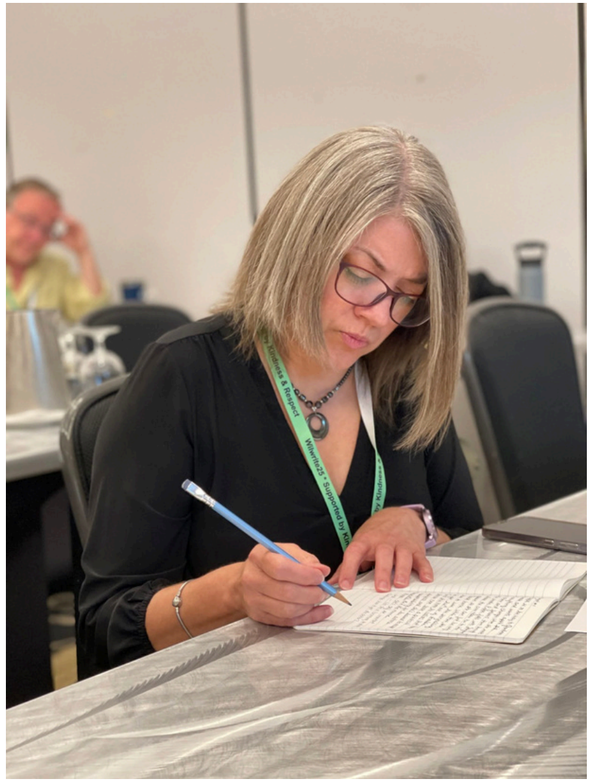
Willamette Writers

2025 Annual Report

Who we are



As a non-profit educational organization, Willamette Writers is committed to helping writers connect with their communities, develop their craft, and expand their careers.



Who are you?

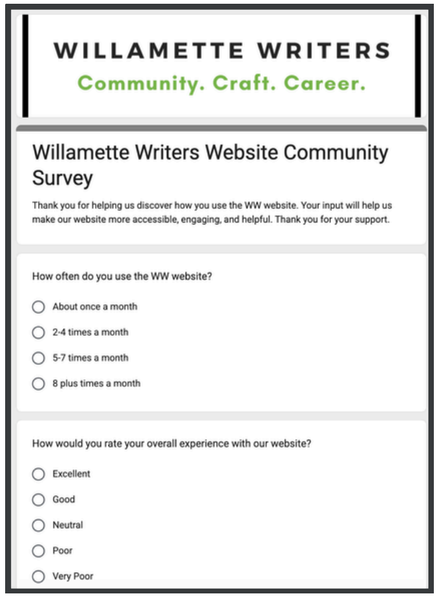
Drop it in chat! Our members are poets, novelists, essayists and short story writers. They write for games, podcasts, websites, and textbooks. You'll find their work in magazines and the big screen. Our members are writers!

How do we serve you?

In this annual report, we'll give you an eye on how we bring our mission to life through our daily programming. We have free and open to the public events throughout the year, as well as professional development programming at our conference. Tonight, you'll hear from board and staff about our strategic direction and, importantly, how you can get more involved!

Strategic Planning

Our board and staff spent months gathering your experiences and hopes for the future. We then set out drafting our strategic plan with your input.


WILLAMETTE WRITERS

Community. Craft. Career.

Willamette Writers Website Community Survey

Thank you for helping us discover how you use the WW website. Your input will help us make our website more accessible, engaging, and helpful. Thank you for your support.

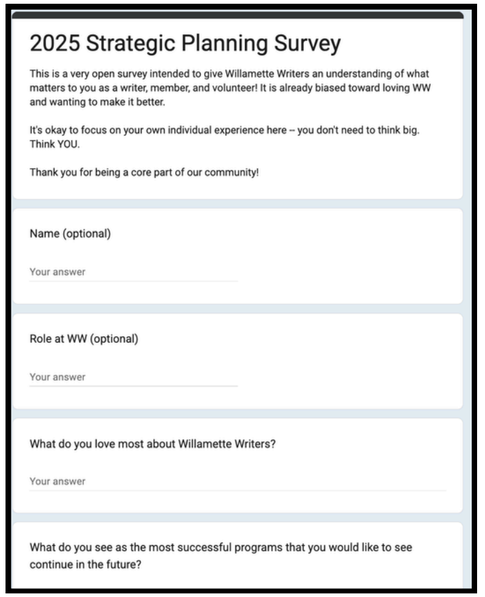
How often do you use the WW website?

