

Crawfordsville Networking Session Notes
November 20, 2008Fundraising

Hendricks Co Partnership for Water Quality.

- Have business sponsors and put name on banner. Raised \$7K last year. Gave out T-shirts with sponsors on back. One year for cost of one week in local paper. Funds education program. Also recognize sponsors at annual meetings and in newsletters and website, and sponsors get free advertising this way
- Public service announcement at movie theatre- about \$10K for the year. Tippecanoe Co- 3 theatres, 25 screens, \$14K.
- Sullivan County- Wanted to see how they could build partnerships in Busseron, not just ask for money. “Do it for the shrimp” slogan grew out of lunchtime discussion. Got free stuff from shrimp-related businesses. Tie water quality to something they love. Working with mine industry created more contacts with wetlands, federal agencies, consultants. What do you get; what do we get partnership. Took time and effort.
- Gibson Co SWCD sending letters asking for sponsorships. Raised \$7K last year. Work with oil industry to plug old wells and remediate brine spill areas. Sponsor for field days and provide food.
- Rush and Shelby Cos. paying about 2/3 of SWCD educator cost from solid waste district.
- Bartholomew Co Solid Waste District recycling center- hosted demonstration bioswale for watershed project. High profile area for demo.
- Partnered with water company.
- Community foundation likes to help and see their name on it. They would help support a library, but would not help start it.
- Look at successful grant applications. If signage and recognition are important, see that the funder gets those things.
- University science departments as partners for collecting data, getting additional in-kind match.
- TipMont REMC “envirowatts” for funding projects.
- Lake associations promote their work as health, revenue, property value related. Promote to local funders. What are water resources contributing to health, welfare and economy of your county?
- Knox Co SWCD documenting dollars brought in to county because of watershed coordinators/projects. Sample letter from local supervisor that documented how soil was prevented from being lost.
- Leveraging sheet available to all SWCDs. Shows for every dollar to SWCD, how much is put back into county. Need to be proactive in letting county know what is being done.
- Marion County SWCD- In Indianapolis, send weekly news release to city government, county, conservation organizations. Send news releases to local weekly papers.
- Rush County-Used chamber of commerce as partner to send out news information.
- Getting neighborhood associations- city, realtors, MS4 is trying to meet and maintain contact with homeowner associations.

- Purdue.edu.watersheds water monitoring groups and watershed groups located (Watershed Groups Finder)

Busseron Watershed Project Website

- Built with Frontpage. Wanted fast to download pages and use because many users have slow internet connections, dial-up. Surfed watersheds and picked out the things they liked the best.
- Graphics done in Photoshop.
- Web application with drop of water icon that can be moved anywhere in the state . Shows where the water goes. Can be downloaded from IASWCD website.
- www.busseron.org Hosted by Sullivan county Library through grant from Gates Foundation.
- Now posting watershed plan updates to website instead of sending out to committee.

Discussion on websites:

- LARE considering changing product for diagnostic study to a website format.
- www.techsoup.org for 501(c)3 organizations to get reduced-fee software.
- Created website for central Indiana watersheds with Clean Water Indiana grant. www.marionswcd.org . Select 'Central Indiana Watershed Website'.
- Steuben Co Lakes Council and Lake Manitou Association have done some work on value of lake property. USFW has done some work on economic value.

Successful Workshops, Cindy Muffett, Clinton Co SWCD

- Advertising- Brochure to schools in county, distributed to all elementary students.
- Volunteers- food from local grocery, manufacturer. Served by boy scouts
- Rain erosion simulator borrowed from Boone Co SWCD, Jay Tranbarger 765-483-4489
- Fly tying, snakes alive, erosion table
- Surveyed people when they came to pick up door prizes later.

Discussion on Outreach ideas:

- Clay County Nature Bowl- During school day in fall.
- Tippecanoe youth action days- Troubled youth; better than picking up trash.
- Project WET teachers' workshop- Feb 28, 2009 in Tippecanoe County. Can get continuing education credits.
- Pond workshops- physical, wildlife, water quality. Speakers from Purdue.
- Cultural fair/ Latino Festival- Demonstrated enviroscape with labels in Spanish.

Partnerships with MS4 Communities – MCM1 and MCM2, Don Emmert, Tippecanoe Co SWCD

- Survey that people can take online. On door hangers. Results reported at 4-H Fair.
- Volunteers- boy scouts, master gardeners
- Promote national awareness week- Ground water, drinking water
- 4-H soil and water conservation projects- Always looking for adult supervisors for the projects.

Cost-Share Programs

- Lost motivation and momentum in gap between planning and implementation. Another watershed- followed planning immediately with implementation. Advertising in planning phase helped promote cost-share.

- TNC High Residue Corn Protection Program - BMP challenge, American Farmland Trust through Arrowhead RC&D. No-till and nutrient reduction. Track gain or loss in the end. BMP challenge pays producer in the end. Enrollment seems down; need local contacts.
- Ag. Drainage ditches - Pictures on The Nature Conservancy website www.tnc.org
- Permitting can go well or can take a long time.
- Rain barrels- White River Watershed in Delaware County- barrels from local Pepsi bottling plant.
- Hoosier Heartland RC&D – Contact them for information they have on rain barrels