

TRANSFORMING YOUR ORGANIZATION: **THE POWER OF PROGRAM PILLARS**

Stephanie Prellwitz
CEO & Executive Director
April 12, 2024



GREEN LAKE
ASSOCIATION



Pillar projects help
us tell our story.



GREEN LAKE
ASSOCIATION

Meet the GLA

In Wisconsin

- 15,000 lakes
- ~ 570 Lake associations
- +/- Three associations with paid staff

Green Lake Association

- Lake association + nonprofit + tax-exempt
- Largest known lake association in Wisconsin
- Founded in 1951
- Grew to 8 staff members
- \$2.5 million operating budget





About the Green Lake Association

Our Vision

A healthy, resilient watershed that sustains a clean, restored Green Lake.

Our Mission

To safeguard Green Lake by improving its water quality, protecting it from critical threats, and accelerating its return to a clean lake.



About Green Lake

- Deepest natural inland lake in Wisconsin
- 7,660 acres
- Max depth: 236 ft deep
- Two-story fishery
- 950 homes on lake
- Oligotrophic → Mesotrophic lake
- 2014: WDNR listed as impaired
Low DO caused by high phosphorus

How It Began: An Unruly Auction





WATER

39



32



18



20



1



15



17



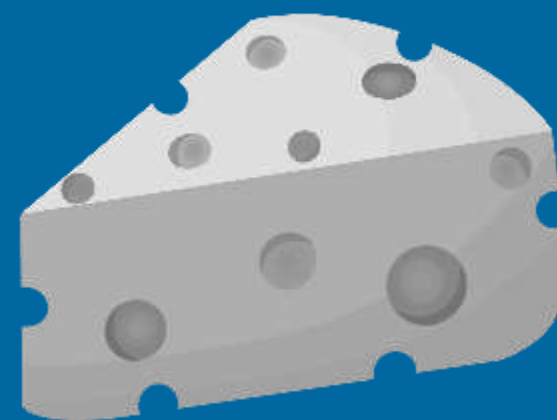
6



22



It goes against
our nature to overpay
for a cheese basket.



Essential Questions

01 What are our priorities?

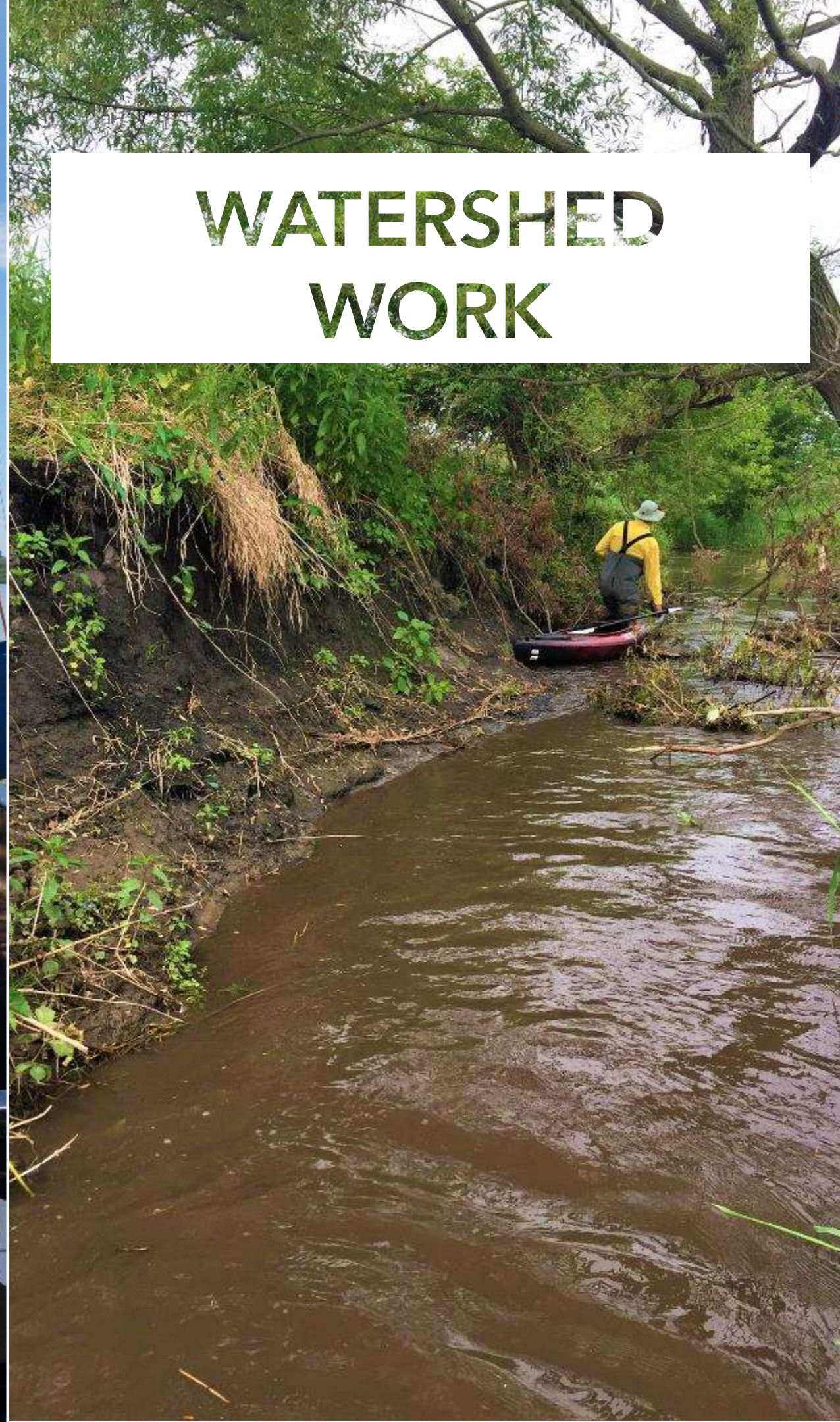
02 How much does the
project cost?

