



DRRP Funding Update and Communications Plan Overview

Partnership Meeting
April 2, 2015
Montrose, CO

Long-term Budget Cost Projections 2015 - 2020

Year	Total Cost	Funding Secured/P ending	Funding Gap (low end)	Funding Gap (high end)
2015	\$807,759	\$765,294	\$42,465	\$122,494
2016	\$583,559	\$460,529	\$123,029	\$411,529
2017	\$254,869	\$154,434	\$100,434	\$182,434
2018	\$264,869	\$164,434	\$100,434	\$192,434
2019	\$133,505	\$74,252	\$58,252	\$98,252
2020	\$108,505	\$42,252	\$60,252	\$72,252
Total	\$2,152,566	\$1,667,197	\$442,903	\$1,079,897

Funding Plan

- ◉ Continue to work with the BLM to channel funding through the Healthy Lands Initiative Program and other budgeting processes
- ◉ Advocate for replenishment of the Species Conservation Trust Fund with CPW
- ◉ Continue to apply for grants (past and new programs)
- ◉ Identify and outreach to new foundations
- ◉ Develop an individual donor campaign
- ◉ Thank current funders and take them out into the field
- ◉ Other – pursue new opportunities as they surface e.g. new CO legislation
- ◉ Complete the Communications Plan

Background on the DRRP Communications Plan

- **November 2013 partnership meeting**

- Several break-out groups all reached the same conclusion: we need communication tools

- **April 2014 partnership meeting**

- Communications needs affirmed in DRRP Transition Plan for Monitoring and Maintenance

- **April 2015 partnership meeting (yep, today)**

- Review the components of the plan
- Get your feedback on the plan's goals
- Identify other key successes to capture in messaging
- Agree to next steps for completing the plan

So, what's our current status around DRRP communications?

- Identified what we could do in-house (e.g. continued outreach, developed a **DRAFT** communications plan)
- Identified where we needed external support (e.g. developing marketing tools, branding)
- Developing an RFP for a Creative Services Marketing Consultant

The communications plan itself: three main sections

- Four communications goals and associated strategies
- Current language for partners to apply in their respective outreach efforts
- Target audiences and key action items for achieving these goals

Communications Goals

- **Goal 1:** Garner financial support from existing and new funders.
- **Goal 2:** Support a lasting constituency of local stewards and advocates for the Dolores River.
- **Goal 3:** Share lessons-learned to enhance restoration outside the Dolores River Basin.
- **Goal 4:** Keep DRRP partners motivated and engaged.

Goal 1: Garner financial support from existing and new funders.

STRATEGIES:

- ◉ Share success stories with and thank existing funders
- ◉ Outreach to new funding sources, including potential private donors (individuals, tourists, communities, local businesses)
- ◉ Outreach to BLM and state agencies to share successes and secure future funding
- ◉ Host field trips for past, current and future funders
- ◉ Develop unifying set of messages and marketing
- ◉ Establish a Speakers Bureau

Goal 1 - Actions

- In January 2015, Implementation Subcommittee works with Matt Azhocar and Bruce Rittenhouse to provide metrics for BLM's Healthy Lands Initiative; continue to provide Matt and Bruce with success stories tied to BLM priorities
- In April, send out 2014 Annual Report to funders with thank you notes
- Working with TC, SCC, TNC staff to ramp up capacity for individual giving campaigns

Goal 2: Support a lasting constituency of local stewards and advocates for the Dolores River

STRATEGIES

- Conduct community engagement events and trainings in the watershed (e.g. working with schools on learning projects)
- Develop unifying set of messages and marketing resources (e.g. brochures, power points, etc...) to portray the importance and benefits of long-term stewardship



Goal 2 - Actions

- Work with Wildlands Restoration Volunteers to develop October 3 - 5th volunteer project in Bedrock, CO
- Work with Gateway Canyons Resort to optimize regional use of Dolores River Educational Interpretive Trail in Gateway, CO



Goal 3: Share lessons-learned to enhance restoration outside the Dolores River Basin.

STRATEGIES

- Continue to pursue opportunities to share lessons learned by publishing articles on best practices, presenting at conferences, and posting relevant materials on the website
- Develop unifying set of messages and marketing resources (e.g. brochures, powerpoints, etc...) to portray the expertise of DRRP

Goal 3 - Actions

- In February 2015, Peter and Mike present DRRP lessons learned at *Advancing Riparian Restoration in the West* Conference in Albuquerque, NM
- In June, Daniel attends USGS Restoration Workshop in Flagstaff to share lessons learned



Goal 4: Keep DRRP partners motivated and engaged.

STRATEGIES

- Formally thank partners for their participation (e.g. at partnership meetings, printing and distributing t-shirts)
- Host partnership meetings that include a fun/education component
- Develop unifying set of messages and marketing resources to portray the importance of collaboration and progress towards shared goals using unified messages and tools



Goal 4 - Actions

- At partnership meetings, in briefings, and in outreach, express our gratitude and continue to identify how we can support each other
- Make partnership meetings and community events fun and engaging (um, can you say DRRP Cake?)



So, what do you think of the Communications Goals?

- **Goal 1:** Garner financial support from existing and new funders.
- **Goal 2:** Support a lasting constituency of local stewards and advocates for the Dolores River.
- **Goal 3:** Share lessons-learned to enhance restoration outside the Dolores River Basin.
- **Goal 4:** Keep DRRP partners motivated and engaged.

Messaging – key successes?

- Plan currently highlights the following:
 - 1279.85 acres of tamarisk initially treated
 - 1,500 acres of secondary weeds treated
 - 236 youth hired and trained
 - 400 volunteers recruited and 3,029 hours of time donated
 - More than 20 local contractors hired
 - More than \$4 million invested in region's economies
 - 25 river-side campsites improved
- Other???

Next steps (proposed)

- Core Team completes the draft plan
- Send plan to DRRP for comments
- Completed by end of April
- Hire Marketing Firm



Questions?