, and seed collection/propagation/plant sale/swap chairperson(s) are the best candidates to complete this form. Depending on your chapter's plant and seed selling or sharing activity, expect to spend <1 to 2 hours to complete this section. **The Native Plants & Seeds form is due on January 31st, 2025.**

2024 SOCR dashboard & instructions: <https://members.wildones.org/2024-socr/>

2024 SOCR Native Plants & Seeds form instructions & link: <https://members.wildones.org/2024-socr/#nativeplantsseeds>

Responses to the following **chapter & user identification** questions are necessary to save each form. These data points tie the form submission to the chapter and enable technical support and follow-up questions from Wild Ones staff.

Remember to click **Save Draft** at the bottom of this form to save your work before stepping away, clicking back or opening a new page, and/or closing your tab/browser/laptop. Responses in a saved draft can be edited when this form is reopened.

- * Chapter: (autofill)
- * Your name: (autofill)
- * Your email: (autofill)

Questions about **native plants & seeds** address how chapters are facilitating access to native plants and seeds in their communities. Information collected is used to evaluate Wild Ones insurance coverage and compliance with state rules and regulations, provide guidance to chapters, and report on Wild Ones mission delivery to our partners (MJV), members and the public.

* Did your chapter host/co-host one or more native plant/seed sales/shares in 2024? [Yes/No; if “Yes” then]

* Where did your chapter source the native plants and/or seeds for the sale/share events? (**select all that apply**)

- Local nurseries/professional growers
- Mail-order nurseries/growers
- Surplus commercially grown plugs/container plants from professional/member landscaping projects
- Plants were propagated and donated by chapter members and/or the public
- Plants were salvaged (e.g., unwanted seedlings dug from member/demo gardens, plants rescued from spaces slated for development)
- Local native seed suppliers
- Mail-order seed suppliers
- Surplus seeds donated by landscaping professionals/conservation organizations/botanic gardens/etc.
- Seeds were collected and donated by chapter members and/or the public

Please identify any sources for native plants and/or seeds not listed above:

* Please enter the **total number of native plants sold** at chapter events in 2024: (best estimate)

* Please enter the **total number of native plants shared** at chapter events in 2024: (best estimate; “shared” applies to plant swaps/giveaways; do not include plants donated to public projects)

How many milkweed plugs were propagated by your chapter in the past calendar year? (best estimate)

How many **pounds** of clean milkweed seeds did your chapter collect in the past calendar year? (one pound of clean milkweed seeds equals approximately 13-19 cups depending on the species; 1 cup is approximately 0.0625 pounds)

Thank you for sharing details about your chapter's efforts to increase access to native plants and seeds and boost the number of milkweed plants in local landscapes. Wild Ones is pleased to celebrate, share and learn from your experiences. Please reach out to Wild Ones staff at support@wildones.org if you have any questions or concerns.

Please take time to review the form questions and your responses. If the information above is correct, press the submit button below to complete this form.

Fundraising & Finances

The chapter president, treasurer, and fundraising/marketing chairperson(s) are the best candidates to complete this form. Depending on your chapter's fundraising and financial activity, expect to spend <1 to 3 hours to complete this section. **The Fundraising & Finances form is due on January 31st, 2025.**

2024 SOCR dashboard & instructions: <https://members.wildones.org/2024-socr/>
2024 SOCR Fundraising & Finances form instructions & link: <https://members.wildones.org/2024-socr/#fundraisingfinances>

Responses to the following **chapter & user identification** questions are necessary to save each form. These data points tie the form submission to the chapter and enable technical support and follow-up questions from Wild Ones staff.

Remember to click **Save Draft** at the bottom of this form to save your work before stepping away, clicking back or opening a new page, and/or closing your tab/browser/laptop. Responses in a saved draft can be edited when this form is reopened.

- * Chapter: (autofill)
- * Your name: (autofill)
- * Your email: (autofill)

Questions about **fundraising & finances** address how chapters obtain funds and manage their financial transactions and accounts. Data collected is used to develop a coordinated fundraising strategy, provide guidance to chapters, and evaluate Wild Ones compliance with state rules and regulations.