- About once a month
- 2-4 times a month
- 5-7 times a month
- 8 plus times a month

How would you rate your overall experience with our website?

- Excellent
- Good
- Neutral
- Poor
- Very Poor




2025 Strategic Planning Survey

This is a very open survey intended to give Willamette Writers an understanding of what matters to you as a writer, member, and volunteer! It is already biased toward loving WW and wanting to make it better.

It's okay to focus on your own individual experience here -- you don't need to think big. Think YOU.

Thank you for being a core part of our community!

Name (optional)

Your answer

Role at WW (optional)

Your answer

What do you love most about Willamette Writers?

Your answer

What do you see as the most successful programs that you would like to see continue in the future?

3 Strategic Priorities

1. Sound Financial Management and Fundraising Sustainability
2. Inclusive and Engaging Communications
3. Accessible and Welcoming Programming

2025-2028 Strategic Plan

Willamette Writers will strengthen its financial sustainability, deepen community engagement, and expand access to high-quality, inclusive programming to support writers at every stage of their journey.

Strategic Priority Area: Sound Financial Management and Fundraising Sustainability

Goal:
Willamette Writers will implement and support financial management and fundraising processes to increase income and achieve long-term financial stability.

Objective 1:
Willamette Writers will build internal capacity through targeted training to broaden fundraising efforts and effectively execute fundraising strategies focused on individual donors and corporate sponsors.

Action: Staff will participate in quarterly trainings and board members and development volunteers will participate in scheduled trainings to increase knowledge and strengthen practical skills in donor engagement, fundraising strategy, and financial stewardship.

Action: Willamette Writers will identify, research, and prioritize potential individual donors and corporate sponsors, developing tailored outreach strategies to build and sustain long-term relationships.

Action: Willamette Writers will plan and prioritize fundraising events with high revenue potential, aligning them with donor and sponsor engagement strategies to maximize financial return and relationship-building opportunities.

Action: Willamette Writers will actively research, apply for, and manage grants that support operational capacity and strategic fundraising initiatives, contributing to long-term financial stability.

Objective 2:
Willamette Writers will cultivate and steward meaningful, long-term relationships with donors through consistent engagement, recognition, and responsive communication.

Action: Willamette Writers will maintain accurate and up-to-date donor records, including giving history and organizational engagement, to enable personalized and meaningful donor stewardship.

Action: Willamette Writers will acknowledge all donations—both large and small—personally and publicly (when appropriate) within a timely window, showing appreciation and building trust with donors.

Action: Willamette Writers will establish and train a Donations Management Team composed of staff and development professionals to oversee donor stewardship activities, including acknowledgments, CRM record keeping, and donor engagement planning.

Objective 3:
Willamette Writers will strengthen and grow a committed membership base by re-engaging lapsed members, attracting new supporters, and fostering a culture of mission-driven giving beyond transactional benefits.

Action: Willamette Writers will develop focused outreach and marketing campaigns to attract new members, showcasing the value of supporting the organization's mission beyond traditional membership benefits.

Action: Willamette Writers will implement strategic outreach campaigns to reconnect with lapsed members, emphasizing the impact of their renewed support on the organization's mission and programs.

Action: Willamette Writers will regularly analyze membership data to identify trends, retention rates, and opportunities for growth, informing ongoing membership development strategies.

Strategic Priority Area: Inclusive and Engaging Communications

Goal:
Willamette Writers will create public communications that are people-focused and welcoming, fostering an active and vibrant community where everyone feels a genuine sense of belonging.

Objective 1:
Willamette Writers will inform the public and members about educational programs through timely and focused communications that are welcoming, professional, and kind.

Action: Willamette Writers will maintain a website experience that is easy to navigate, engaging, and reflective of the organization's inclusive and active community.

Action: Willamette Writers' social media will highlight writers and their stories, placing community voices at the center of daily posts.

Action: Willamette Writers will deliver emails featuring useful, community-centered content that goes beyond announcements to spotlight the people and goals behind activities.

Action: All internal and external communications will clearly convey Willamette Writers' mission, values, and nonprofit status while setting transparent expectations about leadership, program goals, and organizational support.

Objective 2:
Willamette Writers will build and support communication and marketing teams that offer professional development opportunities while also fulfilling broader organizational functions.

Action: Willamette Writers will actively develop publicity and marketing teams as spaces for learning, engagement, and meaningful connection.

Action: Willamette Writers will provide training pathways for leaders and volunteers focused on their growth as communicators, leaders, and writers aligned with their areas of interest.

