

BUILDING PARTNERSHIP CAPACITY



Partnerships in NRM PROSPECT Course

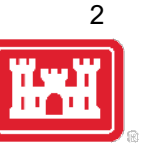


US Army Corps
of Engineers®





Internal Capacity Building



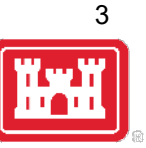
- ❖ The Corps' Culture
 1. By nature, we try to control everything... we need to loosen up!
 2. Embrace private/public partnerships

- ❖ Integrate into NRM Business Lines
 1. Build relationships internally with Office of Counsel, Real Estate, Resource Management, Planning, and Operations early in the process
 2. Strengthen interagency relationships
 3. Consistency between districts (sharing)

- ❖ Training
 1. NRM Gateway as an up-to-date resource
 2. Partnership webinars, Public Lands Alliance, Partners Outdoors, PROSPECT 328
 3. Best practice sharing



External Capacity Building

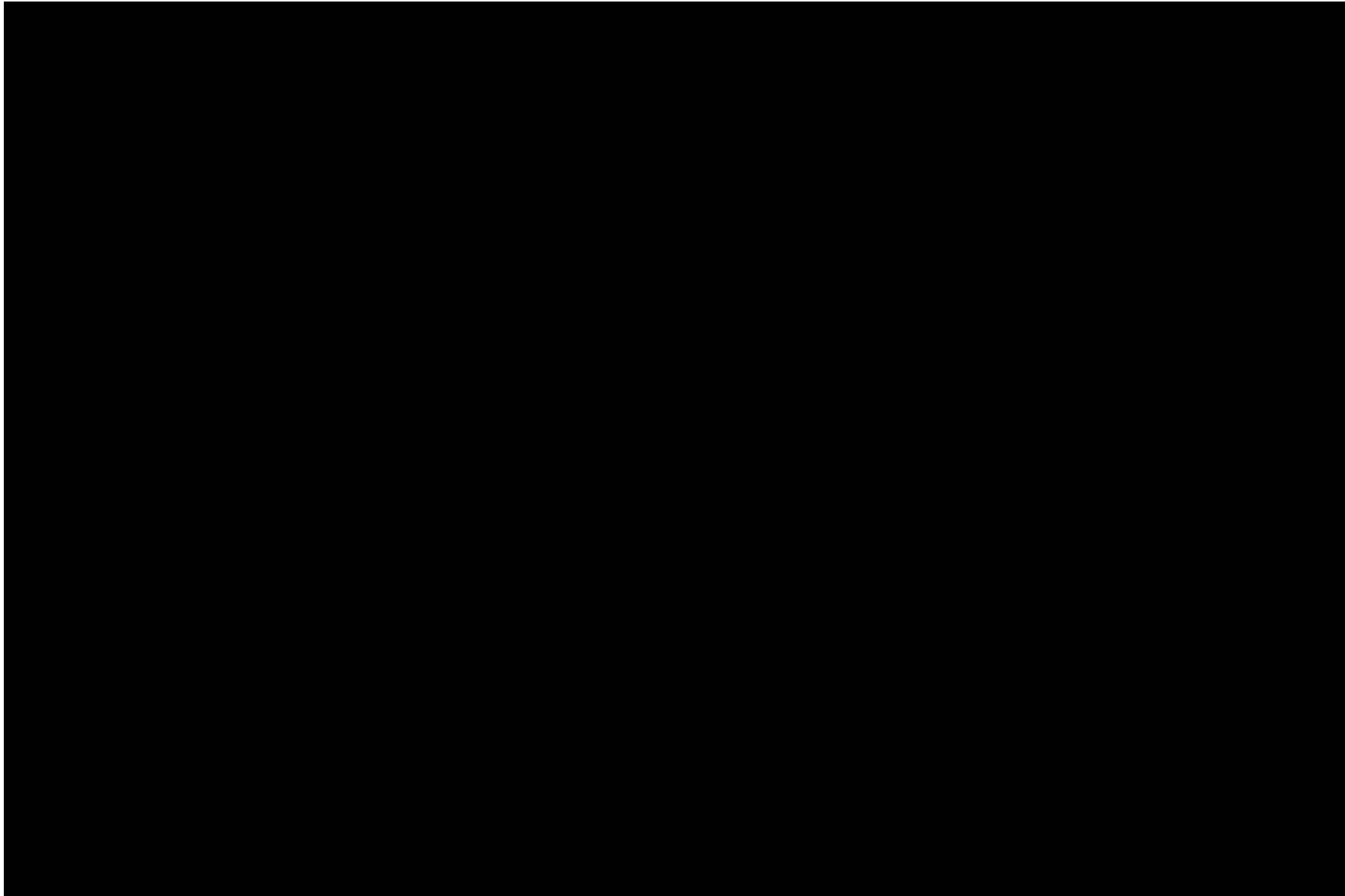


Finding partners and managing
partners takes **WORK!**



External Capacity Building

Let's hear some advice from Terry Ramsey, former OPM at W. Kerr Scott





External Capacity Building – Why do Organizations and Individuals Give?



1. Because they are asked!
2. They are thanked.
3. They share values, goals, and mission.
4. They see the need and benefits of working together.
5. They are involved.
6. Others are giving (time, \$, expertise, goods/services)
7. They trust the organization and the representative.
8. The project will be a model.
9. There is an urgency.



Community Engagement



Who can be my partners?

