



## 2017 Every Day Capacity Building Grantees

### 1. California Historic Route 66 Association, CA

Project Type: Communications

*California Historic Route 66 Association (CHR66A) will hire a web design firm to upgrade its existing website content to include an interactive map with information on the variety of outdoor activities that can be accessed from Route 66. In addition to listing potential recreational activities to be enjoyed on the public land, the website will also include information on topics like desert safety and respecting the desert environment. All webpages will be compatible with a variety of platforms, including laptops, tablets and phones.*

### 2. Fort Greene Park Conservancy, NY

Project Type: Technology

*The Fort Greene Park Conservancy (FGPC) recently transitioned from an all-volunteer to a staffed organization. With two full-time employees on staff, FGPC would like to update their current nascent technological infrastructure to increase staff members' ability to carry out operations. Grant funds will be used to purchase two computers, software, a printer, and to install a phone and internet line in the office.*

### 3. Franklin Grove Creek and Preservation Corporation, IL

Project Type: Technology

*Franklin Grove Creek and Preservation is currently without a functional website. Grant funds will be used to commission the creation a new web platform that is user-friendly, engaging and multi-functional. After the culmination of the grant period, updates will be done internally at a lower cost and at reduced staff time than were previously capable.*

*The new site will offer opportunities for the public to engage with the organization including:*

- *a payment platform to make donations, purchase event tickets, rent the facility, and purchase crops;*
- *a phenology board where the public can input the latest information on plants and birds found on-site;*
- *the capability to upload videos as well as pictures;*
- *volunteer registration;*
- *downloadable maps including trails and shelters;*
- *sign-ups for the e-newsletter.*

### 4. Friends of Black Rock – High Rock, NV

Project Type: Strategic Planning

*Grant funds will be used to hire an outside facilitator to conduct a strategic planning session. Activities will focus on board orientation and development for five new board members. A professionally facilitated session will help board and staff members collaborate more effectively. FBRHR hopes to develop a multi-year strategic plan that will increase the effectiveness of the organization. This multi-year plan will guide the staff and board of directors in fulfilling the mission and vision of the organization and be the driving*

*force for all organizational activities. It will incorporate both short and long-term goals for the organization with clear indicators for implementation along the way.*

#### **5. Friends of Cibolo Wilderness, TX**

Project Type: Communications

*Grant funds will be used to build a modern, streamlined website which will enhance communication about important environmental conservation projects. The website will also support donations, event sign-ups, and ticket sales. Friends of Cibolo Wilderness (FCW) will work with a local website design firm to modernize and streamline their online presence in order to attract followers and financial supporters. The web consultant will design the framework for the site while FCW staff and subject-matter experts will provide content. The consultant will also provide staff training so that the organization is equipped with the internal capacity to make updates, ensuring that content is current and relevant.*

#### **6. Friends of Colorado State Park, CO**

Project Type: Strategic Planning

*Friends of Colorado State Park (CSP Friends) partners with Friends Groups at individual State Parks throughout Colorado. Of the fourteen local Friends groups, ten are fully functioning independent non-profit organizations. In 2016, CSP Friends assisted four new individual state park Friends groups with establishing their independent status. In 2017/18, CSP Friends will like to start up one new additional local Friends group at Cherry Creek State Park and continue helping the four groups created in 2016 (Friends of Steamboat Lake, Trinidad, Lathrop & Mueller State Parks). Grant funds will help to cover the costs of a professional consultant who will develop two new trainings, provide mentoring/coaching opportunities, develop a tracking method to document groups' progress, and provide tailored assistance to the local Friends groups.*

#### **7. Friends of Deckers Creek, WV**

Project Type: Staff Training

*Grant funds will be used to provide the two full-time employees of Friends of Deckers Creek (FODC) with professional development in fundraising in order to execute a new member outreach campaign. FODC's overall goal is to increase its fundraising efforts and to ensure a greater return on investment, thereby increasing the organization's fiscal sustainability and longevity.*

#### **8. Los Amigos de Valles Caldera, NM**

Project Type: Communications, Fundraising

*Grant funds will be used to commission a custom graphic to be printed on a supply of t-shirts and water bottles that will 1) fulfill the uniform requirement of the organization's partner agreement, 2) be sold in the newly established bookstore, and 3) drive fundraising-membership campaigns over the next 3-5 years.*

*Acquiring t-shirts with a custom graphic to serve as a partner uniform will allow Los Amigos to promote volunteerism and recruit members at park events throughout the year, all while promoting brand recognition. To design the graphic, Los Amigos will commission Wild Tribute, an established vendor with products in national parks nationwide that donates 4% of its profits annually back to public land partners.*

*The remaining t-shirts will be sold in the bookstore with expected net revenues of over \$5,800, which will pay for the development of a standardized volunteer training program and associated orientation materials. Funding will be used to develop new membership materials and support the creation of a joint newsletter.*

### **9. Maymont Foundation, VA**

Project Type: Technology

*The Maymont Foundation will use grant funds to provide Advanced EXCEL training for their Database Manager and to conduct a comprehensive assessment of Raiser's Edge database for use in organizing their 55,000 constituents and staff. The training and assessment will streamline processes for prospect and donor management.*

### **10. Missouri River Relief, MO**

Project Type: Finance

*Missouri River Relief (MRR) has grown in size and now needs a more sophisticated, up-to-date accounting and bookkeeping system in place to keep pace with its expanding needs. ArchTech, LLC has been hired to implement a new accounting and books system for MRR, and to train an employee to use and manage it. In addition, ArchTech will help staff generate more sophisticated reports that provide meaningful, real-world insights into operations and that give a greater ability to respond to stakeholders' requests for information.*

### **11. Montana Wilderness Association, MT**

Project Type: Strategic Planning

*Montana Wilderness Association (MWA) will develop a 5-year strategy for their trail stewardship program; one that is currently being restructured to better meet the needs of Montana's National Forests. Grant funds will enable MWA's Stewardship Director to convene meetings with USFS recreation managers, other partner Friends Groups, former volunteers, and marketing experts in order to build a programmatic strategy that best meets USFS needs and leads to strengthened volunteer engagement.*

### **12. Savannah Tree Foundation, GA**

Project Type: Strategic Planning

*As a strategic partner of the City of Savannah, the Savannah Tree Foundation (STF) is developing a Bacon Park Forest (BPF) master plan. The next step in the planning process is to educate the public, ascertain public opinion, and identify funding opportunities. With public input, the City and STF will determine the strategic direction for BPF. The investment in building public engagement and funding sources will increase awareness of STF and strengthen its position as a community partner.*

*Grant funds will be used to contract a planning consultant to manage public engagement. Two public charrettes will be held to discuss the best options for BPF. The consultant will work with local media to increase awareness and encourage public participation. The consultant will also research potential funding sources for implementation stages.*

### **13. St. Croix River Association, WI**

Project Type: Technology

*St. Croix River Association (SCRA) will purchase a new donor system to track donor services and to better coordinate outreach efforts. A new system will eliminate duplicative procedures and outdated information that impedes the organization's business processes. SCRA will contract with NeonCRM to transfer the organization's donor data and to implement the new system. Two staff members will manage the system after its implementation. All other SCRA staff will have limited access to functions which pertain to their needs, ensuring data integrity.*