03 What are we willing to
commit to?

CARP REMOVAL



WATERSHED WORK



WETLAND RESTORATION



UNIVERSITY-LED
RESTORATION RESEARCH

THE
ESTUARY

OUR RESPONSE:

The EPA wants to build a \$200 million dredging project to improve the navigation of the Chesapeake Bay. This project will have significant impacts on the environment. The project will also have significant impacts on the environment.

HOW YOU CAN HELP:

EVERY \$100 YOU DONATE PUTS A \$1,000 DOLLAR TOWARD WORK IN THE COUNTY HIGHWAY 4 ESTUARY.


SPONSOR 2-YEARS OF
UNIVERSITY-LED RESEARCH



The amount of our
the water resources in
County Hwy 4 Estuary

\$17,000
The amount of our
the water resources in
the Chesapeake Bay





**REMOVE 196,000 LBS. OF
CARP OUT OF BIG GREEN**

THE NEED:

Two years ago, Green Lake's infamous carp formed a stinky tide of dead flater carp on our shores. This year, we worked hard with our partners to remove 160,000 pounds of carp and it made all the difference. Yet, one carp left in Big Green can produce one million eggs, so we have to keep at it.

OUR RESPONSE:

We need to continue the successful carp blitz to prevent another "Carpageddon." The GLA wants to invest in a multi-prong carp removal strategy that permanently removes 196,000 carp out of Big Green.

