

# The Benefit of Having Strong Partnerships

@bsteckart – Washington and Waukesha County Aquatic Invasive Species Coordinator

# Quick Outline

- Grant funded positions in Government and non-profits
- Why partnerships are important
- Who should you partner with?
- 3 Types of match and how to get it
- 3 Types of partners once you have a strong partner base
- The numbers and success stories



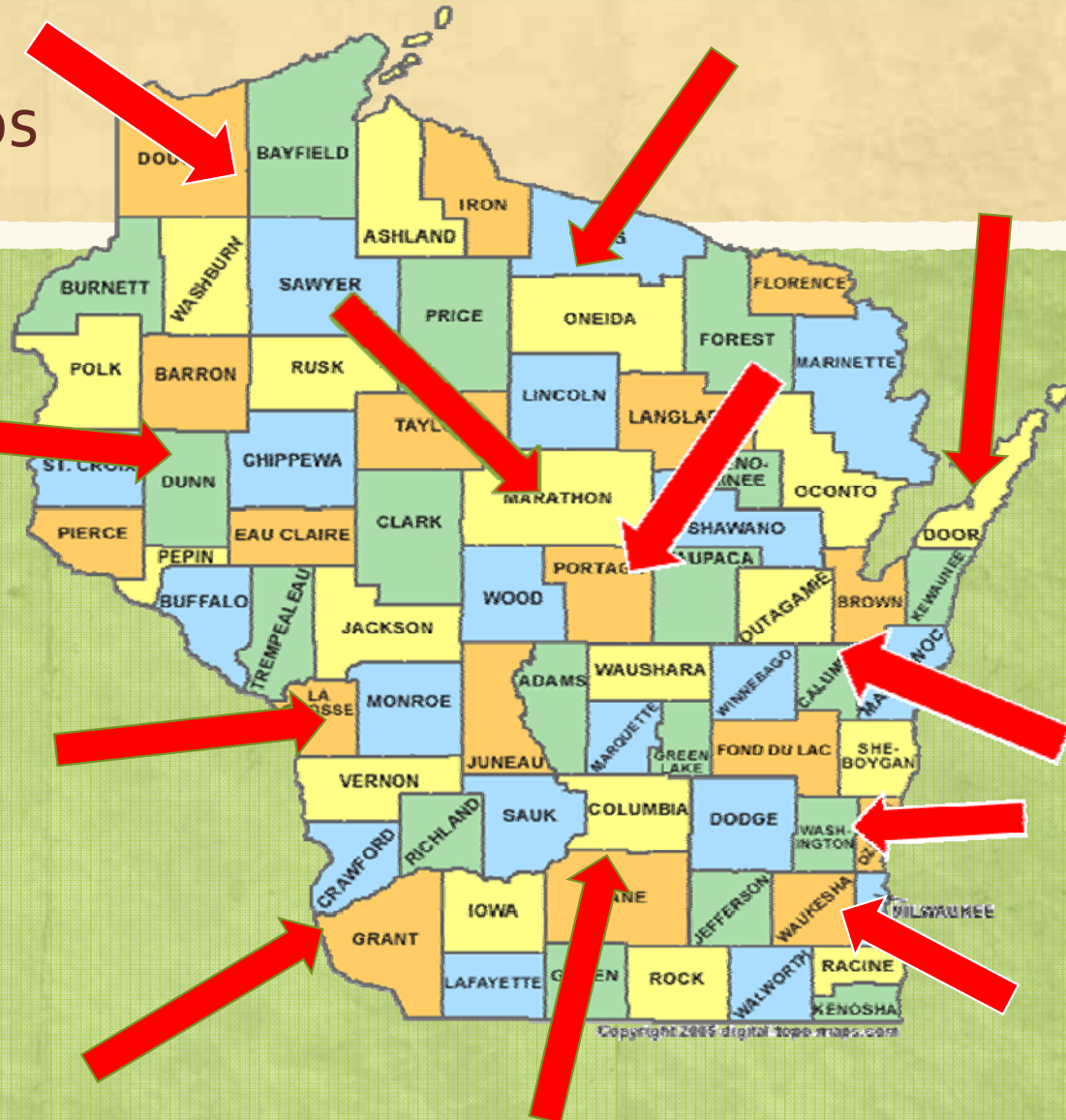
# AIS Coordinator Position

- AIS position is important in Washington/Waukesha Counties and SE WI because of proximity to Lake Michigan
- Many lakes
- Many boaters
- However, partnerships are not only important here...



