



## Successfully Supporting Your Watershed Efforts

*A workshop for people seeking resources to protect or improve their local waters.*

November 9 from 9:00- 3:30 pm

Location: Fayetteville: City of Fayetteville Public Works Commission, 955 Old Wilmington Rd, Fayetteville, NC 28301

### Workshop Objectives

As a result of the workshop, participants:

- *Understand aspects to developing a sustainable watershed support strategy that includes:*
  - A diverse range of resources groups can use to meet goals, including financial, volunteer, partnering organizations' in-kind resources
  - A diverse range of funding sources including grants, donations, sponsorships, fundraising events, membership dues, earned income
- *Are aware of federal, state, municipal, and private funding sources, including*
  - Funders' goals, types of projects and organizations that various sources fund, timelines, amounts available, administrative and cost share requirements
- *Understand the importance for planning ahead for funding success, including:*
  - The role of partnerships and developing broad support for your efforts (friend-raising)
  - Telling a compelling watershed/community story (public relations and marketing)
  - Planning strategically for addressing watershed goals and being prepared to jump in to make the ask
- *Understand basics of how to write a successful grant proposal*
  - Finding the right sources, finding the right applicant, matching organizational & watershed goals with funder goals, using good grant-writing practices
- *Expand their local, regional, and state-wide networks*
  - New partnerships are formed

<http://ncwatershednetwork.org/sustainably-funding-your-watershed-efforts/>

## Workshop activities

Activity	Description	Speaker/facilitator
<i>Introductions/ice-breaker</i> 9-9:20	Quick overview- what is NCWSN? Who is here? What makes us similar?	Grant Parkins, UNC Institute for the Environment
<i>Reflective Exercise in pairs</i> 9:20- 9:35	One on one discussions to explore why I'm here and a vision for how a support plan will help my efforts.	Facilitated by Christy Perrin, Water Resources Research Institute
<i>Local case studies</i> 9:35-10:35	Local watershed organizations share strategies and stories about how they fund and support their work.	<ul style="list-style-type: none"> <li>Catherine Deininger/Karen Hall, <a href="#">Robeson Creek</a> and <a href="#">Loves Creek</a> watershed groups</li> <li>Emily Sutton, <a href="#">Haw River Assembly</a></li> </ul> Moderated by George Matthis, <a href="#">River Guardian</a> Foundation.
<i>Break/networking</i>		
<i>Presentation of various grant funding sources</i>  10:45 – 12:00	Lightening round presentations from key watershed funding organizations followed by discussion session.  Introducing a new funding matrix from NCWSN for researching funding options.	<ul style="list-style-type: none"> <li>Maya Cough-Schulze/Heather Jennings; NCDWR <a href="#">EPA319</a> and 205(j) programs</li> <li>Amin Davis; NCDWR Water Resources Devpt Grants</li> <li>Justin Mercer; Clean Water Management Trust Fund</li> <li>Francine Durso; Division of Water Infrastructure (invited)</li> <li>Amy Strecker; Duke Energy Water Resources Fund</li> <li>Joey Hester; NC Division of Ag</li> </ul> Moderated by Jen Schmitz, Triangle J Council of Govts.
<i>Lunch and networking break</i> 12:00- 12:45	Opportunity to talk with funders and participants.	
<i>Grant writing for success</i> 12:45- 2:00	Following a brief presentation on best practices for grant writing, participants will write a “mini-grant” proposal. Will you get funded?! Plan your proposal and get real-time feedback.	Holly Miller, Town of Wake Forest Christy Perrin, WRRRI
<i>Planning for fundraising- fundraising for planning</i> 2- 2:30	What do you do first? Why? How? (OR 3 <sup>rd</sup> local case study)	Facilitated by Rick Savage, <a href="#">Carolina Wetlands Association</a>
<i>Expanding outside the box of grant funding</i> 2:30- 3:00	Facilitated brainstorm and follow-up discussion	Facilitated by Paul Clark, NC Division of Water Resources
<i>Explore your dreams and realities</i> 3:00- 3:30	What funds are available to your group and how can you build capacity to support your efforts?	Facilitated by Grant Parkins, UNC-IE