**HOW YOU
CAN HELP:**

**EVERY \$250 YOU GIVE
ALLOWS US TO SAY
ADIOS TO 933 CARP.**

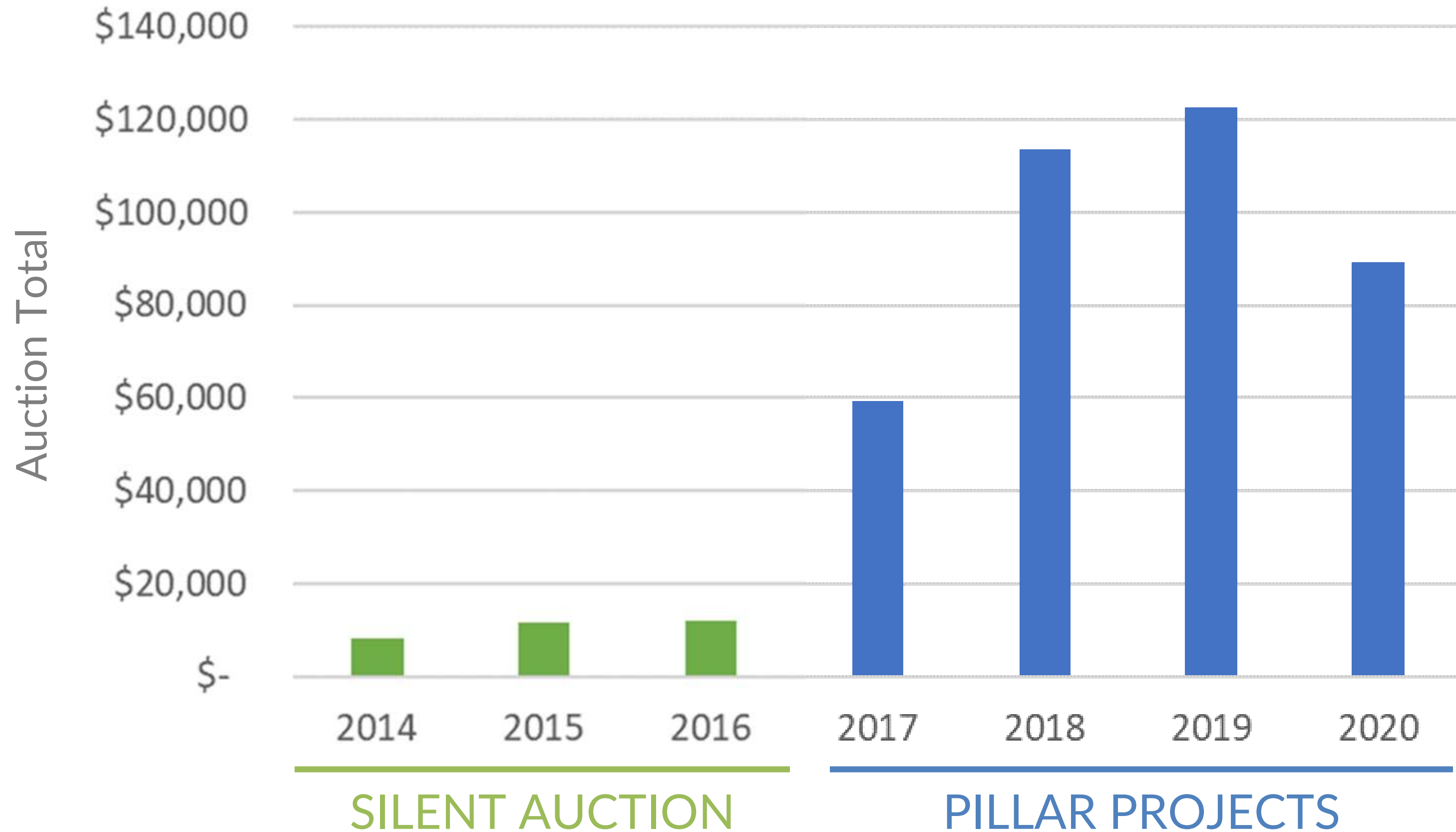
**CAN WE COUNT ON YOU
TO