

River Voices



A quarterly publication of River Network

Vol.4, No.3 Fall 1993

River Network Launches a National Partnership for River Guardians

River Network is initiating a national Partnership for grassroots and state river conservationists. Basically, the way it works is Partners will have access to a wide range of River Network's river-saving services in exchange for regularly sharing information about their efforts with River Network and other river groups. Partners will also be asked to pay an annual dues based on the size of their organization's budget.

The River Network Partnership has three purposes: (1) to provide river guardians with services that will make them more effective advocates for local rivers; (2) to encourage river guardians to exchange assistance among themselves; and (3) to create a national grassroots coalition that can improve the laws and policies, and attitudes that determine how rivers are treated.

(continued on p 4)

Grassroots River Protection in the U.S.: The Survey Results are In

Over 400 river guardians participated in River Network's 1993 national survey. A few trends came out loud and clear. River guardians are looking beyond their river corridors to address numerous issues throughout their watersheds. They'd like information on a wide variety of river issues and organizational management topics. And they have a strong interest in cooperating with each other, especially statewide.

River Network was founded in 1988 with a clear mission — to help people protect rivers. Over the last five years, we've become recognized as a support center for grassroots and state river organizations across the country. Continued helpful support obviously requires regular and on-going feedback and ideas from our constituents, river guardians.

In 1990 River Network conducted a national survey of river guardians. It provided a wealth of information and direction in developing our services. (Detailed results of the 1990 survey were presented in the January 1991 issue of River Voices, then River Network Bulletin.) Since then three years have gone by and our network of river guardians has almost doubled in *(continued on p 10)*



The Gauley River in WV. Citizens for Gauley River put together a compelling reason to protect the Gauley, it brought over \$10 million each year into West Virginia from recreation and tourism activities. In River Network's 1993 survey, estimating the economic benefits of rivers was the topic river guardians most wanted information about.

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River Network is a national non-profit organization dedicated to helping people protect rivers. We support river conservationists in America at the grassroots, state and regional levels; help them build effective organizations; and link them together in a national movement to protect and restore America's rivers and watersheds.

River Network has four programs:

the **River Clearinghouse** provides local river activists with information and referrals on technical river resource and non-profit organizational issues;

the **River Leadership Program** develops new leadership and strengthens existing programs in the river and watershed protection movement at the state, regional and grassroots levels;

the **River Wealth Program** builds the capacity of river organizations to support themselves financially;

the **Riverlands Conservancy** brings critical riverlands into public ownership, thereby empowering the public to oversee management and protection.

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Letter from the Director

Back in the 80's, I ran a grass-roots campaign in New Mexico to conserve the Rio Chama. By the time we completed that campaign, I was looking for a way to get involved in the national movement for river protection. My way of doing that was to found River Network.

All of us who love rivers want it both ways: we want to save our favorite stream, and we want to be part of a national movement. We want the mutual support, the wider perspective, the fresh insights that come from linking up with others. We also recognize that our favorite stream is just one capillary vein in the body of nature: we have to look out for the entire circulatory system, the whole network of river systems.

The River Network Partnership offers you a way to do that. If you're grappling with an issue, we'll put you in touch with people who have already been down that path. If you need money for your program, we'll give you good leads and ideas. If you want to expand your membership, we'll help you with that. Plus, we'll keep you posted on national issues that are critical to river protection.

It's a dynamite service. We want you to take advantage of it. And we want you to contribute to it, by sharing your expertise, your experiences, and your support for national initiatives. We're going to focus our services on the people who sign up as Partners, so be one of the first!

Please join us in welcoming Pat Munoz to our staff. Pat was the chief fund-raiser for American Rivers, Inc. for 15 years. Her mission at River Network is to help Partner river groups get on a stable financial footing. Membership,

foundations, major donors, events—Pat can help you build diversity into your funding sources. Pat's first assignment will be to produce a fund-raising workshop for "grass-rooters" at the American Rivers conference in Washington, DC on November 4. We'll see you there!

