



Successfully Supporting Your Watershed Efforts

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

- Monday, Oct. 23, 2017: Mount Olive University, New Bern

1) 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	Who is involved/details
<i>Introductions/ice-breaker</i> 9:30-9:50	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> 9:50-10:05	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/regional case studies</i> 10:05-11:05	Local watershed organizations share strategies and stories about how they fund and support their work.	Sarah King, NC Coastal Federation Pat Donovan Potts, City of Jacksonville
<i>Break/networking (10)</i> 11:05-11:15		
<i>Presentation of various grant funding sources</i> 11:15- 12:30	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"> • Maya Cough-Schulze/Heather Jennings; NCDWR EPA319 and 205(j) programs • Amin Davis; NCDWR Water Resources Devpt Grants • Damon Hearne; Clean Water Management Trust Fund • Francine Durso; Division of Water Infrastructure (invited) • Amy Strecker; Duke Energy Water Resources Fund • Joey Hester; NC Division of Ag • Stacey Feken, Abermarle Pamlico Estuary Partnership Moderated by Jen Schmitz, Triangle J Council of Govts.
<i>Lunch and networking break</i> 12:30- 1:15	Opportunity to talk with funders and participants.	
Grant writing for success 1:15- 2:45	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 OR 3rd local case study</i> 2:45-3:15	What do you do first? Why? How? (OR 3 rd local case study)	Facilitated by Rick Savage, Carolina Wetlands Association
<i>Expanding outside the box of grant funding</i> 3:15-3:45	Facilitated brainstorm and follow-up discussion	Facilitated by Gloria Putnam, NC Sea Grant
<i>Explore your dreams and realities</i> 3:45-4:00	What funds are available to your group and how can you build capacity to support your efforts?	Facilitated by Grant Parkins, UNC-IE