Where do I look?





Community Engagement

- Local chamber of commerce or visitor bureau
- Local trade unions (carpenters, plumbers, steel workers, electricians, concrete, welders, etc.)
- Volunteers and people who use the parks
- Community civic organizations 
- Current national partners – list on NRM Gateway
- Tradeshows, conventions...where people with similar interests gather
- Cooperative extension agencies
- Non-profits or for-profits in the area 
- Businesses within 50-100 miles of your project
- Who I know or someone I know who might know someone (network). Invite 10 people to invite 10 friends/partners each





Community Engagement Success Story

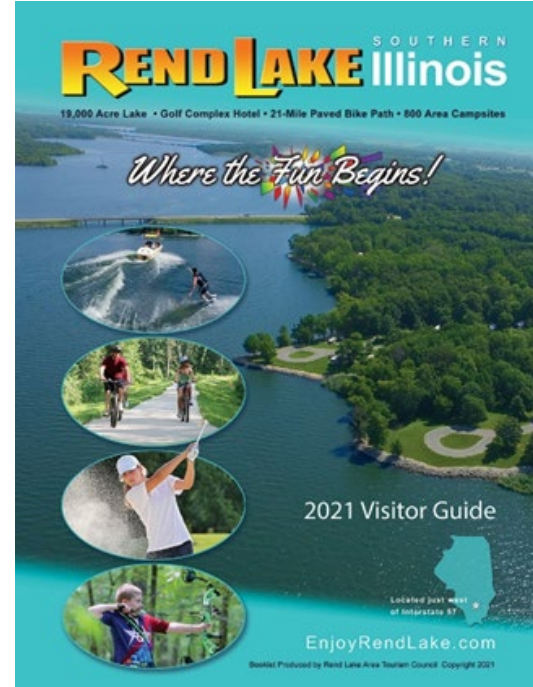


Rend Lake Area Tourism Council

- Formed in 2013 to promote the Rend Lake area
- Provides a benefit of over \$90K annually
- Create and manage the following advertising avenues
 - EnjoyRendLake.com & RendLake.com
 - Annual Rend Lake Visitor Guide & RLAs
 - Television commercials & billboards
 - Set up booths at local sport shows

Partnering With RLATC

- Contract for the National S3DA Tournament 2022-2025
- Brought 1200-1500 Participants to Rend Lake
- Participants came from over 30 states/countries
- Benefiting the local economy \$3-4m annually



2019 Rend Lake Area *Visitor Guide*

Reach potential visitors to the Rend Lake area. This 48-page booklet will be packed with information about Rend Lake area and the Franklin County area.

