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Principal at Blue Oak Consulting, Randy Widera specializes in guiding innovative and self-sustaining nonprofit organizations to achieve excellence. His tailor-made services support nonprofit leaders to develop and implement effective fundraising campaigns & programs, earned-income business plans, and nonprofit capacity building.

Randy has a 26-year reputation as a dynamic leader in the field of nonprofit management. He is the founder of the Web of Life Field School, was the Executive Director of the Friends of Santa Cruz State Parks and has served as a board member, advisor, guest lecturer, and workshop facilitator in a broad range of educational and professional settings.

SERVICES

ORGANIZATIONAL DEVELOPMENT

Through effective Organizational Development that focuses on achievable initiatives, your organization can remain true to its mission, stay focused on its clients' needs, and position itself for growth. Given our vast experience with California State Parks nonprofit partners, this is an area in which Blue Oak Consulting excels. We get to know your nonprofit's specific needs and collaborate with your leadership to design workshops and Strategic Plans that complement your culture, leverage your strengths and are engaging and actionable.

Offerings:

1. Executive Coaching
2. Board Governance Training
3. Organizational Assessment
4. Strategic Planning

BUSINESS PLANNING

As a nonprofit, you have more than one bottom line. Managing your Return On Investments (ROIs) while maximizing your Return To Mission (RTM) is critical to your sustainability. It is important to use the tools and best practices of good business management while simultaneously staying focused on your mission. This is where Blue Oak Consulting comes in. We work with your organization's unique conditions and circumstances to develop a Business Plan that will take your operations to the next level. Our experience working with nonprofits to develop and implement earned-income strategies includes park management, educational programs, wholesale and retail sales, tours and venue rentals. We help you get this done right, so you can sustain your organization over the long haul.

Offerings:

1. Current Earned-Income Strategies Review, Analysis and Recommendations
2. Earned-Income Workshops & Staff Trainings
3. 3 to 5-year Business Plan Design

FUNDRAISING

Fundraising requires commitment and hard work, but when done right, delivers rewards that far exceed the dollars raised. Blue Oak Consulting offers strategic guidance that empowers you to effectively engage donors, foundations and your broader community with your mission in a way that is effective and fulfilling. We teach the *art* of building your community and deepening your relationships with supporters as well as the *science* of developing sound strategies and systems to empower you to move forward with confidence. Our specialty is working with you to bring the art and science together in a cohesive and compelling way, whether funding a new capital campaign or sustaining your overall operations and programs.

Offerings:

1. Current Fundraising Program Review, Analysis and Recommendations
2. Board and Staff Trainings & Workshops
3. Capital Campaign Development & Strategic Guidance
4. 3 to 5-year Fundraising Plan Design

WHY BLUE OAK, *QUERCUS DOUGLASII*: Unique to California, and the most wide-spread of all the native oaks, the Blue Oak is often overlooked and under-appreciated for its tremendous resiliency and significance to the survival of so many other species. The Blue Oak endures the hottest and driest regions of any oak by employing a myriad of adaptations. As a seedling, the acorn focuses its energy on developing deep roots. Once the leaves begin to form, it develops numerous strategies to retain water and resist heat. During drought years, the trees become dormant, using previously stored food to fill their acorns. Acorns ensure the future generations of the Blue Oak, and sustain many other species that depend on them as a food source. The fate of the Blue Oak determines the fate of numerous California wildlife species.

BLUE OAK CONSULTING, ACORNS TO OAKS... GROWING RESILIENT NONPROFITS: Nonprofit organizations need to be as resilient as the Blue Oak. They are as vital to the communities they serve as the acorns are to so many animal species. Our name, Blue Oak Consulting, honors the thousands of nonprofits, and nonprofit professionals and volunteers who bring passion, talent and wisdom to their mission every day and through all seasons. Our expertise is in helping nonprofit leaders to quickly and smartly assess their organization's capacity, and to target the initiatives that will build resiliency and sustainability.

CURRENT AND RECENT CLIENTS

- POST (Peninsula Open Space Trust), State Park Business Planning
- Save the Redwoods League, State Park Business Planning
- Point Lobos Foundation / Monterey District, Joint Visioning Session
- Anza Borrego Foundation, Strategic Planning
- Sierra State Parks Foundation, Organizational Development, Staffing Plan
- Portola and Castle Rock Association, State Park Business Planning
- California State Parks, Business Planning, Fundraising Training & CAL Training
- Redwood Parks Association, Strategic Planning
- Together in Pajaro, Business & Strategic Planning
- Sonoma Petaluma State Historic Parks Association, Strategic Planning
- Angel Island Conservancy, Strategic Planning
- California State Parks Foundation, Fundraising, Technical Assistance Center
- Benicia State Parks Association, Strategic Planning
- NatureBridge, Marketing
- San Mateo Coast Natural History Association, Strategic Planning
- Fort Ross Conservancy, Strategic Planning, Fundraising Planning
- Friends of Santa Cruz State Parks, Business Planning
- Mountain Parks Foundation, Strategic Planning, Fundraising Campaign Planning and Implementation
- FoodLab Pacific School, Fundraising
- Vida Verde Nature Education, Fundraising and Campaign Management
- Santa Cruz Museum of Natural History, Fundraising
- Stewards of the Coast and Redwood, Operations Planning
- Mendocino Area State Parks Association, Operations Planning
- Marin State Parks Association, Strategic and Operations Planning
- United Camps Conferences & Retreats, Business and Fundraising Planning