# AIS Coordinator Partnerships

- Forming strong partnerships between organizations is important all over the state for a multitude of different reasons!
- Many different jobs that protect WI natural resources are fantastic but are not far-reaching
- Strong partnerships allow a position to be extended to benefit different organizations that can help each other simultaneously achieve multiple goals
- Especially important in grant-funded and government positions... Not much \$\$ available, but a lot of work to be done!



# Importance of Partnerships

- Allow us do more with less
  - E.g. Snapshot day volunteers in Washington County, AIS Coordinator position
- Extend the arms of project coordinators beyond their “boundaries” without having to cross borders
  - Grant borders, watershed boundaries
- Allows project coordinator to reach beyond one project and successfully implement multiple projects simultaneously
  - E.g. 4-H Purple Loosestrife Beetle Program, CBCW by different Lake Groups, Monitoring/Surveys, Rapid Response, Cleaning Stations





# Choosing Great Partners

- No, not that kind of partner! Do NOT play "in your eyes" by Peter Gabriel
- Partners should be professional contacts that you can trust to do a great job and that you can help from your end
- Choose partners you can work well with. Or learn how to.



Photo: BBC

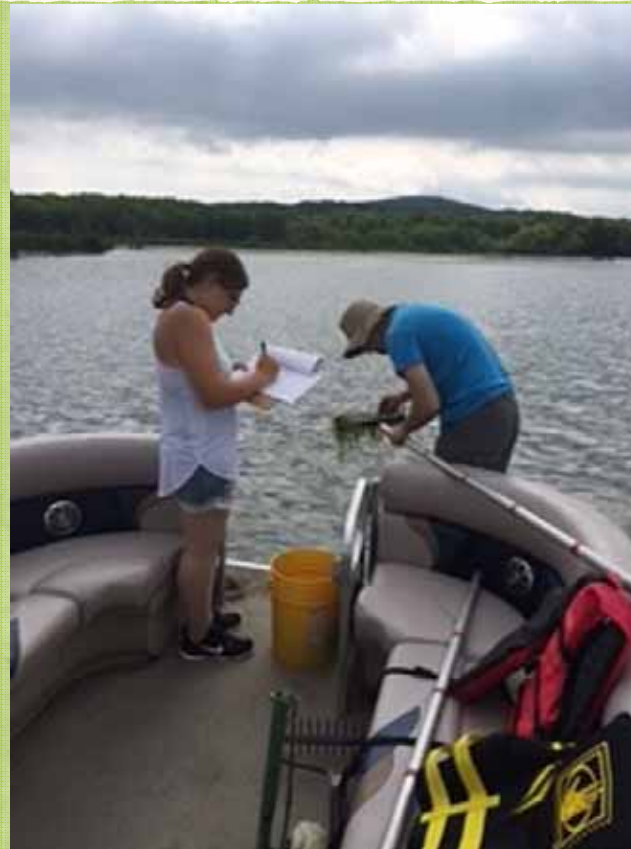


Greater Prairie-Chicken Photo: Doug Danes, ddanecnaturephotography.com

The Conservation Fund

## Three Kinds of Partners

- 1) Professional partners through grants or organizations
  - DNR, County, Universities, Scientists, Specialists
  - Cannot always get match, but can form strong partnership
  - Either award grants or provide “professional match” for services





# Three Kinds of Partners

- 2) Local partners through organizations
  - E.g. Fire Department, 4-H, FFA, CBCW, CLMN
  - Give them Certificates or Proof of Work!
  - Usually provide volunteer or professional match for services



## Three Kinds of Partners

- 3) Volunteers – individual partners
  - Person off the street
  - People who call with individual issues
    - See something wrong and want to do the right thing
    - Looking to volunteer
    - Volunteer labor match and donated equipment match



# Getting Local Buy-In

- Make yourself and your position known!
  - Contact local newspaper with issues
  - Local media when issues arise\*\*
  - Utilize social media like Facebook, Twitter, and Constant Contact newsletters
- **Face to Face** is most important! People like to see you doing work: stop and talk to them!



# Build a Strategic Plan

- Follows County Land and Water Plan
- Brings different ideas from the community together to the drawing table



Washington County  
Aquatic Invasive Species  
Strategic Plan

2/12/13

*Eurasian Watermilkfoil*  
(*Myriophyllum spicatum*)

*Curly-leaf Pondweed*  
(*Potamogeton crispus*)

# Once You Have a Strong Partner Base and Plan. . .

## 1) People who seek out work themselves

- This work requires training
  - Give them a positive learning experience
  - End the training with certification/certificates
  - Provide adequate materials
- They want to get out and start doing the work! Be short, sweet and to the point.
- CBCW, CLMN, Purple Loosestrife, Shore Land Restoration, Interns, Boat Launch Security



## Once You Have a Strong Partner Base. . .

### 2) People who need to know about the work to do it themselves

#### User Groups:

- Waterfowl Hunters
- Boaters
- Anglers
- Lakeshore property owners
- Gardeners
- Pet Stores
- Bait Dealers

- The people who like seek out work themselves will provide outreach and education to this group.