Action: Willamette Writers will ensure team structures foster collaboration and support, helping volunteers feel connected and empowered in their roles.

Objective 3:
Willamette Writers will optimize communication and marketing segmentation to enhance individualized and impactful community outreach.

Action: Willamette Writers will review and retire outdated email and social media segments, focusing on cultivating vibrant, engaged community groups.

Action: Willamette Writers will update print materials to accurately reflect current programs, priorities, and organizational messaging.

Objective 4:
Willamette Writers will expand outreach to early career and undergraduate and graduate student writers to broaden community engagement.

Action: Willamette Writers will engage outreach teams and volunteers to develop and share targeted communications and materials specifically designed for early career and student writers.

Action: All communications and materials will be crafted to ensure early career and student writers feel welcomed and see themselves as part of the Willamette Writers community.

Strategic Priority Area: Accessible and Welcoming Programming

Goal:
Willamette Writers will provide high-quality programming that is accessible, inclusive, and welcoming to writers at all stages of their journeys.

Objective 1:
Deliver high-quality programs that support writers' professional development and creative growth.

Action: Willamette Writers will invite diverse, highly-skilled industry professionals to present at chapter meetings, workshops, and conferences.
Action: Willamette Writers will present craft workshops across a range of skill levels that are professionally focused and designed to build career skills within a supportive community environment.
Action: Willamette Writers will engage with local and national communities through surveys and evaluations to assess and respond to programming needs.
Action: Willamette Writers will adapt programming in response to shifts in the publishing industry and the evolving needs of writers.

Objective 2:
Ensure all programming is accessible to participants of varying abilities and circumstances.

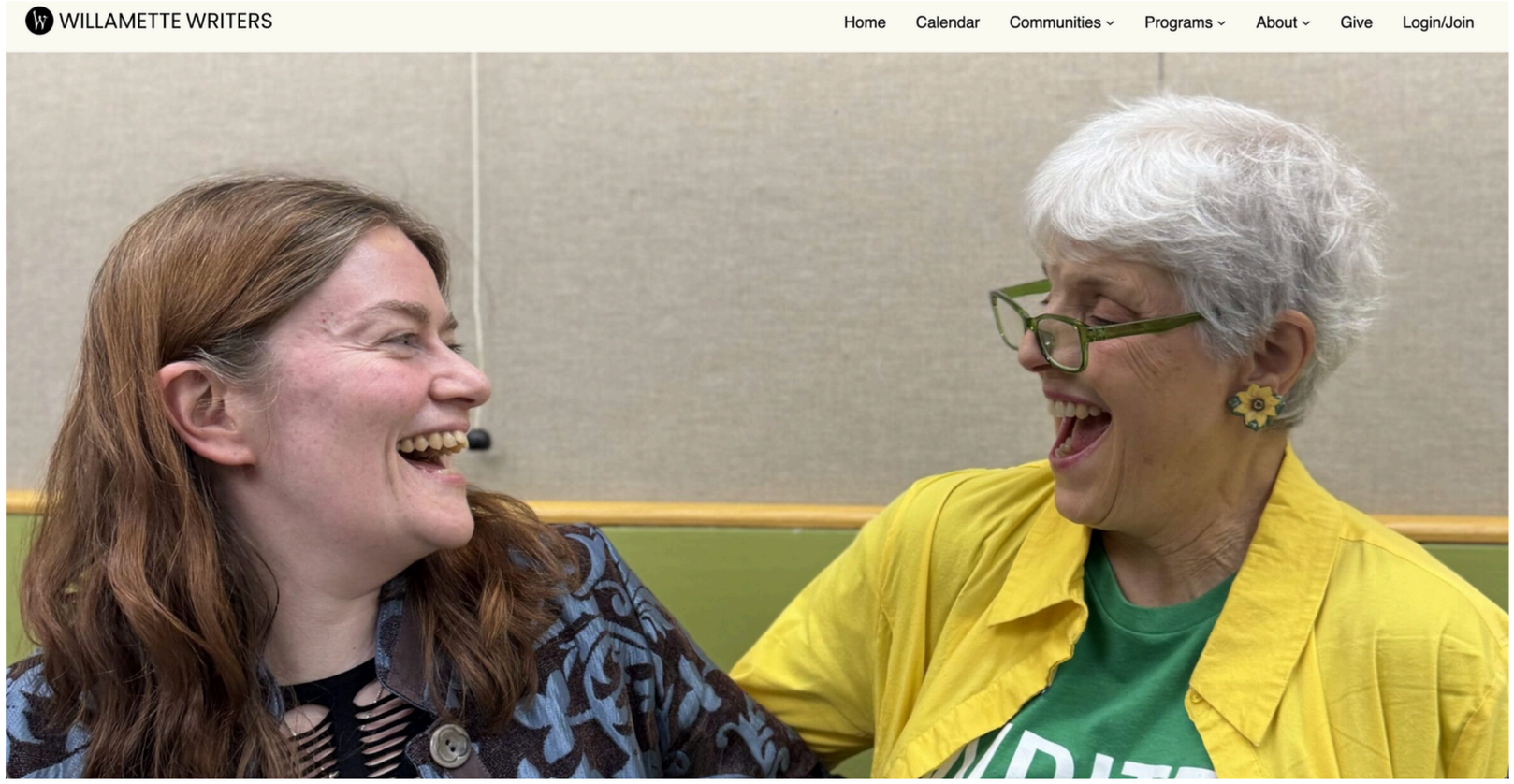
Action: Willamette Writers will improve audio quality and live captioning at in-person and online events.
Action: Willamette Writers will consult with accessibility professionals to improve event spaces and experiences for participants with diverse needs.
Action: When selecting venues, Willamette Writers will prioritize ADA-accessible locations.
Action: Willamette Writers will provide training to volunteers on best practices for supporting accessible programming.