* Please indicate the various forms of **monetary income** your chapter receives: (**select all that apply**; do not include in-kind donations of services/time/expertise or material goods/plants/seeds)

- Wild Ones member dues disbursement
- Grant(s)
- Cash/check donations from individual members/public (e.g., donation jar at events)
- Online donations from individual members/public (e.g., via PayPal, Stripe or other online payment processor)
- Donations from other nonprofit and/or mission-aligned organizations
- Direct donations/sponsorships from businesses/business members
- Proceeds from fundraising programs/platforms (e.g., state/municipal nonprofit donation programs, business community give back programs, company match, restaurant fundraiser)
- Event/program registration fees
- Proceeds from plant/seed sales
- Proceeds from merchandise sales (e.g., Wild Ones branded merchandise, books, yard signs, etc.)
- Proceeds from fundraising activities/events (e.g., silent auction, gala, trivia night, walk-a-thon, etc.)

Please describe any other forms of **monetary income** your chapter receives not listed above:

[If “Online donations...” option is selected, then] * Please identify which online payment platform the chapter is using to process credit card donations. How has your experience been with this service provider?

[If “Event/program registration fees” option is selected, then] * Please identify which event registration tool/platform the chapter is using to collect registrations and/or process credit card payments. How has your experience been with this service provider?

[If “Online donations...” or “Event/program registration fees” option is selected, then]
Third-party online payment processors (e.g., PayPal, Stripe, Square, Eventbrite) will issue IRS Form 1099-K for any account that exceeds \$5,000 in gross payments in 2024. Forms will be sent to account holders and the IRS by January 31, 2025. **If your chapter receives a 1099-K form, please forward it to the Wild Ones national office** via email to support@wildones.org or mailed to Wild Ones at 2285 Butte des Morts Beach Road, Neenah, WI 54956, Attn: Bookkeeping. For more detailed information about IRS Form 1099-K, visit [1099-K Instructions](#).

* Does your chapter invite donations and/or fundraise? [Yes/No; if “No” then]

* What barriers prevent you from pursuing fundraising for your chapter?

[If “Yes” then]

* What fundraising strategies have you found to be the most effective for your chapter?

Why do you feel these strategies were effective?

What fundraising strategies have you found to be the least effective for your chapter?

Why do you feel these strategies were not effective?

* Does your chapter acknowledge donations with a receipt and/or thank-you note? (email, mail or hand-delivered) [Yes/No]

- * Does your chapter offer any incentives and/or thank-you gifts to donors? [Yes/No; if “Yes” then]

Please describe:

What resources do you think Wild Ones national office could provide to your chapter to make your local fundraising efforts more successful?

Launched in the summer of 2024, the [Main Street Sponsor Initiative](#) aims to raise awareness of Wild Ones, strengthen relationships between local businesses and chapters, and secure sponsorships that support both local and national efforts. Although the pilot program fell short of its projected goals, we welcome feedback from chapter leaders to help refine the program and tailor future fundraising initiatives to better meet chapters' needs.

- * Did your chapter attempt to recruit any Main Street Sponsors through this program? [Yes/No; if “No” then]

- * What factors prevented you from utilizing this program?

- Our chapter was not aware of the program
- Our board did not feel that the program was a good fit for our chapter
- Our board was unable to recruit volunteers who were available and interested in promoting sponsorship to local businesses
- Other

[If either “Our board did not feel” or “Other” option is selected, then] How could the Main Street Sponsor Initiative be adjusted to be a better fit for your chapter? Please identify any barriers to participation not listed above.

