

Benefits & Challenges: Nonprofit to Nonprofit Partnerships for Monitoring



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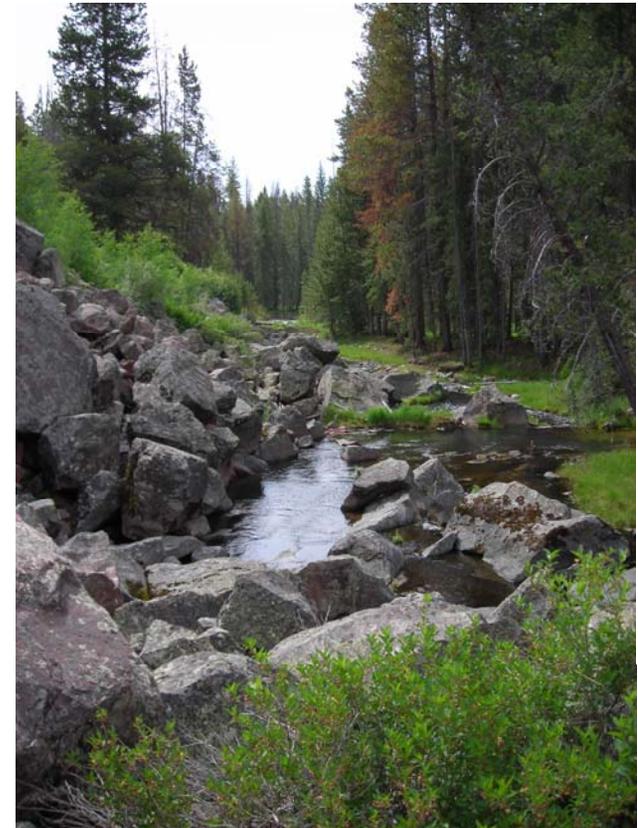
AGENDA



- Introduction
- Survey Observations
- Ex: Johnson Creek
- General Themes
- More Information

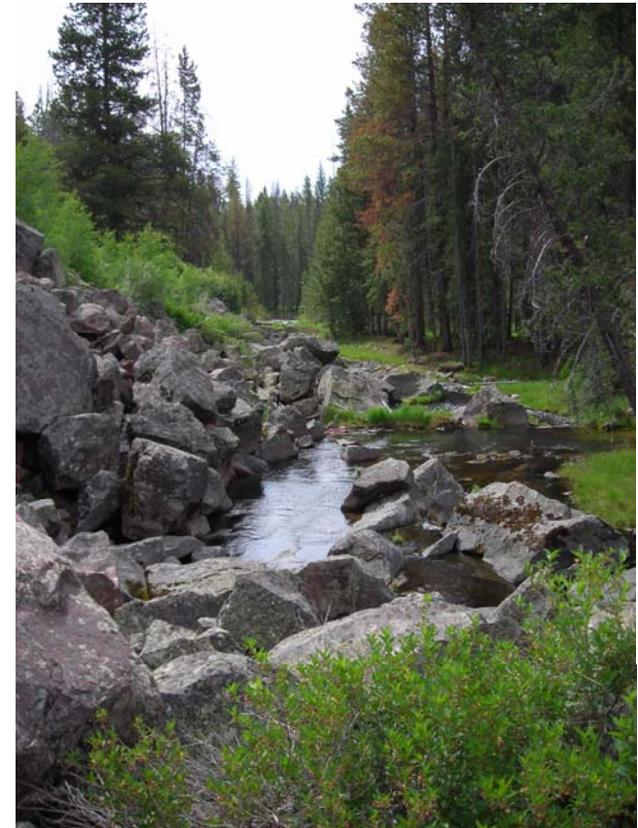
River Network

- National network of 300+ watershed groups
- Support their efforts to protect and restore watersheds.
- Historic River Watch program.
- Monitoring work revival?