Objective 3:
Foster a welcoming environment that encourages participation and builds community.

Action: Volunteers will greet guests at check-in and welcome them to events to create a sense of belonging.
Action: Volunteers will coordinate with the office to follow up with event participants and encourage continued engagement.
Action: Event postings will use a consistent, conversational tone to invite writers into the community and clearly communicate that all are welcome.

Strategic Plan in Action

Inclusive and Engaging Communications



Strategic Plan in Action

Accessible
and
welcoming
programming
every day of the
week



Accessible & Welcoming Programming

- Number of Local Workshops: **89**
- Library partners provide modern, ADA accessible locations.







Strategic Plan in Action

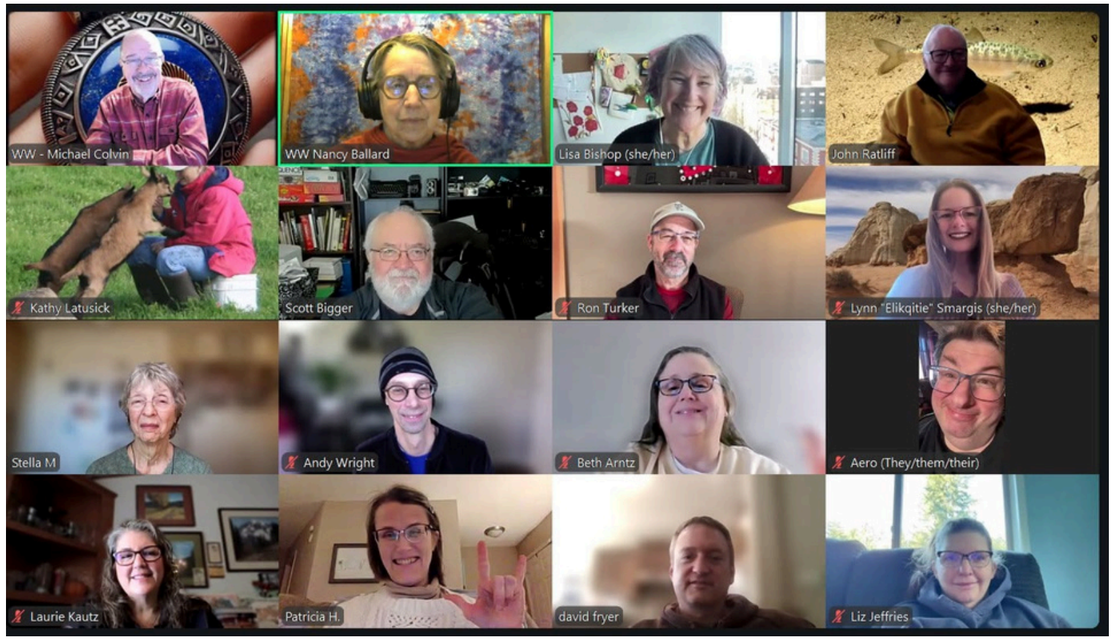
Foster a welcoming environment that encourages participation and builds community.



