



Wisconsin Wetlands Association Theory of Change



Wetlands in Wisconsin are Healthy and Plentiful and Support Ecological and Societal Needs



WWA Exports and Expands on Successful, Effective Wetland Conservation Models



Wisconsin Communities Achieve Strategic, Landscape-Scale Use of Wetland Conservation to Solve Water Management Issues, Increase Resilience, and Improve Ecological and Watershed Health



WWA Provides Key Guidance and Leadership



WWA Support Results in:

- 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



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



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



WWA Disseminates Wetland Knowledge to Key Audiences:

Policy Makers	Wetland & Natural Resource Professionals	Landowners & Land Managers	Local Communities
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WWA Compiles and Helps Advance Wetland Knowledge (Monitoring, Modeling, & Research)