# Once You Have a Strong Partner Base...

## 3) People Who Pay Cash and Write Grants

- Lake Districts
- Lake Associations
- State/Local Resources

- Send Lake Groups prewritten letters simply explaining what you need from them to make your grant work
- Give them a suggested donation price. If you leave it up to them, they will decide on \$0
- **Combination of Grants with documented commitment of Donated Cash and Donated Labor is the best way to fund a position while garnering new partnerships in your community!**



November 11, 2016

WDNR Aquatic Invasive Species Control Grant Selection Committee  
101 S. Webster Street  
PO Box 7921  
Madison, WI, 53707

Letter of Recommendation and In-Kind Match for Washington County Planning and Parks AIS Proposal

Dear Committee Members:

Controlling aquatic invasive species is a major concern of the property owners and surrounding community on \_\_\_Lake\_\_\_. Our lake is a very popular fishing and recreational lake and draws boaters from many surrounding areas. It is our belief that boaters travelling from one lake to another are the main cause for the spread of invasive species, and that educating boaters is the number one tool to prevent the spread of invasive species including Eurasian water-milfoil, curly-leaf pondweed, and stony stonewort. Preventing NRAO Prohibited and Restricted species from hitchhiking between lakes is of the utmost importance to protect the waters within our County, and our State. Working with the Washington County AIS Coordinator who will focus on education, prevention, and planning is an important step to take to help assure future water quality, and prevent the spread of invasive species.

We are willing, as \_\_\_Lake Group\_\_\_, to provide any help or resources as in-kind match to the AIS Grant so long as it aids in the prevention of spreading AIS. Examples include motored and non-motored boats to be counted as match at the market rate or donated volunteer hours from our \_\_\_Lake Group\_\_\_ members. We have in fact previously been providing these resources in the past for various surveys, Clean Boats Clean Waters, and Citizen Lakes Monitoring Network.

The \_\_\_Lake Group\_\_\_ enthusiastically supports this grant application in an effort to better control aquatic invasive species in our County lakes. We hope you will support our effort and recommend that you fully support their proposal.

Thank you kindly,

# The Numbers from Washington County

- Total: \$14,900
- Assumed Total \$19,100
- Going Concern Concept assumes entities will continue paying as long as they exist

District - taxing authority Washington Co					
Date Letter Received	Organization	Raw Total \$	Year(s)	Total/Yr	Total
11/21/2016	Silver Lake Protection and Rehabilitation District	\$600	2017	\$600	1800
9/20/2016	Wallace Lake Sanitary District	\$1,500	2017-2019	\$500	1500
8/3/2016	Druid Lake Protection and Rehabilitation District	\$1,000	2017	\$1,000	3000
11/28/2016	Big Cedar Lake Protection and Rehabilitation District	\$6,000	2017-2019	\$2,000	6000
12/1/2016	Little Cedar Lake Protection and Rehabilitation District	\$5,000	2017-2019	\$1,667	5,000
		\$14,100		\$5,767	\$17,300
Association - nontaxing authority Washington Co					
11/18/2016	Big Cedar Lake Property Owners Association	\$500	2017	\$500	1500
8/3/2016	Lake 5 Advancement Association	\$300	2017-2019	\$100	300
		\$800		\$600	\$1,800
		\$14,900		\$6,367	\$19,100