Strategic Plan in Action - Online!

Number of Willamette Writers events offered online in 2025: **258**

- Online critique groups: **41**
- Coffee meetings: **87**
- Write-ins: **85**
- Productivity meetings: **41**
- Hybrid/online meetings: **45**



"I love the talent, excellence and generosity of the WW community."
-Willamette Writers Member

FilmLab

FilmLab writers saw their work come to life on the set of **MILESTONES** this year, wildly expanding their careers.



On the set







Red Carpet










Author Cohort

156 writers joined our author cohort in 2025, and 2020 Cohort Participant, **Laura Cranehill** capped our cohort celebration. Her book, *Wife-Shaped Bodies*, was a Goodreads Most Anticipated Book of 2026.

Program Participants

Writers joined us online and in-person for over **459** events in 2025, as well as **87** hours of conference programming.

Volunteers

Our work is only possible with the help of **76** year round volunteers, suppported in 2025 by four staff.*







*And a lot of coffee.

2025 Annual Report

In the numbers

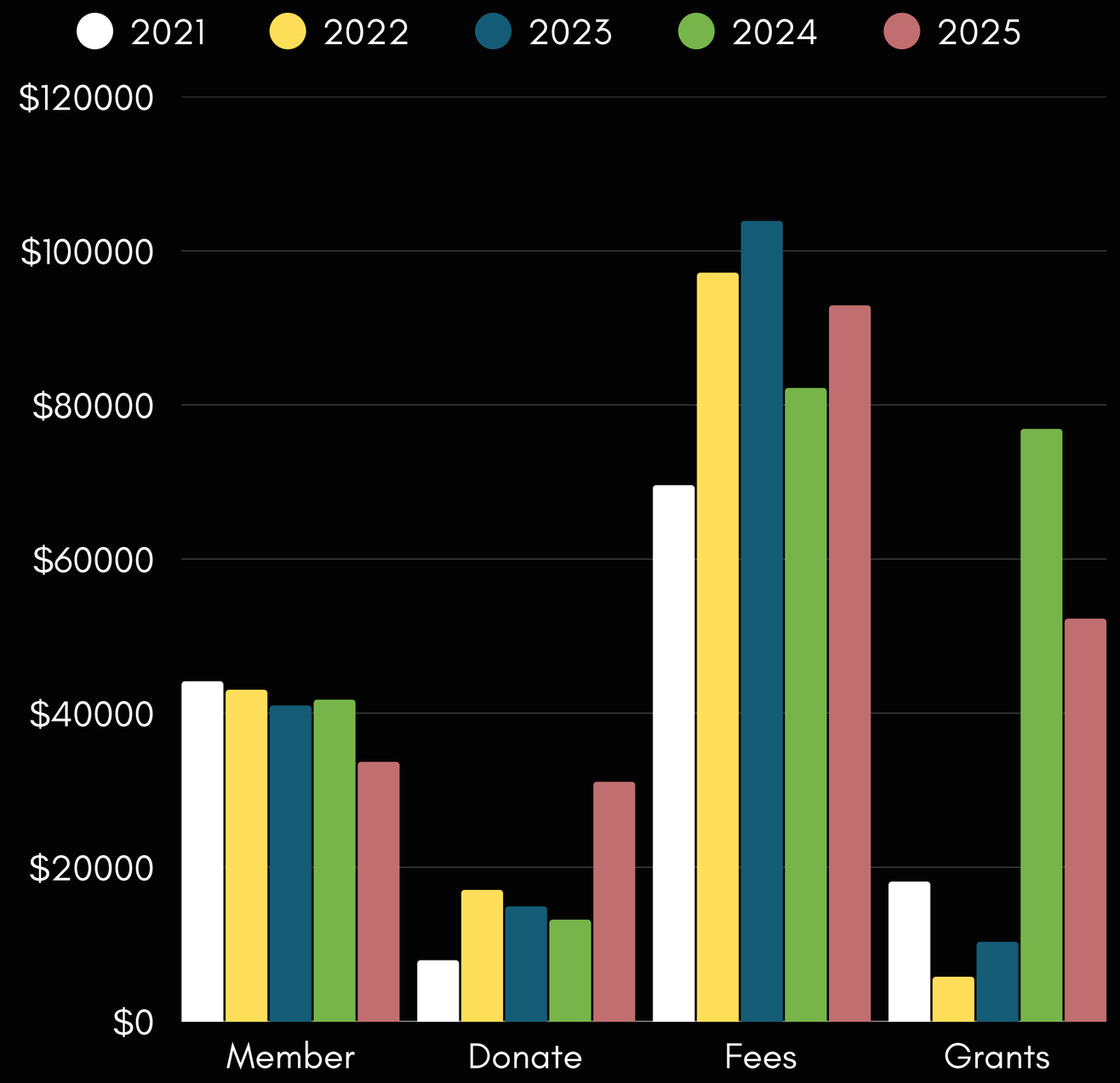
The four-legged stool



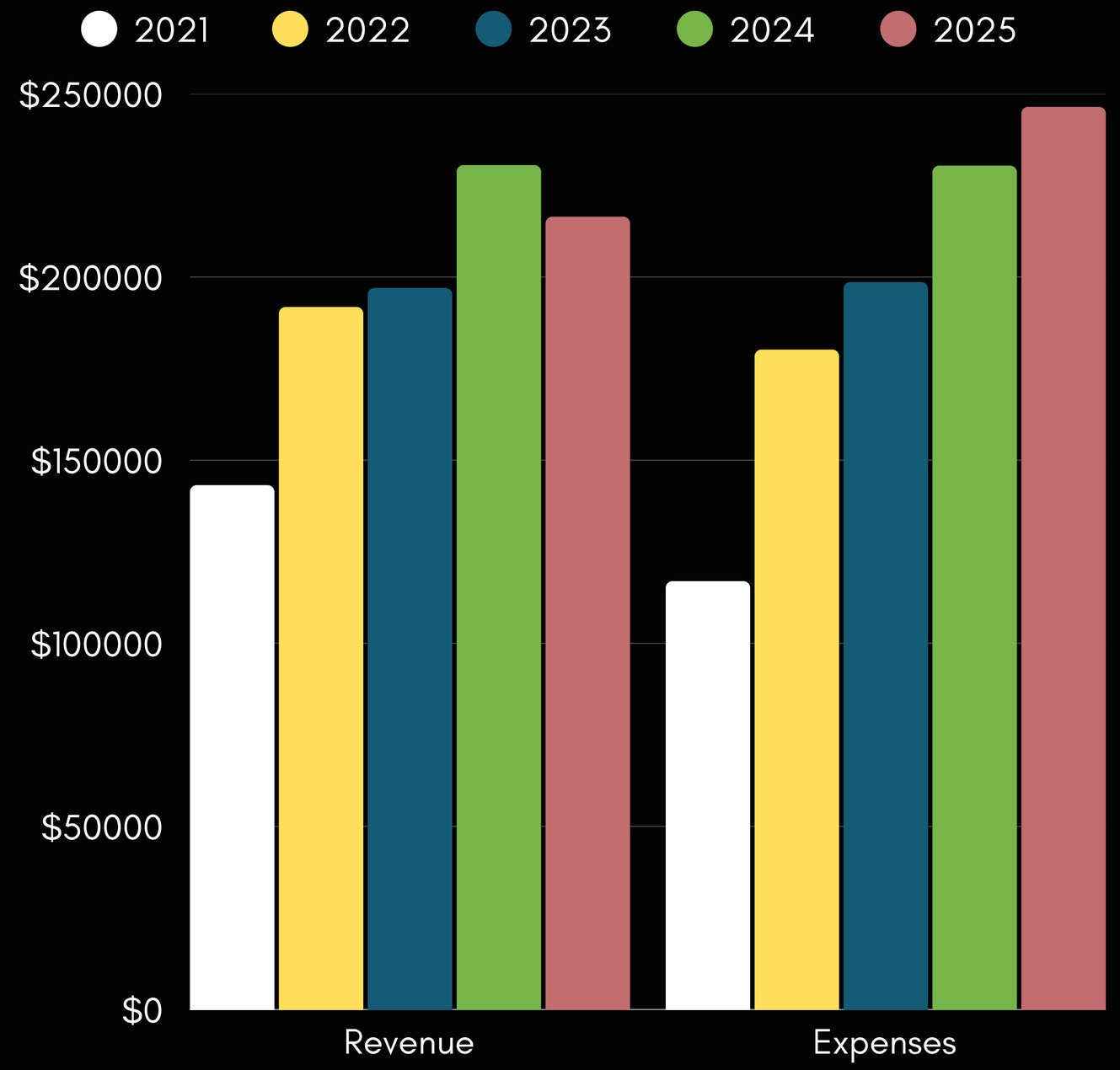
- Membership Dues
- Programming Fees
- Individual Donations & Sponsorships
- Grants & Foundations