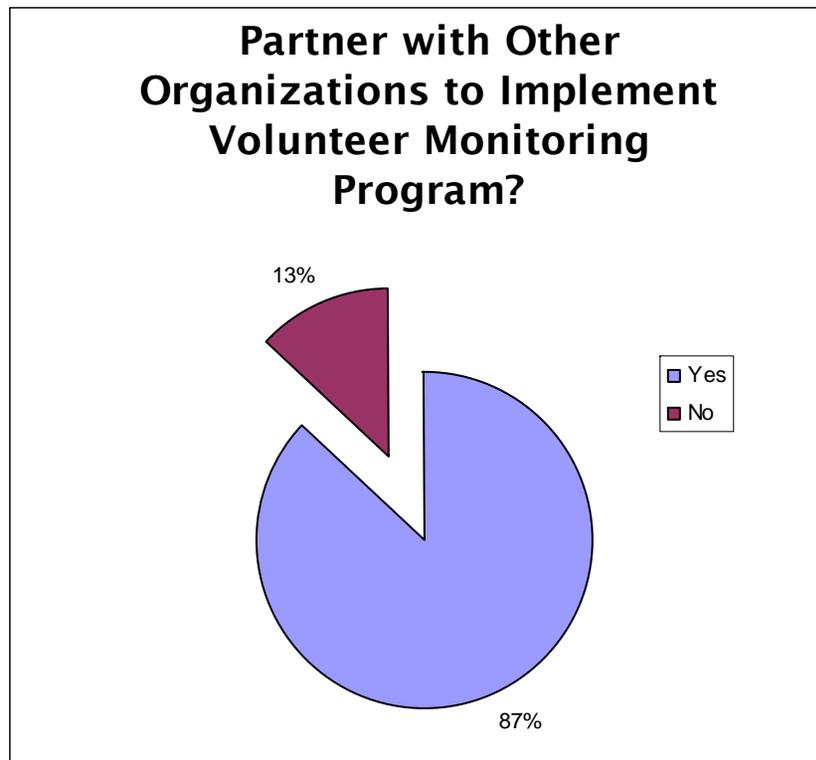
General monitoring partnership survey

- Conducted spring 2012.
- Circulated to River Network Partners & volunteer monitoring listserve.
- Eighty-two responses total.
- Ten very basic questions.



Nonprofits and partnerships

Partnering is widespread in the nonprofit volunteer monitoring world.



Nonprofits and partnerships

Nonprofits most commonly partner with a university, with state and local governments close behind.

1. University or college (62.5%)

2. State governments (60%)

3. Local governments (57.5%)

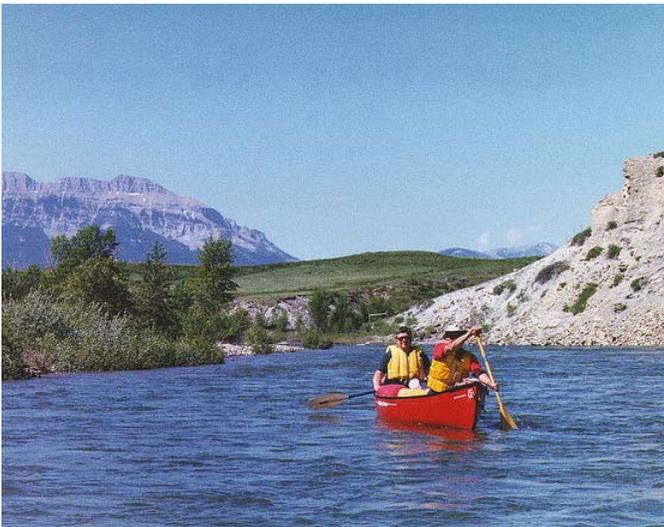
Nonprofits to nonprofit partnerships

Nonprofits that partner with other nonprofits also partner with other entities.

- Watershed groups = universities & state governments.
- State river groups = local & state governments; universities.
- Regional river groups = local governments.

Nonprofits to nonprofit partnerships

What nonprofits feel they bring to a n-n partnership varies with size.