[If “Yes” then] Please describe your experience with the Main Street Sponsor Initiative, including any suggestions for improvement:

In addition to the [Main Street Sponsor Initiative](#), Wild Ones' national programs include membership drives like the [Community Growth Challenge](#), and initiatives such as the [Certified Native Habitat Program](#), [Lorrie Otto Seeds for Education Grants](#), [Native Garden Designs](#), and the [Wild Ones Reading List](#). These programs provide resources to grow membership and help Wild Ones chapters engage their communities and expand educational outreach and advocacy efforts.

What strategies have you found most effective for sharing national fundraisers and initiatives with your chapter's members?

What other national level fundraising strategies/initiatives would you like to see?

- * Did your chapter sell any **Wild Ones branded merchandise** in 2024? [Yes/No; if “Yes” then]

- * Where/how was Wild Ones branded merchandise sold? (**select all that apply**)

- At in-person events
- Online sales managed by the chapter
- Online sales managed by a third-party vendor

[If “At in-person events” option is selected, then] * Please use this space to describe how in-person sales were conducted and list all forms of payment accepted. Also, identify any Point of Sale (POS) platforms (e.g., Square, Clover) the chapter used and share your experience with the POS provider.

[If either “Online sales” option is selected, then] * Please provide a link to the chapter’s/seller’s online store:

* Please list the type(s) of Wild Ones branded merchandise your chapter sold in 2024: (e.g., stickers, t-shirts, hats, water bottles, yard signs (not tied to habitat certification), etc.)

Third-party online payment processors (e.g., PayPal, Stripe, Square, Eventbrite) will issue IRS Form 1099-K for any account that exceeds \$5,000 in gross payments in 2024. Forms will be sent to account holders and the IRS by January 31, 2025. **If your chapter receives a 1099-K form, please forward it to the Wild Ones national office** via email to support@wildones.org or mailed to Wild Ones at 2285 Butte des Morts Beach Road, Neenah, WI 54956, Attn: Bookkeeping. For more detailed information about IRS Form 1099-K, visit [1099-K Instructions](#).

* Excluding plants, seeds, yard signs, and Wild Ones branded merchandise, did your chapter sell **any other material goods** in 2024? (e.g., books, baked goods, garden art, bird/bee houses, etc.) [Yes/No; if “Yes” then]

* Please use this space to share details about what was sold, how sales were conducted, and all forms of payment accepted. Additionally, please identify any Point of Sale (POS) platforms (e.g., Square, Clover) the chapter used and describe your experience with the POS provider.

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The following questions assess whether Wild Ones chapters have effective financial controls to prevent errors, fraud, or misuse of funds. By verifying transactions and separating duties among individuals, chapters can maintain transparency and accountability in financial management. Requiring two signatures for checks and verifying invoices before payment further strengthens oversight and ensures that financial decisions are made with proper checks and balances. Together, these measures promote responsible stewardship of chapter resources and support Wild Ones' long-term sustainability.

* Are procedures in place to verify the receipt of inventory, supplies, goods or services against an invoice prior to making payment to a vendor? [Yes/No]

* Is the payment process such that no one person can control the process from beginning to end? (e.g., request a check, approve a voucher, sign a check) [Yes/No]

* Are two signatures required for payments made by check?

- Always
- Yes, for checks over a certain amount
- No

[If “Yes, for checks over a certain amount” is selected, then] * What is the dollar amount threshold for a check to require two signatures?

Thank you for sharing details about your chapter's fundraising and finances. Your responses, coupled with data from your chapter's financial report, provide Wild Ones national office with valuable insights into how your chapter operates and manages its finances and identify practices in need of support. Please reach out to Wild Ones staff at support@wildones.org if you have any questions or concerns.

Please take time to review the form questions and your responses. If the information above is correct, press the submit button below to complete this form.

Chapter Leadership Insights

The chapter president and vice president are best positioned to complete this form. Depending on your experiences and feedback, expect to spend <1 to 3 hours to complete this section. **The Chapter Leadership Insights form is due on January 31st, 2025.**

2024 SOCR dashboard & instructions: <https://members.wildones.org/2024-socr/>
2024 SOCR Chapter Leadership Insights form instructions & link: <https://members.wildones.org/2024-socr/#chapterleadershipinsights>

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Remember to click **Save Draft** at the bottom of this form to save your work before stepping away, clicking back or opening a new page, and/or closing your tab/browser/laptop. Responses in a saved draft can be edited when this form is reopened.

