

Getting the People that Will Get You There

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Forming a Steering Committee

- ✓ Identify project needs
- ✓ Identify people who meet those needs
- ✓ Recruit and involve the people identified



Identify Project Needs

Identify the needs the committee will fill for the project

- The project will need people with the knowledge and skills to carry out tasks
- The project will need people who have influence over, and represent, stakeholders
- The project will need people to provide leadership, direction and make decisions

Knowledge and Skills

- ✓ Research to understand problems
- ✓ Research to understand solutions
- ✓ Determine which stakeholders will have to take which actions to correct the problems, and how you get them to take those actions



Knowledge and Skills

The project will need people with the knowledge and skills to conduct research, find solutions and identify actions needed

Scientists

Extension

NRCS

DNR

SWCD

Media

Marketing Firms

Advertising/PR Agency

Grant-makers

Foundations

Influence Stakeholders

What is a stakeholder?

A stakeholder is someone who you will need to take some sort of action (or abstain from taking some sort of action) in order to meet the project's goals.

Farmers

Businesses

Community in General

Local Decision Makers

Environmentalists

Ag. Businesses

Media

Homeowners

Influence and Represent Stakeholders

In order for the stakeholders to take an action:

- ✓ The project will need someone to represent the stakeholder group's interests
- ✓ The project will need someone with knowledge about the stakeholder group
- ✓ The project will need someone with influence over the stakeholder group

Leaders and Decision Makers

The people selected not only need to possess knowledge, skills, and/or be influential, but they must also;

- Provide Leadership
- Provide Direction
- Make Decisions

Identify and Recruit the People Who Meet the Project's Needs

- ✓ Develop a contact list
- ✓ Develop a recruitment package and distribute to contact list
- ✓ Host an orientation meeting
- ✓ Offer formal invitations



Develop a Contact List

- ✓ Brainstorm people who fit the bill
- ✓ Invite local organizations to recommend a candidate



Brainstorm the People You Already Know

- ✓ Conservation and Environmental Group Members
- ✓ Board Members of Key Organizations-Banks, Charities
- ✓ Members of the Business Community-Marketing, Advertising, Accounting, Finance, Public Relations
- ✓ Teachers and College Professors
- ✓ Writers
- ✓ Foresters, Horticulturists, Nursery Operators
- ✓ Farmers
- ✓ Legislators and Local Officials/Decision Makers
- ✓ Geologists, Engineers, Agronomists, and Soil Scientists
- ✓ Professional Fund-Raisers

Ask for a Nomination

- ✓ Conservation and Environmental Groups
- ✓ Boards of Key Organizations
- ✓ Ad. and Marketing Organizations
- ✓ Department Heads at Local Universities,
School Principals
- ✓ Agricultural Organizations
- ✓ County Commission and Council
- ✓ Town/City Council

See Example

Develop Support Materials

✓ Develop a recruitment package:

- Cover Letter
- Recruitment Flyer

See Example

Other Recruitment Methods

- ✓ News Release
- ✓ News Advertisement
- ✓ Special Meetings



Make Appointments

- ✓ Make appointments to review the recruitment package with organizations, ask for nominations
- ✓ Make appointments to review the recruitment package with the people brainstormed, with nominees, and other people expressing interest
 - Invite them to an Orientation Meeting

Send Out Letters

- ✓ Send a recruitment package to organizations, request nominations
- ✓ Send a recruitment package to the people brainstormed, to nominees, and other people expressing interest
 - Invite them to an Orientation Meeting

Host An Orientation Meeting

- ✓ Choose a convenient time, location
- ✓ Give a presentation
 - Cover material in recruitment package
- ✓ Provide response card
(see example)
- ✓ Offer time for socializing, refreshments

The Benefits of Being Involved

- ✓ Improvement in the watershed, community and environment
- ✓ Representation of your interests
- ✓ Opportunities to further your interests
- ✓ Self satisfaction
- ✓ Leadership
- ✓ Pro-activity
- ✓ Economic improvement



Offer Formal Invitations

- ✓ Evaluate everyone expressing interest
 - Do they meet the project's needs?
- ✓ Offer invitations to those who meet project needs
 - Are all the necessary interests represented?
- ✓ Offer other opportunities for involvement, to those not selected to sit on the steering committee

Maintaining Interest

- ✓ Ensure members realize the benefits you promised
- ✓ Reinforce the need, and the direction
- ✓ Create a role for each member, utilize the expertise they possess
- ✓ Instill a sense of importance and belonging
- ✓ Keep each member informed, fresh facts
- ✓ Keep meetings on track, and interesting
- ✓ Appoint a leader

What to include in a Steering Committee Recruitment package:

Cover Letter

Recruitment Flyer, which includes:

- Mission and Vision of the watershed group: If these are incomplete, say so
- Goals & Objectives: If these are incomplete, say so
- Legal Authority: Explain why the group exists, if the group is empowered to handle money, has any legal status, etc.
- Major Issues: List 2 or 3 of the issues/concerns that led to formation of the project
- Major programs & activities: If none have occurred yet, mention a few that are planned or that the group is considering
- Funding sources: List any grant funds, matching funds, SWCD funds, etc.
- Job Description: List duties, responsibilities, time-commitment, etc.
- Benefits of being on the Steering Committee: Highlight the benefits the individual, interest groups, and community will receive from involvement

Sample Recruitment Letter to Organizations

Adapted from NACD Recruitment Reference Book

{on watershed group or sponsor letterhead}

Name
Address
City, State Zip

Dear _____,

The _____ Watershed Partnership (Partnership) is currently recruiting members for our Steering Committee. The Partnership is looking for individuals interested in improving water quality in the _____ watershed, and who have the time to commit to the community. We ask your organization to consider nominating someone to sit on this steering committee. A representative from your organization could provide the Partnership with _____ skills and/or knowledge.

Included with this letter, you will find materials to explain the Partnership's purpose, goals, major issues, programs, funding sources, and expectations of committee members. The Steering Committee will provide the leadership and direction for the Partnership.

Consider what your organization has to gain by having a representative serve on the Partnership's Steering Committee. Please fill out and return the enclosed response card. Contact _____ at _____ for more information.

The _____ Watershed Partnership appreciates your support.

Sincerely,

Title

Sample letter to individuals

{on watershed group or sponsor letterhead}

Date
Name
Address

Dear _____:

Our watershed restoration project, *Clean Up the Crawdad*, is seeking committed, enthusiastic volunteers to serve on our steering committee, subcommittees, and during project activities. We are looking for community residents who are interested in conserving natural resources, improving water quality, and enhancing the recreational use of Crawdad Lake.

Clean Up the Crawdad is a locally-led initiative formed to restore and protect water resources in the Crawdad Lake watershed, in order to provide high-quality recreational opportunities for area residents. Members and supporters include the Hushpuppy and Mudflat County SWCDs, county commissioners, county health departments, county highway departments, the state Fish & Game Commission, the Gatorville Rotary and Grange, agricultural commodity organizations, the Crawdad Lake Association, and Infinite Bass. Included with this letter, you will find materials to explain the Partnership's purpose, goals, major issues, programs, funding sources, and expectations of committee members.

Review the enclosed information and pass it along to others, and consider what you can gain by participating. Please fill out and return the enclosed response card. Contact the Watershed Project Coordinator, Sally Coordinator, at _____ for more information.

Sincerely,

Title

Clean Up the Crawdad

Clean Up the Crawdad (CLUC) is a non-profit, volunteer umbrella group representing conservation organizations and interests in and around Crawdad Lake

Mission: To protect and restore water quality in Crawdad Lake through coordinated community and agency efforts.

Vision: A beautiful, healthy lake in a thriving community!

Issues & Concerns: The following are the top four concerns expressed by the current members of the steering committee:

- Algae blooms and weeds in the lake
- Unrestricted boating activity
- Reduced quality of fishing
- Beaches closed due to pollution

Goals & Objectives: Some of the things that have been suggested for our watershed plan include the following. The plan is in progress, with an expected completion date of December 2002.

1. Reduce sediment and nutrient loading to the lake to sustainable levels by 2010.
 - Plan and implement a farmer-to-farmer advisor program to assist agricultural producers in using minimum impact tillage practices.
 - Obtain funding to assist agricultural producers in developing and implementing nutrient management plans.
 - Institute the Yard-Guard education and information program for homeowners in the watershed.
2. Manage boating, swimming, and fishing on the lake in a sustainable manner that meets the needs of recreational users by 2005.
 - Working with marinas and boat owners, establish no-wake zones and motor size limits.
 - Obtain funding for two additional marine pump-out stations.
 - Working with boat owners and IDNR Fish & Wildlife Division, implement the Zero Zebra Mussel invasive species reduction program.
 - Working with homeowner's associations, lake associations, and the Mudflat County Health Department, eliminate beach closings due to high bacteria counts.
 - Obtain funding for a study to determine the fish community health in the lake, and make recommendations for stocking and management based on carrying capacity and recreational fishermen's needs.

Legal Authority: CLUC is a non-profit volunteer organization. CLUC has partnered with the Bayou Resource Conservation & Development board and the Mudflat and Hushpuppy County Soil & Water Conservation Districts in order to carry out this effort. Grants and other financial matters are administered by the Bayou RC&D.

Activities: In addition to the objectives outlined above, the CLUC Steering Committee plans an annual lake-shore trash pickup, a community hazardous materials collection day, and a canoe trip and barbecue on Crawdad Creek next spring. Residents and organizations in the area will be informed of these events and other project news in the *Cry of the Crawdad*, published quarterly.