HELP US REMOVE INVADER
CARP FROM GREEN LAKE?**



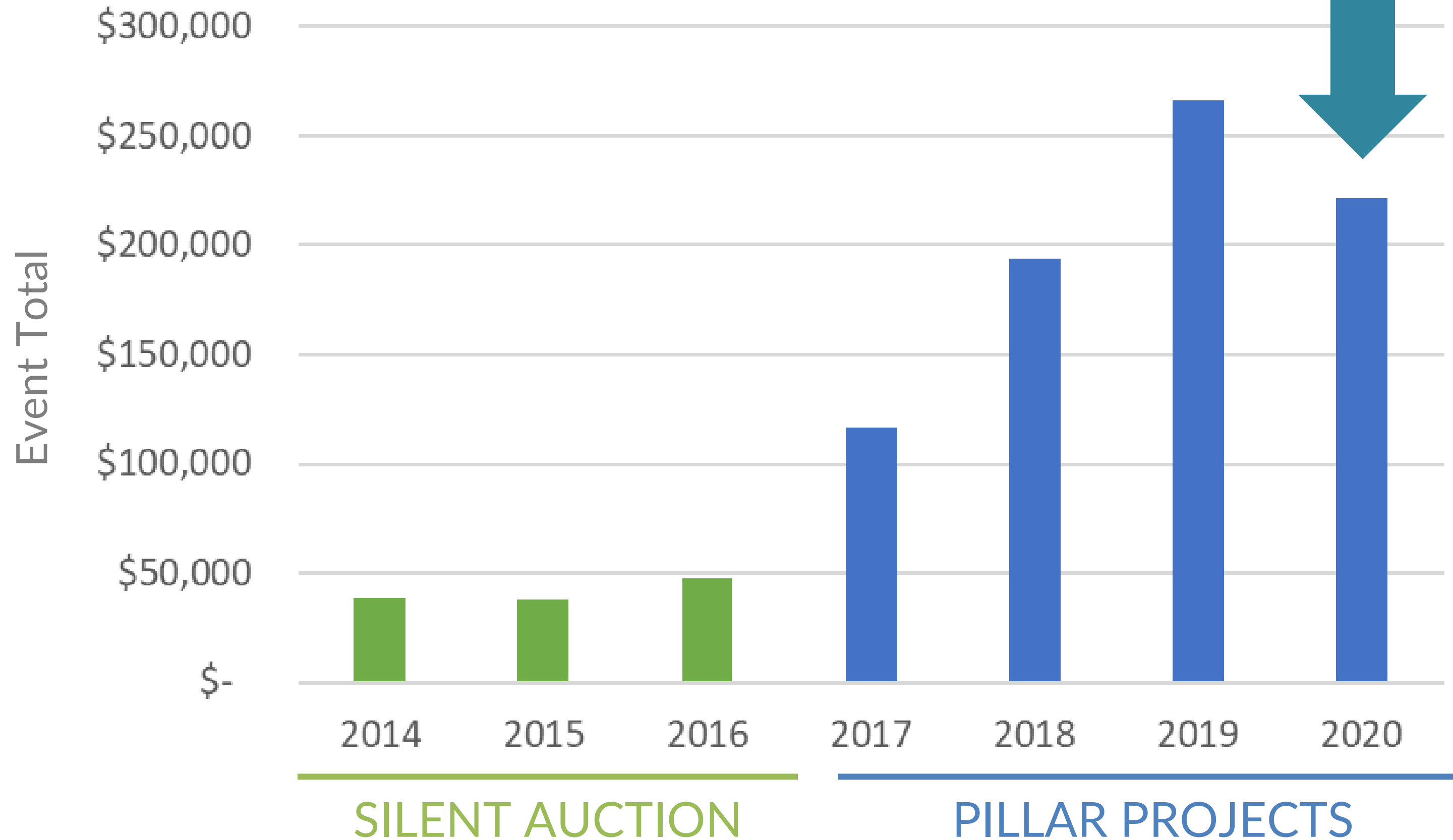
CARP REMOVAL



Did It Work? Yes!



Did It Work? Yes!



