

Tools for re-engaging your watershed organization

Organization: Alliance for Aquatic Resource Monitoring

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Abstract Title: Tools for re-engaging your watershed organization

Do you work with watershed volunteers or are you a watershed volunteer? If so, what do you notice about your group's dynamics? Have you experienced the same leadership for a while? Has the momentum of the group faded? Are you wishing that someone else would step up and share the burden of leadership activities? If you answered yes, then this session is for you. In the larger watershed community it is common for the energy and number of volunteers to ebb and flow. All too often groups form in response to an issue and don't develop a strategic plan from the get-go. That is okay, strategic planning is a tool that can be implemented at any time. The Alliance for Aquatic Resource Monitoring (ALLARM) has found that when volunteer watershed groups go through a strategic planning process it can help solidify a group's mission and help with volunteer recruitment. This 90 minute session will expose participants to tools that aid watershed groups in starting a strategic planning process as well as key elements to recruiting and engaging new volunteers. Through hands-on activities, participants will create the initial building blocks to re-engage their community.