



National & Chapter Forum

April 2019

INTRODUCTION

Spring is here... maybe... and Wild Ones is gearing up for the exciting “outdoor season”. I did see the first butterfly of the year last week, an Admiral. I haven’t seen it since; I suspect it’s out looking for a really small umbrella and pair of rain boots. No matter what the weather is, there is lots of activity at the national office, including a new staff member – read on for details!

In this *Forum*, see:

1. Strategic Plan
2. Native Plant Butterfly Garden Certification Program
3. Best of Journal update
4. Tech for Tomorrow
5. Website Security
6. Policy #2: Privacy and Data Security
7. Quick reminders

*** **Remember:** while the *National & Chapter Forum* is emailed to chapter officers, PALs, and Lifetime Members, its information is intended for all members. **Please share the *Forum* with your chapter!** ***

1. STRATEGIC PLAN

After receiving feedback and input at our February Confabs, Wild Ones’ 2019-2021 Strategic Plan was approved by the national board on Feb. 25, 2019. The Plan sets Wild Ones’ destination in the next three years. If you have not already viewed the Plan, it is available in the Members-Only Site under [National Reports – Plans](#).

The Plan format mirrors Wild Ones’ structure. There are goals regarding the national office, chapters, members, and our place among environmental organizations. Implementation will be led by the national office and fed by chapters and members. Key themes are fixing our technology, increasing regional and national visibility, growing the organization, and solidifying funding. A list of tactics to reach these goals and a timeline for implementation is being created by the national office and board.

Our Strategic Plan highlights the exciting things Wild Ones will accomplish in the next three years. Take a look and join us on our journey.

2. NATIVE PLANT BUTTERFLY GARDEN CERTIFICATION PROGRAM

The Native Plant Butterfly Garden Certification Program is back! This program was previously available only to members. However, to encourage everyone to plant natives for pollinators, the board approved opening this program to the public. Wild Ones benefits, too, because sign sales provide income, and also get the Wild Ones name in more yards across the country. It’s a win-win for Wild Ones and pollinators! The program has been on hiatus while we reconstruct the public website. You can apply on the website - click [Butterfly Garden](#).

3. BOJ 2017

Unfortunately, we were not able to create and print a BOJ 2018 this year. However, if you are running low on copies of the BOJ 2017, limited quantities are still available for \$1 each or 25 for \$20, plus postage. The BOJ is great for showing interested parties the quality of information available to members. Providing a copy to your local library also helps with outreach and generates interest. Some chapters give a copy to new members. If your chapter is interested in additional copies, please email info@wildones.org.

4. Tech for Tomorrow

The national Board of Directors voted at its April 29, 2019 meeting to proceed with the DMI contract for our new membership system. This system will replace our current Access database and our Members-Only site (what you see when you click the green Members-Only button in the upper right corner of the public website). The public website, <https://www.wildones.org>, will NOT be changing.

The new system will allow us to provide better service to members and chapters. It will replace the need for Mail Chimp, Survey Monkey, and ListServ because these functions are included in the system. We will also be able to provide more and better information to members in a secure, easy-to-use format.

The contract should be finalized and signed by the end of this week. A user-friendly, vibrant, informative Members-Only site will help in member recruitment and retention as a valuable member benefit. It will also help us reach many of the goals in the 2019-2021 Strategic Plan. We are still about \$2000 short in our fundraising, so if you haven't yet supported our Tech for Tomorrow fundraising drive, please consider a contribution. We are extremely grateful to all the chapters and members who have generously stepped up to help Wild Ones obtain better, more secure technology. THANK YOU!

5. Website Security

Some chapter treasurers recently received a "phishing" email which included the names of their chapter's president and treasurer. This email was sent to entice people to reply to the email so the sender has a valid email address and also may be able to access the sender's computer.

The sender of this latest scan, presidentgnp3@gmail.com, has been reported to Google. You can block this address in your own email program. The Wild Ones database and Members-Only files were not compromised or hacked. It appears the sender used an "Internet Sniffer", which reads hundreds of thousands of email transmissions daily. The Sniffer looks for key words; if found, it gathers information from the email. In this case, the Sniffer found the Dues Reimbursement Reports sent by the national treasurer to chapter presidents and treasurers.

Unfortunately, there is nothing we can do to protect against Sniffers. We must all remain vigilant. Look at the email address in the "From" line of incoming email. If it doesn't match the "sender's" known email, delete it. If the wording is vague, awkward, or has poor grammar/punctuation/spelling, delete it. Don't click links or attachments from senders or email addresses you don't know.

Questions sometimes arise about whether the entire national website is secure. When you click a page or even the link to pay for your membership renewal, you may not always see the "s" in "https", which means it is a

secure site. Even if the s doesn't show, all the pages are secure. Whenever you visit the Wild Ones site, remember to type <https://www.wildones.org>. This ensures you are visiting our secure site.

Files in the Members-Only site are locked down using a new security procedure implemented by one of our tech volunteers, Rick Sanders. This means pages and files are not visible to Google and other search engines. If someone tries to access one of our data files even from an old Google link, they will get a "Page Not Found" message. The only way to access these files is by logging in to the Members-Only site.

6. WILD ONES POLICY #2: PRIVACY AND DATA SECURITY

The revision of Wild Ones Policy #2 was approved at the April 29, 2019 board of directors meeting. This policy applies to how Wild Ones national and chapters use, process, and store personal information. Please review this updated policy on the Members-Only site under [National Reports – POLICIES and Procedures](#). All chapters are covered by the same national rules and regulations, and as such must follow all Wild Ones Policies.

7. QUICK REMINDERS

- **New Staff Member**

Kristen Lucas is our new Office Specialist. Kristen (kristen@wildones.org) has 12 years' experience as an Office Administrator. Her experience with QuickBooks will be a big benefit for staff, and she is eager to get to know our chapter officers and members. Kristen will keep the database updated, so you can contact her with questions about memberships, changes to contact information, etc. Eventually Kristen will be responsible for SFE and the Butterfly Garden Program. Janet, our Membership Manager, will continue to be the first point of contact for chapters and members for any other chapter or member questions. We welcome Kristen to Wild Ones. Thank you for your patience during our training period.

- **When sending payments or emails:**

Please include the name of your chapter. With 54 chapters and 6 Seedlings, this saves a lot of staff time from looking it up. Thank you!

- **"Join-renew" link for memberships.**

Please update the "join-renew" link on all of your chapter materials, communications, and social media. The new link is <https://www.wildones.org/>

- **Monarch Update**

Many chapters are on the Nature Scoop mailing list, but for those who aren't here is a [link](#) to a nice one-page synopsis about the need for milkweed. There are helpful links in the document, as well.

Thank you for taking the time to read this and share it with your members. Think Spring!

Wildly yours,

Elaine

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