Simulated Live Events

ANNUAL MEETING



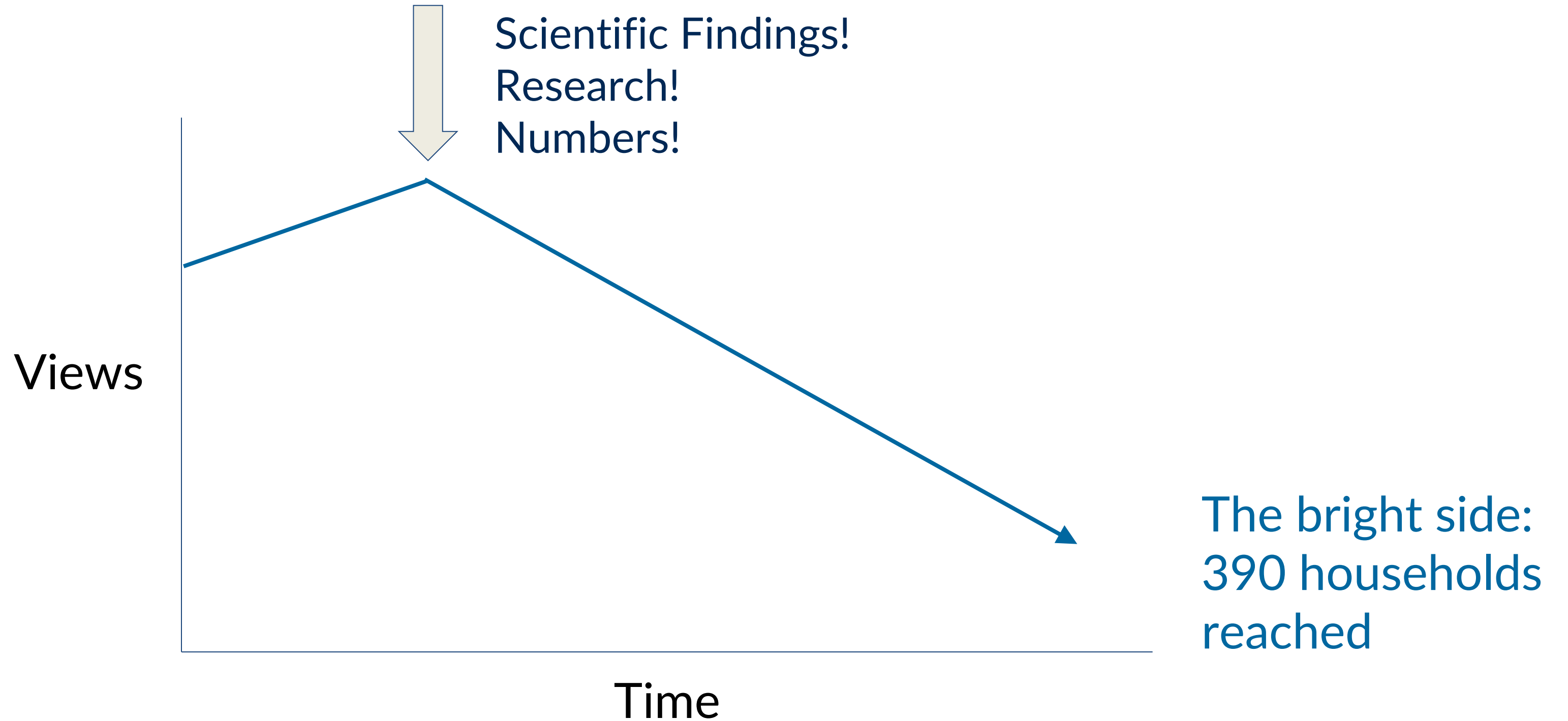
VIRTUAL GALA



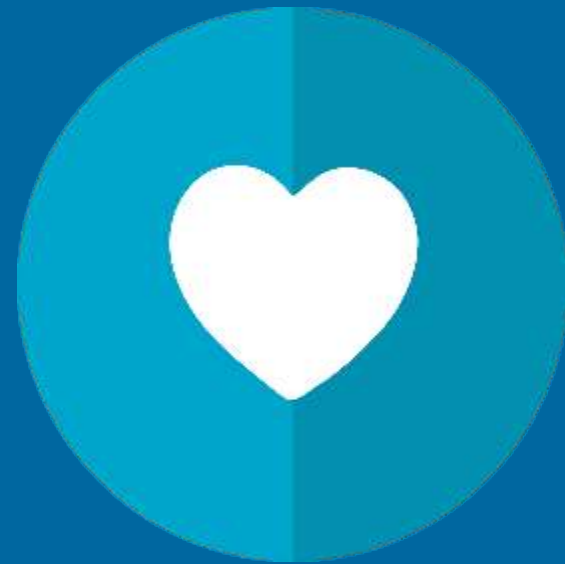
FIELD DAYS



Real-Time Lessons



Stories spur
interest & action.



