

WELCOME



southeastern
PARTNERS IN
Plant Conservation



ATLANTA BOTANICAL GARDEN

Southeastern Center for Conservation

Thank you for joining us!

Amazing Opportunity
Solutions
Skills Partners Application
Collaborators
Passionate People
Lessons Learned
Innovative
Knowledge
Plant Conservation



Your Challenge - View Through a Performance Improvement Lens

- ▶ How can I apply this information to improve my performance in plant conservation?
- ▶ If I am unable to apply it, what additional knowledge/skills or resources do I (or others I work with) need to implement?
- ▶ Who else needs this information?



Challenge Yourself to Improve

- ▶ Do I need to be a better communicator?
- ▶ Do I need better guidance/tools (e.g., seed recovery, seed banking, species management on private lands, extreme weather events, priority species.....)
- ▶ Do I need to improve my fundraising skills?
- ▶ Do I need to collaborate with others?
- ▶ Do you need to engage volunteers and create ambassadors?
- ▶ Should I join a state Plant Conservation Alliance (or get more involved)?



The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, creating a modern, dynamic feel. The central area is white, providing a clean backdrop for the text.

Breakout Session Topics

Build Your Skills - Share Your Skills

- ▶ Facing the Fundraising Challenge - Getting Creative with Plant Conservation Funding

Location: Gardenhouse Gallery, Magnolia Room

- ▶ Identifying and Empowering a Volunteer Network to support Plant Conservation Projects

Location: Gardenhouse Gallery, Orchid Room

- ▶ Making Communications Count - Raising Awareness and Making the Case for Plant Conservation

Location: Day Hall

- ▶ Seeking and Building Collaborative Processes - We are Better Together

Location: Gardenhouse Gallery



Build Your Skills - Share Your Skills

Expected Outputs

Small Group Flip Charts

<p>Identify up to 5 challenges</p> <p>▶ list</p>	<p>Identify up to 5 solutions</p> <p>▶ list</p>	<p>Identify up to 5 needs to overcome challenges</p> <p>▶ list</p>
--	---	--

Session Topics

- Fundraising
- Communications
- Volunteers
- Collaboration

Breakout Session Results

Build Your Skills - Share Your Skills

- ▶ **Topic: Making Communications Count - Raising Awareness and Making the Case for Plant Conservation**
 - ▶ Identifying the appropriate target audiences
 - ▶ Developing concise messaging and ensuring that it is disseminated effectively
 - ▶ Developing more regional plant conservation alliances (PCAs) that can better service local communities
 - ▶ Development of regional website or listserv that can consolidate plant conservation efforts and needs to better connect individuals and organizations



Build Your Skills - Share Your Skills

- ▶ **Topic: Seeking and Building Collaborative Processes - We are Better Together**
 - ▶ **Communications training**
 - ▶ **Leadership training / facilitation training**
 - ▶ **Central toolbox / database about who is who (expert hub)**
 - ▶ **Set small reachable goals toward broader groups; set expectations; Celebrate success**
 - ▶ **Permit hub / clearing house to reach appropriate or more individual collaborators**



Build Your Skills - Share Your Skills

- ▶ **Topic: Facing the Fundraising Challenge - Getting Creative with Plant Conservation Funding**
 - ▶ Facilitating partnerships, connections, linkages
 - ▶ Continued need to advocate for government increases (RAWA) and overcoming plant blindness
 - ▶ Clearinghouse database of conservation funding sources (funding calendars, access to paid databases, grant calendar)
 - ▶ How-to guide materials for successful fundraising strategies specifically for conservation (defining program needs, messaging (2 min elevator), fundraising plans, talk to philanthropists and corporations, working with your development team, cultivating ambassadors)
 - ▶ Synergistic conversations with communities of conservation funders to try and improve funding for whole community (group of ambassadors to approach foundations, corporations)



Build Your Skills - Share Your Skills

- ▶ **Topic: Identifying and Empowering a Volunteer Network to support Plant Conservation Projects**
 - ▶ Volunteer communication strategy
 - ▶ Volunteer recruitment system
 - ▶ Volunteer vetting guidelines
 - ▶ Volunteer coordinating
 - ▶ Skilled volunteers
 - ▶ Volunteer investment and reward ideas
 - ▶ Online volunteer info and matching volunteers with needs



southeastern
PARTNERS IN
Plant Conservation



ATLANTA BOTANICAL GARDEN

Southeastern Center for Conservation