

# Multiyear Strategy



# CA4WDC Board of Directors

**Y**our BOD wants you to know that we are concerned about the future of CA4WDC. Because of CA4WDC important role in protecting motorized access to public lands, we take our role as leaders/advisors seriously. This Multiyear Strategy is being developed to outline for you what we believe our focus should be.

**A**s we continue to detail out this Multiyear Strategy, to help CA4WDC continue to be a leader in promoting safe and enjoyable off-road access to public lands, we welcome input from you. Let us know where you think we are on focus and where we are not. Your support in this, as in anything CA4WDC does is very important!

Sincerely,  
**YOUR Board of Directors**

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# **Pro-Vision Statement:**

Serve the off-road community to:

**Protect** motorized access to public lands

**Provide** organized events, trail rides and education

**Promote** safe and enjoyable outdoor recreation

# **Mission Statement:**

California Four Wheel Drive Association is committed to:

- Protecting the opportunities of ALL people to have access to our public lands for the purpose of ALL forms of outdoor recreation.
- Educating about responsible land use.

# CA4WDC Objectives



As an organization we will continue to:



**Defend our right to recreate:**

**In general:**

In state government

In the federal government

With federal land managers such as:

Forest Service

Bureau of Land Management (BLM)

With State Parks OHMVR Division

Etc.

**Specifically:**

Clear Creek

42 trails in the Eldorado

Etc.



**Expand current funding**

**Membership**

**Events**

**Sponsorship**

**Etc.**

# CA4WDC Objectives

Continued



## **Be a leader in conservation**

**Trail adoption**  
**Fire reclamation**  
**Land reclamation**  
**Etc.**



## **Encourage member involvement**

**Volunteering at events**

**Web interaction**

cal4wheel.com

Facebook

Write-in campaigns

Questioners

Etc.

**Natural Resource Consultant (NRC) reports**

**Their local government officials**

**Etc.**

# CA4WDC Objectives

Continued



Looking forward we will also:



## **Create a multiyear plan to:**

**Re-evaluate our priorities; what our time, effort and money should be used for.**

### **Move us forward**

Inspire – create Goals

Revitalize – have an attainable plan



## **Develop a marketing plan to:**

### **Increase our visibility**

Our perceived mass/size

Let people experience

**Who we are**

**What we do**

**Why we do it**

### **Increase funding via**

Corporate sponsorship

Increase membership at all levels

Increase event attendance

Etc.

# CA4WDC Objectives

Continued

**Help us reach out OHV recreationist of all ages**

Builders

Boomers

Gen X

Gen Y

Gen Z

**Increase Corporate Sponsor and Associate Member involvement**

Encourage signage at events

Explore doing co-advertising

Etc.



**Improve lobbying for OHVR at the national level**

**Sit on more commissions**

**Join with other organizations**

**Etc.**

# CA4WDC Objectives

Continued



**Make members aware of the benefits available to them**

**Sport related**

**Non sport related**

**Web based**

**Etc.**



**Future leader development**

**Mentoring**

**Training**



**Study LARGE member/volunteer organizations for ideas**

**How do they solicit and retain:**

**Members**

**Donations**

**Sponsors**

**How do they promote themselves**

**Etc.**

Produced by Jo Snyder, North District VP.  
On behalf of the CA4WDC Board of Directors.  
For presentation at the 2015 Annual Convention.