Eventually, “Pillar Projects”



Project Clean Streams



Project Green Acres



Project Invader Defense



How We Used Pillar Projects

- Gala's Pillar Project Auction
- Reporting Progress at Annual Meeting
- Press Releases
- Website
- Budget – Revenue & Expenses
- Mentioned in Strategic Plan

Pillar projects reflect
our strategic goals.



GREEN LAKE
ASSOCIATION

Pillar Projects Build Capacity

More Progress



More Projects



More Funds

Pillar Projects Build Capacity

More Progress



More Projects



More Funds

Pillar Projects Build Capacity



More Progress

More Projects

More Funds

Pillar Projects Build Capacity

More Progress



More Projects



More Funds



Pillar Projects Build Capacity

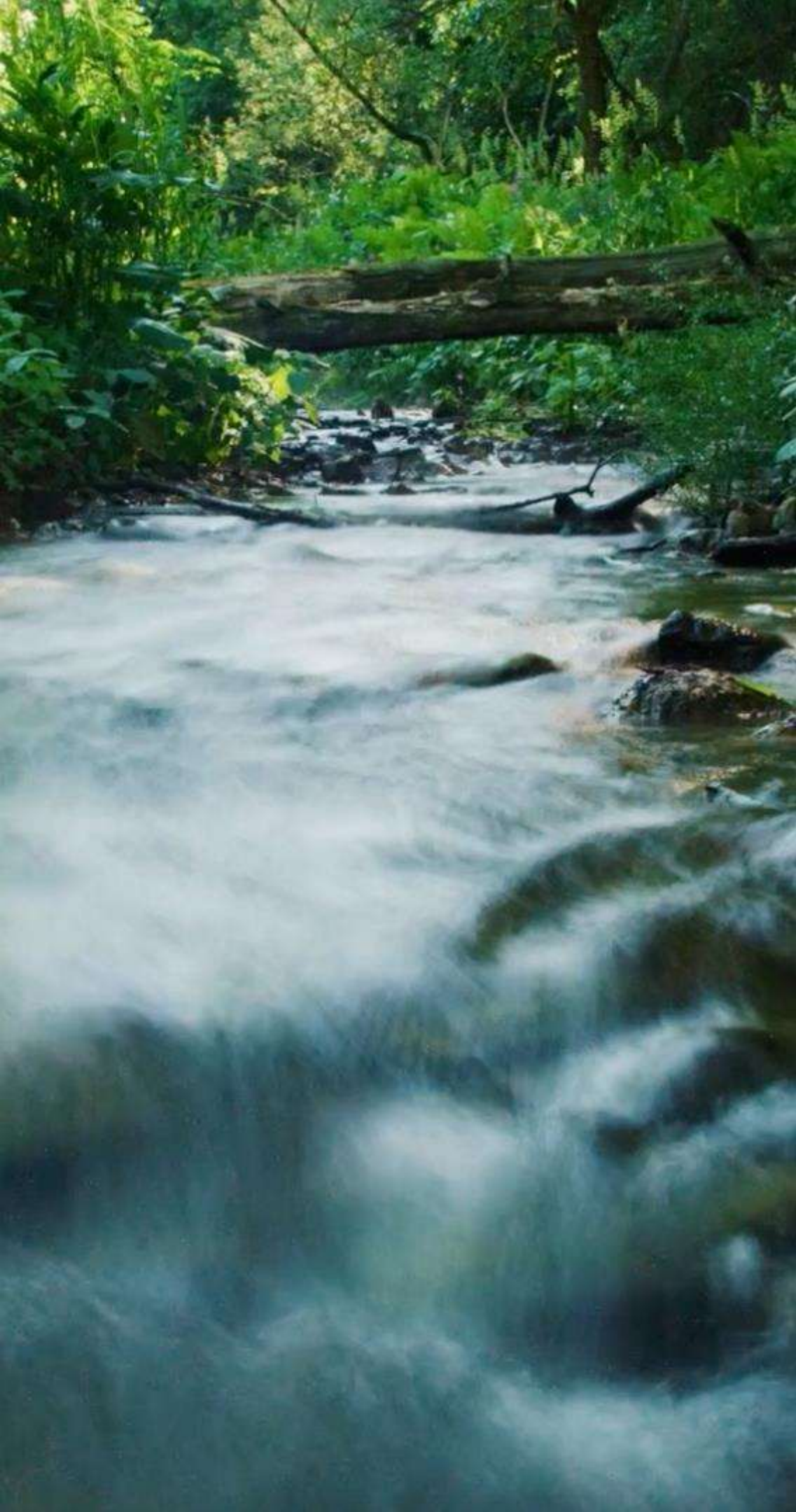
More Progress



More Projects