- * Chapter: (autofill)
- * Your name: (autofill)
- * Your email: (autofill)

The following questions enable chapter leaders to provide **insights** into how their chapters serve their communities and what support is needed most from Wild Ones national office. Data collected is used to assess and evaluate Wild Ones insurance, budget and staffing priorities, provide guidance to chapters, and report on Wild Ones mission delivery to our partners, donors, sponsors, members and the public.

* To the best of your knowledge, did any accidents or incidents occur at chapter-organized events/activities or between chapter members and/or the public in 2024? (An accident is an unintended and unfortunate event that usually results in harm, injury, damage or loss. An incident is an interaction with a negative outcome. Incidents include but are not limited to acts of verbal or physical aggression, sexual harassment, and discrimination.)
[Yes/No; if "Yes" then]

- * Were accidents/incidents reported to Wild Ones staff? [Yes/No; if "Yes" then]

Please share details about the accident/incident:

- * Date of accident/incident:
- * Briefly describe the accident/incident and provide any details not already shared with Wild Ones staff:
- + Add an accident/incident (repeater)

[If “No” then]

Please share details about the accident/incident:

- * Date of accident/incident:
- * Please list names of involved parties and describe the circumstances of the accident/incident:
- + Add an accident/incident (repeater)

To report incidents between your chapter and Wild Ones staff or share concerns you have about staff members, please contact Wild Ones National Board President Loris Damerow at +1 (920) 981-8736. All other incidents, questions or concerns involving your chapter should be reported to support@wildones.org or call Wild Ones national office at +1 (920) 730-3986. In the event of a serious accident or emergency, call 911.

The [Community Growth Challenge](#), held from July through August 2024, invited Wild Ones members to help expand the organization by referring new members, with incentives offered to both individuals and chapters. By participating, members contributed to the growth of the Wild Ones movement, supported chapters' mission delivery, earned exclusive rewards, and demonstrated the collective power of working together to promote native landscaping and environmental stewardship.

* Did your chapter actively participate in the Community Growth Challenge? [Yes/No; if “No” then]

* What factors prevented your chapter from participating?

[If “Yes” then] * Did you find the Community Growth Challenge beneficial? [Yes/No]

Please use this space to share any suggestions for improving Wild Ones’ membership drive initiatives:

What did your chapter accomplish this year that you are most proud of? (please describe)

What do you find most fulfilling as a chapter leader?

What do you find most challenging as a chapter leader?

Late last year, Wild Ones introduced new branded assets and updated [core messaging](#). The rebranding included a refined mission statement that reflects our evolving organizational culture and goals: ***Wild Ones promotes native landscapes through education, advocacy and collaborative action.*** We invite chapter leaders to share their thoughts about how Wild Ones national board and staff can support chapter efforts in fulfilling our three mission pillars.

What educational tools or resources provided by the national organization would help your chapter promote native landscapes more effectively?

How can Wild Ones national organization better support your chapter's advocacy efforts to influence local policies and promote native landscapes?

In what ways can Wild Ones national facilitate stronger partnerships between chapters and other organizations to enhance collaborative efforts for native landscaping initiatives?

* If Wild Ones national office could provide one resource (e.g., a tool, template, guidance, policy, etc.) to make managing your chapter's administrative work easier, what would it be? (please describe)

Thank you for sharing details about your chapter's challenges and achievements. Wild Ones is pleased to celebrate your successes and learn from your experiences. Your responses provide Wild Ones national office with valuable insights into how your chapter operates and where and how to focus our support. Please reach out to Wild Ones staff at support@wildones.org anytime throughout the year with any questions, concerns, or feedback.

Please take time to review the form questions and your responses. If the information above is correct, press the submit button below to complete this form.