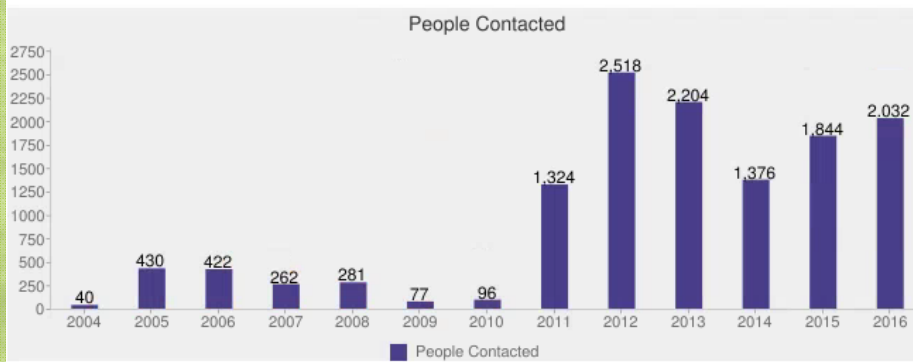
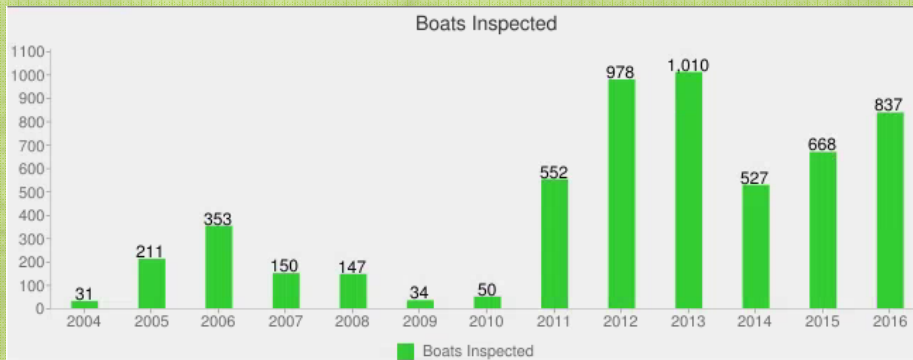


# Donated In Kind - Washington County

## Other In-Kind Donation - Washington County

Date Letter Received	Organization	Committed In-kind Donation
11/23/2016	Washington County Sheriff	Letter Committing to Training/Enforcment NR40
11/21/2016	Green Lake Property owners Association	Letter comminting to CBCW/CLMN/Equipment
11/14/2016	UWSP Herbarium	Letter contributing ID expertise/storage of specimen
11/20/2016	WDNR Waterguard/Wardens	Letter contributing DNR Warden/ Water Guard to local events
9/14/2016	Pike Lake Advancement Association	Letter donating equipment/time
11/28/2016	Big Cedar lake Protection and Rehabilitation District	Letter donating equipment/time
11/28/2016	Ozaukee Washington Land Trust	Letter donating equip/time
12/1/2016	Washington County 4-H	Letter donating at least \$2,000/year for PL project

# Washington County CBCW Efforts



# The Numbers from Waukesha County

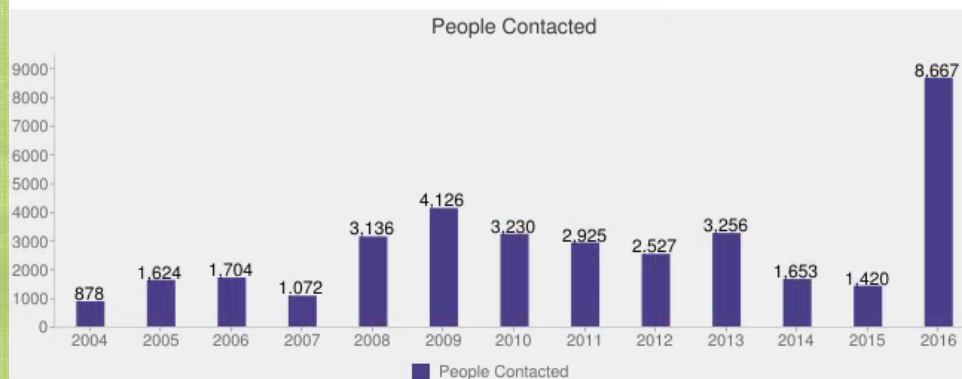
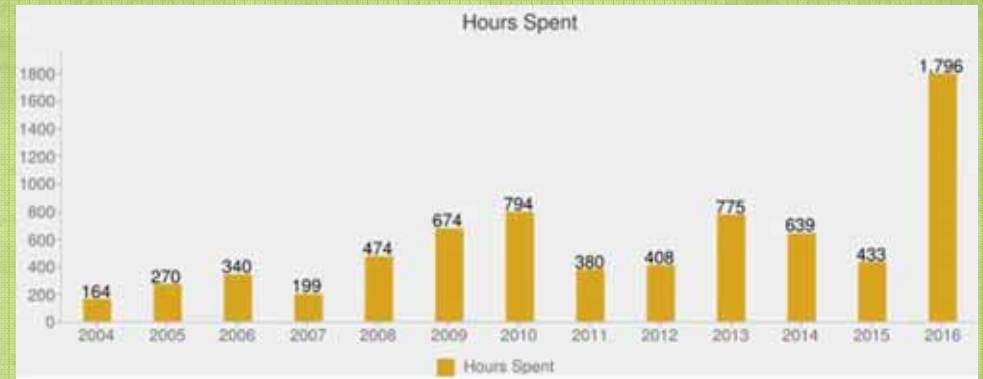
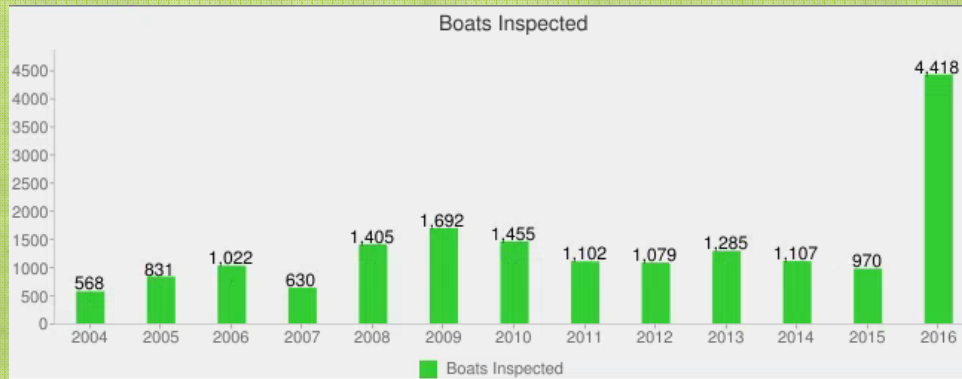
- Total: \$11,000
- Assumed Total \$29,000
- Going Concern Concept assumes entities will continue paying as long as they exist
- Allowed us to hire 2<sup>nd</sup> intern for 2017 to focus on starry stonewort areas