More Funds



Project Clean Streams

- Restored 3.4 miles of stream banks on four creeks
- Dakin Creek: Bring Back the Brookies

TOTAL INVESTED: \$437,500



Bring Back the Brookies





Project Green Acres

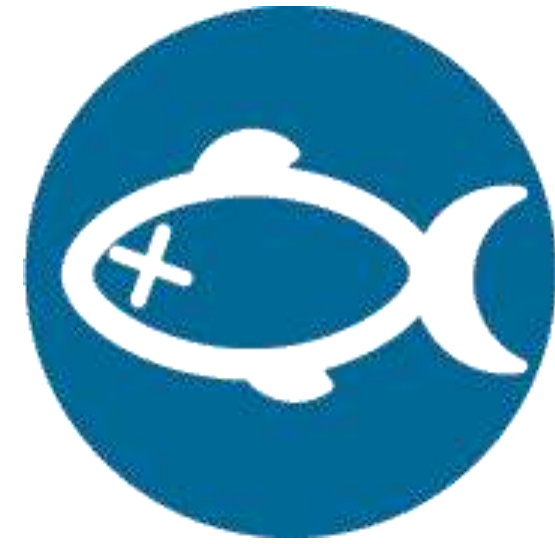
- Purchased no-till drill → 800 acres of cover crops
- Sponsor Demo Farm
- Host Conservation Field Day

TOTAL INVESTED: \$382,700



Project Green Acres





Project Invader Defense

- Carp harvesting
- Watercraft inspectors at all eight boat launches
- Boat wash station at county park

TOTAL INVESTED: \$308,600



Project Invader Defense





Now, “Program Pillars”

- We liked the pillar project framework
- But three specific categories of work was too constrictive
- Aimed for broad, all-inclusive categories with a long shelf life

