

G1. Capacity Building

Goal 1: *The Lower Hudson PRISM has a robust public identity, strong internal structure and a sustainable resource base to continue its mission.*

Priority Strategies (ranked):

1. Coordinating Partners
2. Public and Local Government Engagement
3. Volunteer Recruitment and Training
4. Funding Development

YEAR ONE (2014)		
Objectives	Actions	Outputs
<p>Coordinating Partners</p> <p>1.1 The Lower Hudson PRISM implements operations and outreach in a strategic and coordinated fashion reaching out to potential partners and increasing membership.</p>	<p>1.1.1. Produce list of potential partners from among stakeholders, industry, academia, non-profit, etc.</p> <p>1.1.2. Reach out to potential partners on list.</p> <p>1.1.3. Create survey to assess partner needs, resources, Speakers' Bureau programs and skill banks. How can the PRISM serve partners and vice versa? What are the expectations and responsibilities? The survey should be developed in coordination with all other working groups.</p> <p>1.1.4. Schedule and conduct training sessions based on partner needs, including the following: resource utilization, website, blog, Constant Contact software, Survey Monkey, etc.</p> <p>1.1.5. Develop logo, slogan, press releases and document</p>	<p>1.1.2a. Increase PRISM membership from Dec. 2013 to Dec. 2014.</p> <p>1.1.3a. The survey is circulated and completed by a majority of partners.</p> <p>1.1.4a. X training sessions are scheduled by year end.</p> <p>1.1.5a. Create logo, slogan</p>

YEAR ONE (2014)

Objectives	Actions	Outputs
	<p>templates to build an identity (branding) for use by PRISM members and partners so that all education and outreach activities strengthen and add to the LH PRISM identity</p> <p>1.1.6 Form Toolkit and Web Portal</p> <p>1.1.7. Seek input from Partners to produce Policy Handbook to include structure of the PRISM, identified roles and responsibilities of partners, identifies press liaisons, definitions of IS, partner groups, working contracts, policy statements regarding use of herbicides, etc.</p>	<p>1.1.5b. Boilerplate and document templates for press releases.</p> <p>1.1.5c. Track and compile press coverage.</p> <p>1.1.6a. Tool Kit document including logo, templates, boiler plate, how-to write a press release basics, partner roster, etc.is available to Partners</p> <p>1.1.6b. Website contains links to handbook, toolkit, volunteer information. The portal provides current information to public; a communication portal for partners; a PRISM calendar and a link to the education outreach bookshelf and a means for signing up new partners and volunteers and registration for PRISM activities.</p> <p>1.1.7a. A partner handbook exists by end of year.</p> <p>1.1.7b. Conduct how-to workshop on publicity for partners at a PRISM meeting</p>
<p>Public and local government engagement</p> <p>1.2 The PRISM and government have productive working relationships, communicate</p>	<p>1.2.1. Develop mechanism to engage public and private organizations</p>	

YEAR ONE (2014)		
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effectively and meet regularly	<p>1.2.2. Produce public policy statements for Policy Handbook.</p> <p>1.2.3. Produce regular reports at meetings or through Listserv to the membership regarding government issues, model 'weed' ordinances, etc.</p> <p>1.2.4. Establish/promote hot-line numbers and disseminate through local government offices, utilities.</p>	
<p>Volunteer Recruitment and Training</p> <p>1.3. Volunteers are recruited, trained, and managed for the long term</p>	<p>1.3.1. Coordinate with NY-NJ Trail Conference and develop a portal for volunteer recruitment and training</p> <p>1.3.2. Identify benefits to partners and volunteers</p> <p>1.3.3. Recruit new volunteers and increase number of volunteers</p> <p>1.3.4. Role of PRISM defined regarding volunteer pool</p> <p>1.3.5. List ways to recruit volunteers, such as tabling at public events (eg Farmers Mkt, street fairs, Cooperative Extensions, Earth Day festivities, Hudson Clearwater Revival) and promoting events on website, calendars and list serves.</p> <p>1.3.6. Speak to interested groups such as Garden Clubs,</p>	<p>1.3.3a. Establish Base line: How many volunteers did PRISM recruit and how many volunteer hours in Year 1</p>

YEAR ONE (2014)

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	<p>Master Gardeners, Conservation Commissions and Boards, etc. Track # speaking engagements and establish baseline for Year 1.</p> <p>1.3.7. Provide volunteer Training (online, workshops, etc...)</p> <p>1.3.8. Summarize interests & needs of volunteers and needs of regions to improve recruitment and training programs</p> <p>1.3.9. Establish protocol for tracking volunteers & hours</p> <p>1.3.10. Develop volunteer manual</p> <p>1.3.11. Volunteer appreciation</p>	
<p>Funding Development</p> <p>1.4. PRISM has sustainable and robust funding to execute its mission. To identify funding sources and increase funding know-how of partners</p>	<p>1.4.1. Identify funding sources, provide assistance with grant-writing and liaison with NY-NJ Trail Conference regarding distribution of funds and assist with applications.</p> <p>1.4.2. Produce policies for use of funds and reports to inform partners.</p> <p>1.4.3. Fundraising plan through social media (e.g., Text to Give, available through NY-NJ TC)</p> <p>1.4.4. Produce list of resources to help with grant writing (e.g.,</p>	<p>14.1a. RFPs and program announcements posted on Listserve.</p>

YEAR ONE (2014)

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	<p>courses or workshops).</p> <p>1.4.5. Contribute sections to Policy handbook on procedure for internal and external clearance of funding proposals on behalf of the PRISM for quality control and legal reasons.</p> <p>1.4.6. Promote fundraising events (e.g. "Walking today to protect nature for tomorrow", Seed sale, annual appeal, etc.</p> <p>1.4.7. Conduct how-to workshop on funding and grant-writing for members.</p> <p>1.4.8. Prewritten grant "Boilerplate" with organizational charts, staff bios, evaluation plans, list of previous funding, inventory of resources, etc.</p> <p>1.4.9. Track grants written and funds awarded throughout 2014.</p>	