- Watershed groups
 - Technical expertise
 - Public outreach & education
 - Volunteer recruitment
- State and regional groups
 - Technical expertise
 - Volunteer recruitment
 - Applying the data

Nonprofits to nonprofit partnerships

Nonprofits are partnering with others for a wide range of partner skills/resources.

Watershed groups' current partner skills:

1. Technical expertise/volunteer recruitment (46%)
2. Equipment/volunteer training & maintenance (36%)
3. All others

Nonprofits to nonprofit partnerships

Perfect contribution from partners?

Surprise: funding.

- All sized groups ranked funding as top factor a partner could bring to a partnership.
- Technical expertise and data storage also consistently seen as attractive.
- Smaller groups also interested in volunteer recruitment and application of the data.

Nonprofits to nonprofit partnerships

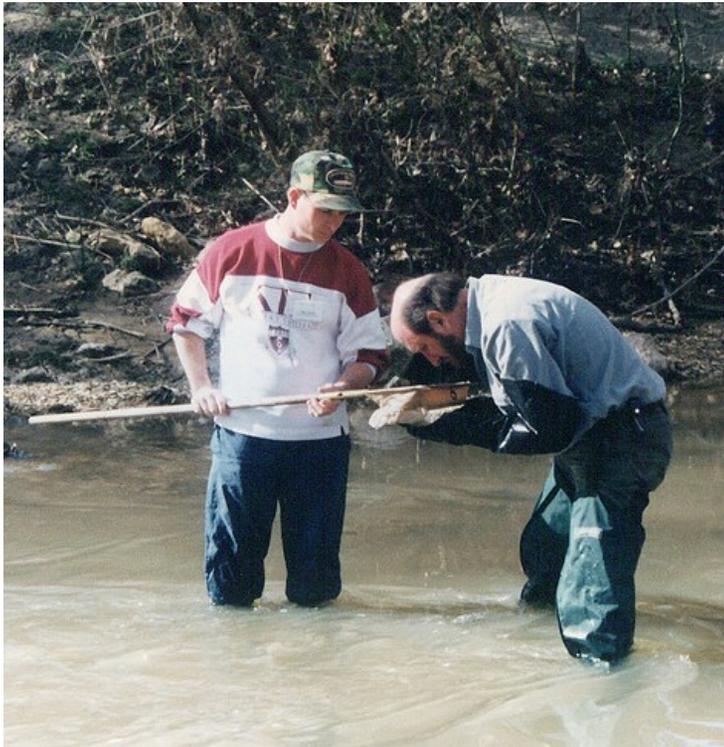
Feedback on nonprofit to nonprofit:

“You have to be careful cross-recruiting and organizing volunteers...responsibility for communication with volunteers must be clearly established...”



Nonprofits to nonprofit partnerships

Feedback on nonprofit to nonprofit:



“We have secured our own funds and partnered...to receive further equipment and to display our data. We have funds and the plans to display our own data but partnering...has allowed us to focus on recruitment and training.”

Nonprofits to nonprofit partnerships

Feedback on nonprofit to nonprofit:

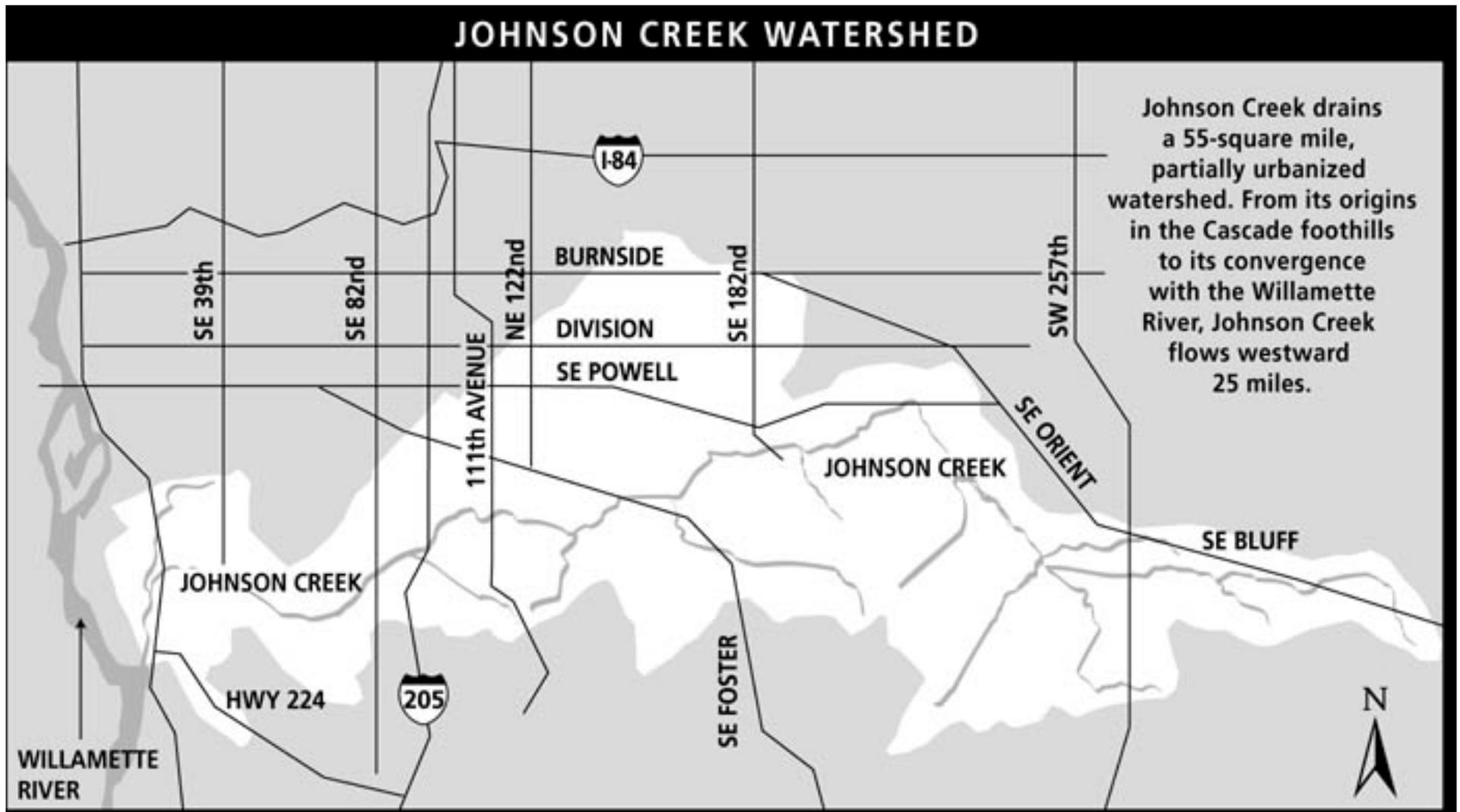
“...it’s considered a compliment when others do what you are doing or use your words and of course it is better when it comes to promoting citizen monitoring. But when budgets get tight it can become confusing to future funders who’s doing what so be careful to define your collaborations...”

Intro

Survey

Example

Johnson Creek Watershed Council and Xerces Society



Intro

Survey

Example



Intro

Survey

Example



General Themes N - N Partnerships

- Don't assume...The traits nonprofits are most often looking for in partners (\$\$/tech) may be there.
- Partnerships might add skills (Johnson Creek) or layer them (e.g. geographic).
- Commonalities can make partnership easier but may also create specific concerns.

More information...

- Covering full survey and additional case studies tomorrow at 8:00 am!
- Case studies and survey results released in electronic report in June. See www.rivernetnetwork.org.
- Have a good case study? Let me know: 801-486-1224 or mfrey@rivernetnetwork.org



Questions?