Funding: CLUC recently received a two-year planning grant for \$250,000. Funds are being used to employ a watershed coordinator, monitor water quality, map the watershed in GIS, and develop a watershed management plan. Additional support for CLUC activities is being sought from corporate sponsors.

How Community Members Can Get Involved

- Serve on the Steering Committee
- Serve on a Subcommittee
- Volunteer for a Project

Job Descriptions

Steering committee members

- Serve a two-year term on a 15-member steering committee, comprised of community members representing diverse interests
- Work with the committee to prepare strategic and annual plans of work
- Work with the committee to develop projects to achieve mission and goals
- Work with the committee to assign tasks to committees and staff
- Provide direction and leadership to committees and staff
- Provide financial direction
- Actively relay project information to the community and interest groups
- Participate in the development of the watershed plan
- Be available to meet on the first Tuesday of each month at Pete's Fish & Ribs in Gatorville, from 6:30 to 8:30 PM.
- Meet more frequently, as the project requires
- Attend and support CLUC activities

The public is welcome to attend and provide input to the committee's decisions

Subcommittee members

- Work with the committee of choice (Planning, Assessment, or Outreach)
- Serve at least a one-year term
- Meet as frequently as needed to complete projects
- Committee chair is expected to attend the monthly steering committee meeting

Project volunteers

Participate in an activity such as:

- Information collection
- Trash pickup
- Canoe trip

The Coordinator will let you know when events are planned

The Benefits of Getting Involved

By participating in Clean Up the Crawdad, you can:

- Be a voice for citizens of your community
- Represent a particular interest group
- Have the satisfaction of helping to restore the lake so everyone can enjoy it
- Be recognized as a community leader
- Learn more about water resource protection and restoration
- Contribute your unique knowledge and skills
- Meet and work with great folks, and have a lot of fun!

To get involved fill out the enclosed postcard

For more information call Sally Coordinator at 805-260-1234, or drop into the Hushpuppy or Mudflat County SWCD office any weekday from 8:00 to 4:00

We need you now!

Yes, Sign me up to be involved in the CLUC:

- Steering Committee
- Planning Committee
- Assessment Committee
- Outreach Committee
- Project Volunteers

Name: _____

Address: _____

Phone: _____

E-mail: _____

STAMP



Mail To:
CLUC
Crawdad Lane
Lakeville 11111-1111

From: CTIC Know Your Watershed — Building Local Partnerships

PARTNERS & CONTRIBUTIONS

<i>Mass Media</i>	<ul style="list-style-type: none">◆ Coverage of watershed events◆ Human interest stories◆ Understanding of local information needs◆ Ability to get information out quickly
<i>Landowners & Managers</i>	<ul style="list-style-type: none">◆ Trustworthy information sources◆ Role models◆ Peer pressure
<i>Financial Institutions</i>	<ul style="list-style-type: none">◆ Influence over management decisions◆ Linkage with landowners◆ Prestige for partnership◆ Funding for programs
<i>Agri-businesses & Industries</i>	<ul style="list-style-type: none">◆ Distribute information and influence decisions◆ Sponsor field days and demonstrations◆ Donate equipment and services◆ Funding for programs
<i>Farm organizations</i>	<ul style="list-style-type: none">◆ Credibility and visibility for programs◆ Existing communication channels
<i>Environmental & Conservation Groups</i>	<ul style="list-style-type: none">◆ Knowledge of environmental constituencies◆ Awareness of problems and issues◆ Committed and knowledgeable memberships
<i>Local Elected Officials</i>	<ul style="list-style-type: none">◆ Political leadership and credibility◆ Land use and resource management decisions◆ Financial support for projects
<i>Local Government Agencies</i>	<ul style="list-style-type: none">◆ Financial and technical support◆ Policies and decisions that affect the watershed◆ Logistics, equipment, and related support◆ Data collection and analysis expertise
<i>Chambers of Commerce</i>	<ul style="list-style-type: none">◆ Compatible, broader goals for local economy◆ Concerns and interests of businesses
<i>Students</i>	<ul style="list-style-type: none">◆ Influence over efforts in the future◆ Time and energy for “repetitive” tasks
<i>Teachers</i>	<ul style="list-style-type: none">◆ Influence over values and beliefs◆ Ability to shape future generations◆ Source of information
<i>Women’s groups</i>	<ul style="list-style-type: none">◆ Influence over family decisions◆ Interest and concern for health issues◆ Ability to mobilize and motivate members
<i>Religious leaders</i>	<ul style="list-style-type: none">◆ Commitment to stewardship◆ Ability to appeal to higher values◆ Credibility and legitimacy
<i>Retired persons</i>	<ul style="list-style-type: none">◆ Time and talent for teamwork◆ Understanding of local conditions◆ Credibility in community
<i>Civic organizations</i>	<ul style="list-style-type: none">◆ Ongoing program activities◆ Interest in and concern for community◆ Fund-raising skills