Wisconsin Wetlands Association
Theory of Change

**Desired Change**
- Wetlands in Wisconsin are healthy and plentiful and support ecological and societal needs.

**Long-term Outcomes**
- **Wisconsin Achieves Strategic, Landscape-Scale Use of Wetland Conservation to Solve Water Management Issues, Increase Resilience, and Improve Ecological and Watershed Health**

**Interim Outcomes**
- **WWA Provides Key Guidance and Leadership**
  - Improved Wetland Policies & Increased Funding for Wetland Conservation
  - Improved Wetland Restoration, Protection, and Management Practices
  - Increased Use of Wetland Solutions to Address Site-Specific Problems
  - Increase in Community-Led, Watershed-Scale Wetland Conservation Projects

**Interim Outcomes**
- **Key Audiences Better Understand, Appreciate and Value Wetlands as a Result of WWA's Outreach**

**Actions**
- **WWA Supports Wetland Engagement and Action by Key Audiences (Partnerships & Place-Based Work)**

**Actions**
- **WWA Disseminates Wetland Knowledge to Key Audiences**
  - Policy Makers
  - Wetland & Natural Resource Professionals
  - Landowners & Land Managers
  - Local Communities

**Actions**
- **WWA Compiles and Helps Advance Wetland Knowledge (Monitoring, Modeling, & Research)**