Income

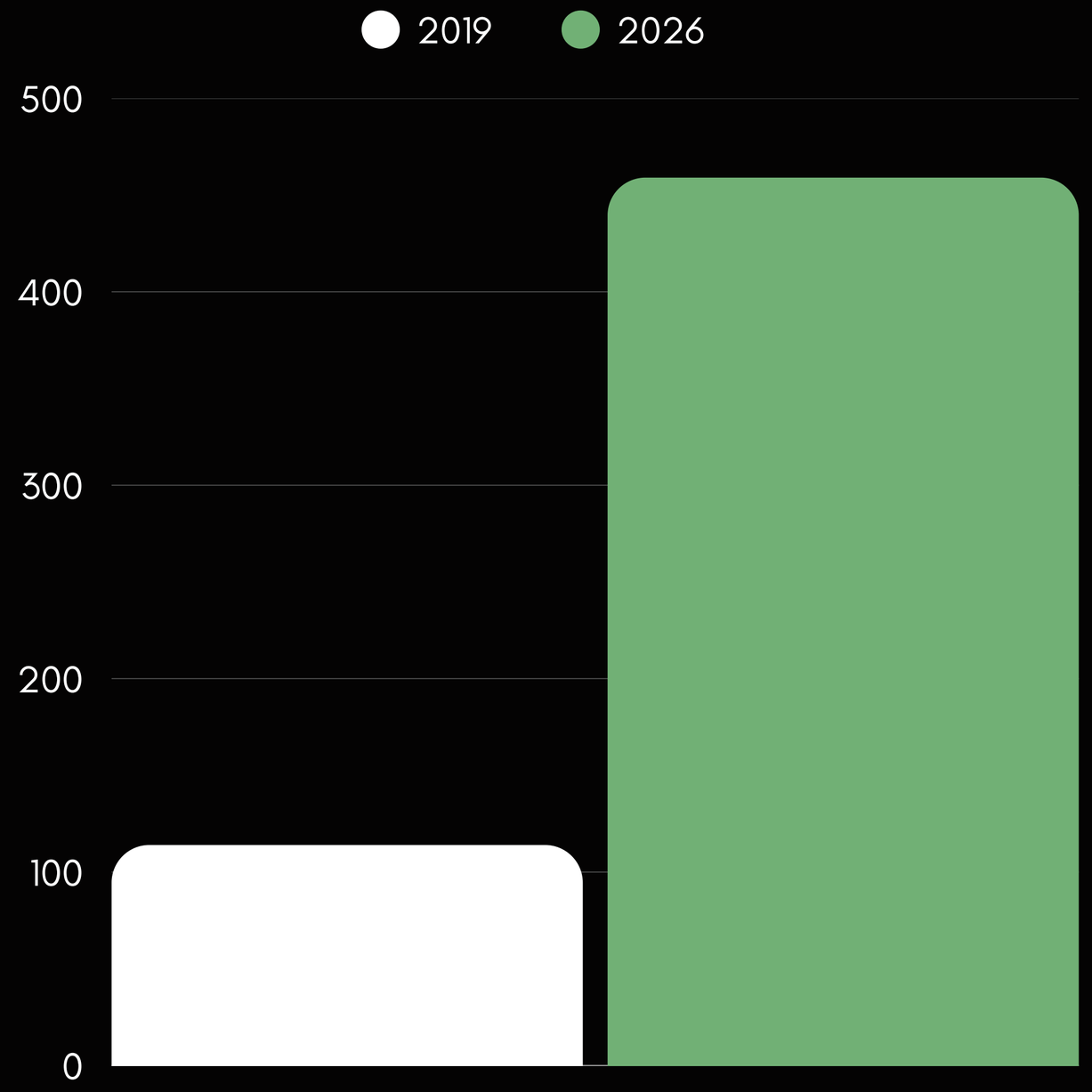



2021
2022
2023
2024
2025
$120000
$100000
$80000
$60000
$40000
$20000
$0
Member
Donate
Fees
Grants

Income and Expenses



Perspective



2025 Annual Report

Your Board of Directors

Your Board of Directors

- Volunteer board
- Range of professional experience
- Oversees the vision, mission and direction of the organization with an eye for financial and organizational stability.