Distribution

- Illinois Tourist Information Centers
- The St. Louis Boat & Sports Show
- The St. Louis Golf Expo
- Corps of Engineers Visitor Center
- Southern Illinois Made Expo
- Hunting & Fishing Days
- The Chicago Boat & Sport Show
- Additional Midwest Shows
- The Visitor Guide will also be available for download on EnjoyRendLake.com.

Let visitors know about your business!

Be a part of this full color publication promoting area attractions and events!

	Full Page	Half Page	Quarter Page	Eighth Page
	\$875	\$495	\$295	\$145

NOTE: All Ads in Full Color / Deadline for ad reservations November 5, 2017
Ad copy deadline is November 12, 2017

for information contact the Brittany Gresham at (618) 924-1972

This publication is a promotional project of Rend Lake Area Tourism Council.





Community Engagement Success Story

<https://www.facebook.com/SloanImplement/videos/10155230644959613/>



Okaw Valley School District (2016 EIP Award winners)

- Partners/Sponsors:
 - FFA
 - Sloan/John Deere
 - Shelby County State Bank
 - Rural King, Inc
 - Farmweeknow.com
 - National Wild Turkey Fed.
 - Monsanto
 - Pheasants Forever
 - Van Horn, Inc.
 - Agri-Fab, Inc.
 - Barker Implement
 - Illinois DNR
 - Dupont Pioneer
 - International Paper
 - Lakeland College Engineering
 - Millikin University



Donations

- Chrome books (computers)
- Trail cameras
- Farm equipment, tractors, sprayers
- Seed and herbicide
- Chain saws, trimmers
- Food
- Weather station



Lake Shelbyville Fish Habitat Alliance

A collaborative group of fishing clubs, individuals, businesses, government agencies, and non-government organizations working to improve the fisheries, habitat and overall lake health at Lake Shelbyville.

Lake Shelbyville FISH HABITAT Alliance
FIRST ANNUAL BANQUET
FEBRUARY 23, 2019

TIME
5:00PM Doors Open
7:00PM Dinner

LOCATION
Sullivan VFW
 1132 IL-32, Sullivan, IL 61951

MENU
 Fish or Chicken Dinners

COST
 \$50 Single
 \$70 Couple
 \$15 Minnows (16 & Under)
 \$200 Sponsor
 \$220 Sponsor Couple

- Raffles
- Children's Items
- Silent Auction
- Women's Table
- Live Auction
- and more!

FISHING & FAMILY & FRIENDS

Chip Christensen 217-728-2610 or chipsmaring1@yahoo.com
 Bob Kerans 217-414-0093 or robert_kerans_55@yahoo.com



The Shelbyville Cube was designed to meet the specific fish habitat requirements in Lake Shelbyville. Over 500 cubes have been placed in the lake.





Finding Partners

Where do I start??

**Get Blank Piece of Paper –
Let's Brainstorm!**



Exploring New Partners

- ❖ In the next few minutes, work with you neighbor and list the types of benefits your project creates for the community and potential partners (ie. What is your sales pitch? What can we offer?)
- ❖ Brainstorm four or five organizations within 50 miles of your project that values or benefits from the USACE NRM mission. List organizations in which you do not already have a prior relationship.
- ❖ How can you initially connect with this new organization? What existing connections can you engage?
- ❖ How can you continue to build and maintain positive relationships with this organization? What can USACE bring to the table and what can the partner bring?



General Questions to Ask



1. What do you need from your partner/what do they need from you?
2. What is your potential partner's sustainability?
3. What is their reputation or standing in the community?
4. What are your respective expectations about time commitment?
5. What happens if you can't work it out?
6. What questions does your potential partner have for you?





Developing and Sustaining

- ❖ Formal agreements
- ❖ Make it work attitude to get over hurdles
- ❖ Honor commitments – long term trust always wins in building partnerships
- ❖ Invite other partners if possible – it can help both parties
- ❖ Find wins – even if small and celebrate them
- ❖ Don't just talk when you need something
- ❖ Have fun!





Final Word...

“If you’re not at the table, you’re on the menu.”

- Sally Jewel, Former U.S. Secretary of the Interior