District - taxing authority Waukesha Co					
Date Letter Received	Organization	Raw Total \$	Year(s)	Total/year	Total
12/8/2016	City of Muskego	\$4,000	2017	\$4,000	12,000
9/14/2016	Lac La Belle Management District	\$1,000	2017	\$1,000	3,000
11/1/2016	Upper Nemahbin Lake District	\$1,000	2017	\$1,000	3,000
10/29/2016	Silver Lake District	\$1,000	2017-2019	\$333	1,000
12/8/2016	Pewaukee Lake District	\$1,000	2017	\$1,000	3,000
		\$8,000		\$7,333	\$22,000
Association - nontaxing authority Waukesha Co					
11/29/2016	Tall Pines Conservancy/Hunters	\$1,000	2017-2019	\$333	1,000
12/1/2016	Fox River Commission	\$1,000	2017	\$1,000	3,000
11/4/2016	Beaver Lake Friends Group	\$1,000	2017	\$1,000	3,000
		\$3,000		\$2,333	\$7,000
				\$9,666	\$29,000

# Donated In Kind – Waukesha County

Other In-Kind Donation - Waukesha County		
Date Letter Received	Organization	Committed In-kind Donation
11/26/2016	Ashippun Lake Protection and Rehabilitation District	Letter Committing to CBCW/CLMN/Equipment and future donations
11/30/2016	Golden Lake Association	Letter committing to CBCW/CLMN/Equipment
11/14/2016	UWSP Herbarium	Letter contributing ID expertise/storage of specimen
11/29/2016	Hunters Lake Association	Letter contributing DNR Warden/ Water Guard to local events
11/20/2016	WDNR Water guard/Wardens	Letter contributing DNR Warden/ Water Guard to local events

# Waukesha County - Clean Boats, Clean Waters





# THANK YOU!

# Any Questions?

- Brad Steckart
- Aquatic Invasive Species Coordinator for Washington and Waukesha Counties
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- Washington County: @washcoparks @washcowisco #yourWCparks
- Waukesha County: @waukeshacountyparks @waukcorecycles

### **Forming Partnerships to Support the Battle Against Aquatic Invasive Species in Washington and Waukesha Counties**

The battle against AIS is in full force in Southeast WI. Bordering Lake Michigan and having the largest population density in the State make the task to control AIS daunting. Brad Steckart, Washington and Waukesha AIS Coordinator will describe how he has managed to work with many local partners to secure a strong foothold in the fight against aquatic hitchhikers and share some success stories.

*Presenter:*

*Brad Steckart, Aquatic Invasive Species Coordinator, Washington and Waukesha Counties*

## **Forming Partnerships to Support the Battle Against Aquatic Invasive Species in Washington and Waukesha Counties**



- How to properly ask for money.
- Squeezing money out of volunteers
- Marketing your program through yourself
- the benefits of having multiple partners

Caveat – This mostly applies to government and non-profit organizations