GLA PROGRAM PILLARS



Phosphorus
Reduction



AIS
Prevention



Data
Evaluation



Community
Activation



Critical
Infrastructure

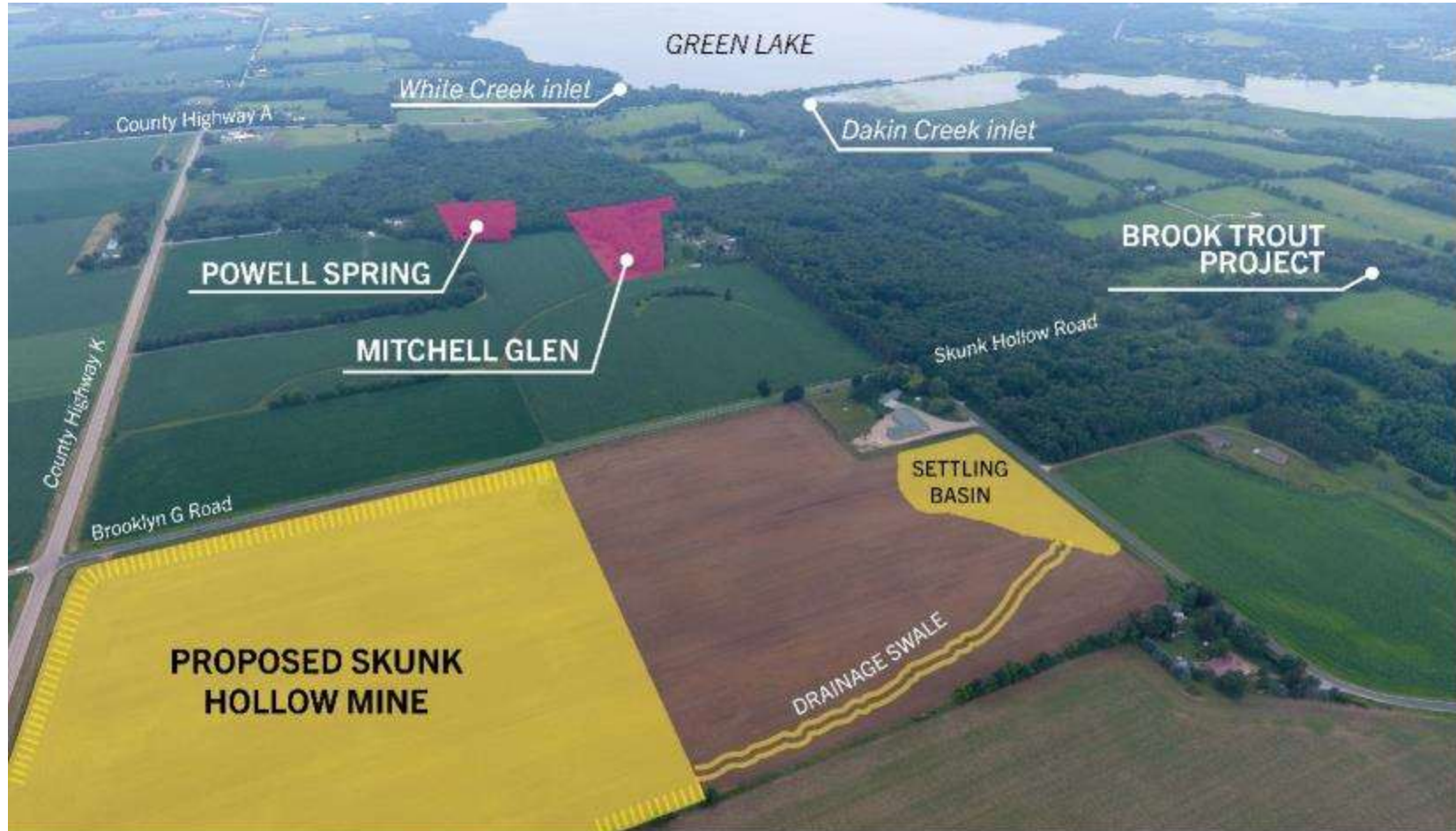


The GLA's Program Pillars

- The entire foundation of a new strategic plan
- The framework for staff reports
- The categories of our Impact Report
- The structure for our first-ever major gifts campaign

Some Recent Exciting Wins

Building capacity through effective storytelling



Springs Protected

Won court appeal of a mine



Field Vehicle Donated

Won Land Rover from 800 orgs

Building Organizational Capacity

Resources from
UW-Extension Lakes



Start small,
But START.





Kim Thiel
PHOTOGRAPHY

Thank You to Our Partners

Chase Bank

City of Green Lake

City of Ripon

Daycholah Center

Fond du Lac County

Foxhead Regenerative Agriculture
Project

Golden Sands Resource
Conservation & Development
Council, Inc.

Green Lake Coldwater Fishery
Advisory Council

Green Lake Conservancy

Green Lake County

Green Lake Sanitary District

Green Lake School District

Izaak Walton League of America

Land Rover

Michigan Technological University

Natural Resources Conservation
Service

Nelson Institute for Environmental
Studies

Oshkosh Area Community
Foundation

Outside Interactive, Inc.

Patagonia

Purdue University

Ripon Area School District

Ripon College

The Water Council

Town Square

University of Wisconsin-Extension

University of Wisconsin-Madison

University of Wisconsin-Extension
Lakes

Upper Fox-Wolf Farm
Demonstration Network

US Geological Survey

Wisconsin Department of Natural
Resources

Questions?

Green Lake Association

492 Hill Street, Suite 205

PO Box 364

Green Lake, Wisconsin 54941

www.greenlakeassociation.org

Stephanie Prellwitz, CEO

stephanie@greenlakeassociation.org

(920) 294-6480



How We Support Our Work

2023 Revenue
\$1.7 million