Phillip Wallin
Executive Director



(right) Silver Creek, a tributary of the Yakima River in Washington State. River Network is working with river guardians from Kittitas Audubon Society and Alpine Lakes Protection Society to protect this beautiful pristine watershed by transferring it into public ownership. Photo by John Marshall.

(continued from p 1)

Why a National Partnership for Rivers?

Rivers are extremely valuable natural assets to our communities. They are sources of drinking water, habitat for fish and wildlife, places for recreation and solitude, and numerous other values. But America's rivers are being degraded much faster than they are being protected. River Network believes that reversing the downward spiraling trend of river degradation depends on citizen involvement. Thousands of local people are responding to the call to protect and restore rivers. River Network is in contact with over 2,000 grassroots groups that are doing a great deal of positive work in river valleys across the country. What's missing in river conservation today, however, is a sense of a grassroots movement, a coordinated effort to change and improve the way our country treats its rivers, both at the local and national levels. The River Network Partnership is a way to bring together thousands of river guardians, provide them with river saving tools, enable them to share experiences and work collectively for America's rivers.

What are the Benefits of becoming a River Network Partner?

Participating as a Partner of River Network will give you access to an impressive array of services designed to make your organization a more effective advocate for your river. It also provides a unique opportunity to contribute to river-saving efforts across the country, to be a part in the "bigger picture" of river protection. In the process you'll learn from others' experiences. More specifically, the benefits of becoming a Partner of River Network include:

Fundraising Assistance

Funding Alerts — quarterly bulletins on new foundation/corporate prospects, free resources, new techniques, hot tips, etc. (Refer to the enclosed Fundraising Alert)

Samples of Fundraising Materials — foundation proposals, appeal letters, membership programs, etc. — produced by other river organizations.

Referrals to professional fundraisers and experienced river guardians willing to share their expertise.

Directories of funding sources for

river conservation — individuals, foundations and corporations.

How-to References — articles, publications and videos about all aspects of fundraising.

Workshops — seminars, get-togethers on fundraising topics of interest to river groups. (Partner price)

River Issue Information

Directory of River Information Specialists (DORIS) - a referral service linking up river guardians with volunteer specialists with expertise on the issues of river protection. Over 500 river specialists within conservation organizations, professional societies, state and federal agencies, and our national database of river guardians participate in DORIS to share their expertise and provide advice.

River Issue Research - one-to-one advice and assistance is available in collecting information about river issues, threats and protection tools. River Network has a library of river reference materials and connections for follow-up research to help answer Partners' questions.

River Voices - the quarterly publication of River Network. Each issue covers a technical river related issue with background information, feature stories, and lists references for more information.

River Action Alerts - timely bulletins with information about significant pending national and state river policy issues with implications for local rivers and information about how to get involved. (Refer to enclosed River Network Action Alert regarding the River and Watershed Protection and Restoration Act of 1993)

Organizational Development Materials

Discounts on Publications - River Network has collected excellent references about the many issues related to starting and running a successful non-profit organization and also produces materials tailored to river groups and the issues they face.

Model documents - mission statements, newsletters, bylaws, action plans, etc. - produced by river groups across the country serving as a models for others.

Computer software programs — databases and spreadsheets to assist river groups with information management.

Successful Campaign Strategies

Networking - referrals to other river guardians who have had successful experiences addressing similar river threats

Case Studies - documented success stories of river conservation presented as practical lessons transferable to other river campaigns. (Partner price)

Workshops with other river guardians throughout your state to develop strategic plans to protect specific rivers and work collectively to improve state policies related to rivers. (Partner price)

How to Save a River - a comprehensive, masterfully written book covering the essentials of river saving — getting organized, planning a campaign, building public support, strategies, and an overview of river values, threats and protection tools. It's a River Network publication, written by David Bolling, and published by Island Press (1994). (Partner price)

In Exchange... Opportunities for Partners to Contribute

We're not asking for much in return. Primarily we'd like you to share information about what your group is doing to save rivers. River Network, in turn, can share the most helpful information about strategies, tools, contacts with other river guardians requesting assistance. River Network requests that Partners do the following:

Network --Share Information

- * Add River Network to your mailing list;
- * Share with River Network materials or strategies you've developed or discovered that may be of value to others;
- * Share with River Network the names of helpful river experts to recruit for DORIS;
- * Be listed in River Network's Directory of River Partners, and as requested and when possible, share information with other river guardians working on similar issues.
- * Participate as part of the river conservation movement and be willing to mobilize support (when possible) for significant national, state or regional policies related to rivers.

