

# 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 mains 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

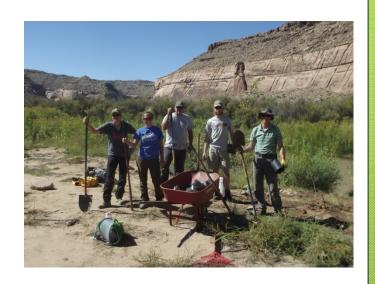
#### Goal 1 - Actions

- 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?