Election Process

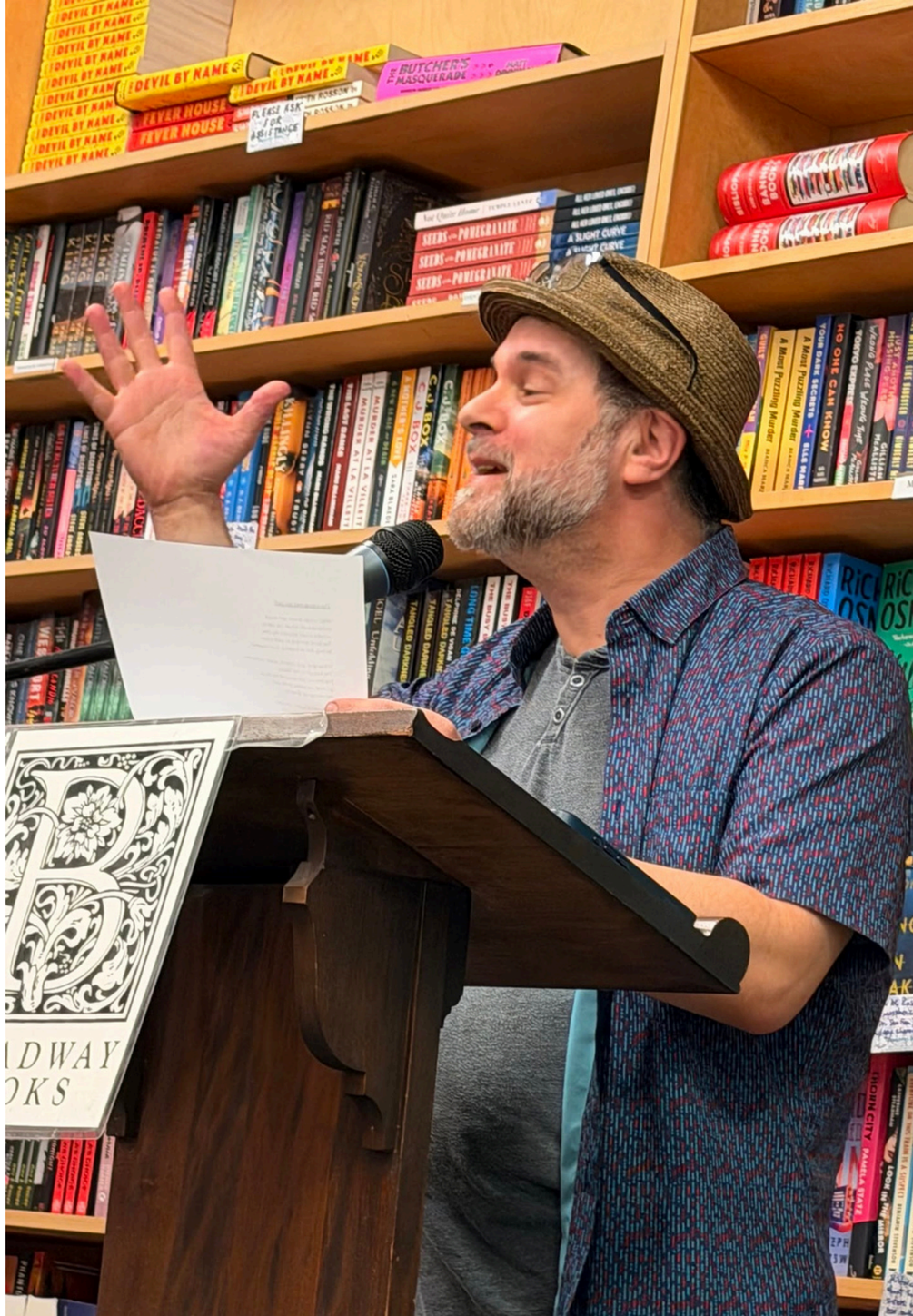
- The previous board develops and approves the board slate.
- Members are presented with the board slate.
- Members vote on the board slate during the annual meeting.

Board of Directors Slate

- Maren Anderson
- Jay Gilmore
- Phoenix Bourgeois
- Richard Leis
- Katana Redbird

What's coming

- Timberline Review 14
- FilmLab this weekend
- Writer's Fair
- Online Conference
- In-Person Conference



Support and thrive

- We THRIVE with you.
- Willamettewriters.org/give

Thank You So Much!

Photos throughout by Eleanor Campbell, Anne Ettel, Bridget Good, Tracy Hoagland, Phoenix Bourgeois, Gail Pasternack, Kate Ristau, and Martin Vavra