Provide Feedback

Give River Network feedback on assistance and suggest additions or improvements to the River Network Partnership.

Pay Annual Dues

Organizational Partners - grassroots and state river groups. Dues are based on a sliding scale according to organizational budget.

Individual Partners - individuals committed to taking action or a leadership role to save a

particular river, stream or watershed. Dues \$60.

Sustaining Partners - individuals willing to provide financial to support help others save rivers. Dues \$100 (min.).

A Shift in Focus Exclusive Benefits to Partner

Since River Network's founding in 1988, we have delivered an increasing range of services to river guardians upon request, with no reciprocal commitment. We've come to realize that in order to be a more effective support center for river guardians and to advance the grassroots river conservation movement, we need to direct our services to dedicated river guardians willing to give something back. River Network will continue to introduce, encourage and assist more people to get involved in river conservation, but we'll reserve our intensive services for Partners of River Network. For example, fundraising assistance and in depth, one-on-one consultations about river issues will be exclusively for Partners. The River Network Partnership allows us to focus our efforts on assisting river guardians committed to protecting rivers, sharing information and working together.

Our Emphasis is on Organizational Partners

Organized groups of river conservationists save rivers. Ambitious individuals may be able to initiate campaigns, but effective river protection requires the energy and the staying power of a watchdog organization. We welcome individuals, especially those new to river conservation, to become Individual Partners of River Network. By taking advantage of the services offered to Partners, River Network can help individuals organize groups.

Join River Network's Partnership

The River Network Partnership will provide the grassroots river conservation community with some unity and a sense of identity. Our goal is to establish a high standard of expertise and organization for river guardians, even those which are strictly volunteer. We invite you to join the River Network Partnership (see form on back cover) to further your river-saving goals and to work collectively to advance the grassroots river conservation movement.

Fundraising Assistance Offered to River Groups

River Network's new River Wealth Program will strengthen the financial base of state and grassroots river organizations

River Network strongly believes that the best way to protect rivers is to create a strong, healthy network of grassroots "River Guardians" who will watch over and protect our nation's precious river resources. We also subscribe to the old proverb that says, in effect, that if you give a family a fish, you feed them for a day; but if you show them how to fish, you feed them for a lifetime.

Consequently, River Network has expanded its capacity to show "River Guardians" how to "fish" by hiring Pat Munoz, former Vice President for Development at American Rivers, to head its newly created "River Wealth" Program. Pat has 15 years of experience at raising funds for river conservation, and was one of the principals involved in increasing the annual budget of American Rivers from under \$200,000 in 1983 to over \$2,000,000 in 1993. In addition, she has honed her grassroots fundraising skills over the past five years by assisting a number of local groups, including the Coalition for the Capital Crescent Trail and the West Virginia Rivers Coalition, with fundraising projects.

Under Pat's direction, River Network will provide Partners of River Network with:

Funding Alerts — quarterly bulletins on new foundation/corporate prospects, free resources, new techniques, hot tips, etc. (Refer to Fundraising Alert on p 8 & 9)

Samples of Fundraising Materials — foundation proposals, appeal letters, membership programs, etc. — produced by other river organizations.

Referrals to professional fundraisers and experienced river guardians willing to share their expertise.

Directories of funding sources for river conservation — individuals, foundations and corporations.

How-to References — articles, publications and videos about all aspects of fundraising.

