



**Protecting Freshwater Resources *Together***  
**Working Together to Better Engage Our Communities**

**An Interactive Day for**  
**Water and Land Conservation Organizations**

**Thursday, November 8, 2012**  
**9:30am to 4:00pm Eastern**  
**Flint, Michigan**

**AGENDA**

- 9:00 Registration and continental breakfast
- 9:30 Introductions, logistics, goals for the day
- 9:40 Getting to know you exercise  
*Please bring a set of your outreach materials to share*
- 10:00 What watershed protection organizations do, what land trusts do, and what is most important for us to know about one another
- 10:30 Share your stories from your own organization and how you've partnered with others
- 11:00 Break
- 11:10 Community engagement
- So what? Who cares?
    - Does your community identify with what you do?
    - Do you value your community's priorities?
  - What is your community relevance IQ?
    - What engaging with your community *really* means
    - The remarkable benefits of involving your community
  - How will connecting with your community help you better protect freshwater ecosystems?
- 12:15 Lunch

- 1:00 Community engagement
- How we talk about what we do
    - Determining, designing, and disseminating your mission with your community in mind
  - How to be inclusive and engage our communities in a meaningful way
  - How do land trusts incorporate freshwater protection strategically into their everyday work and everyday messages? How do watershed groups incorporate the importance of land conservation?
  - How can land trusts and watershed groups find common ground to better partner with each other to serve the needs of their communities?
- 2:30 Break
- 2:45 Small group discussion
- Based on *common ground elements*, discuss how your groups can *better utilize the tools you already employ* to more deeply instill the protection of freshwater ecosystems in your organizations and your communities
    - Think about how to apply this knowledge:
      - How can YOUR organization work better with others to engage your communities?
      - What will YOU change in the next year?
- 3:30 Sharing lessons learned from small group discussions
- New partnership ideas that were formed
  - Innovative ideas
- 3:45 Brainstorm
- Share lessons learned of what has worked or what hasn't worked in your current partnerships re: non-traditional allies that have made a difference (or not); attempts at community engagement that wildly succeeded or spectacularly failed
- 4:00 Adjourn
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