Workshops — seminars, get-togethers on fundraising topics of interest to river groups. (Partner price)

Statewide river advocacy organizations that are Partners of River Network will be eligible for more in-depth fundraising assistance: one-on-one assistance in preparing annual fundraising plans and carrying out specific fundraising projects, and participation in joint fundraising ventures (collaborative fundraising projects such as a joint "river" credit card, joint membership recruitment campaigns, etc.).

Pat's first assignment at River Network is to organize a workshop on fundraising for grassroots on Thursday, Nov. 3, from 1-5 p.m., as part of the American Rivers Conference on the 25th Anniversary of the Wild and Scenic Rivers Act. She is assembling a formidable array of speakers for this workshop on such topics as "Member acquisition for small river groups," "Special Events for Rivers Groups," "Launching a Major Donor Program," and "Successful Special Appeals," as well as a "Fundraising Forum" which will give groups an opportunity to hear tips on how to win support directly from grantmakers. Cost is \$35.

For more information on how you can take advantage of the "River Wealth" benefits, contact River Network, (800) 423-6747.

RIVER SOURCES

FINLANDIA Clean Water Fund

A new source of funding for river groups has come on the scene. Finlandia Vodka, in conjunction with the American Canoe Association, has created the FINLANDIA Clean Water Fund. The purpose of the Fund is to serve as a mechanism through which charitable donations from corporations, individuals, foundations and other sources can be solicited, and the proceeds awarded in the form of grants to local groups engaged in worthwhile efforts to preserve, protect, and enhance America's recreational waterways.

To qualify for grants, organizations must be verified nonprofits, must work at the local level (no national organizations), and must have "organizational references. Projects involving waterway clean-ups, water quality sampling and research, watershed preservation, recreational river access, and watershed conservation education are particularly encouraged.

Grants can range from \$500 to \$5,000. Sample grants in 1993 included \$2,000 to Rivers Unlimited in Ohio for funding for a newsletter, \$4,000 to New York Rivers United for work on FERC relicensing, \$1,000 to the Rivers Council of Washington for grassroots citizen organizing, and \$1,000 to Idaho Rivers United for recruiting and training of volunteers.

Grants are awarded once a year, usually in the fall. An application form is necessary, and

can be obtained from David Jenkins at the American Canoe Association, 7432 Alban Station Blvd., Suite B-226, Springfield, VA 22150-2311, or call (703)451-0141.

Coors Pure Water 2000

Coors Brewing Company, in conjunction with Coors' local distributors, has recently initiated Coors Pure Water 2000, a funding source for grassroots organizations working on water-related issues. Many of the projects the program has supported involve grassroots river cleanup efforts.

The program has provided \$1 million in grants over its two-year life span, with individual grants ranging from a few hundred dollars to \$50,000 or more. Recent grant recipients include The Delaware Riverkeeper for forming the Riverkeeper Network, The Hudson Riverkeeper for proactive pollution monitoring of the Hudson River, and The Nebraska Groundwater Fund for educating citizens about aquifer contamination.

To receive more information about Coors Pure Water 2000, including application materials and guidelines for proposals, call (800) 642-6116.

River Network Participates in Nationwide Fundraising Drive

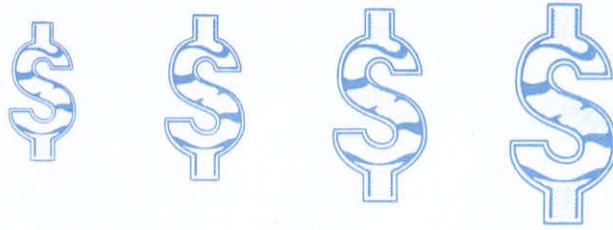
This year, River Network is participating in the National Combined Federal Campaign, the workplace charity drive held each fall by federal government agencies all over the country.

River Network is one of 937 charities found eligible to be listed in this year's campaign. With so many agencies participating, we are a little hard to find. We are listed in alphabetical order under "National Unaffiliated Agencies" right after "Medical Research Agencies of America" and right before "Independent Charities of America" in the information

guide put out by each geographic region. Our numerical designation in the guide is 1330.

To make a gift, just enter River Network's four digit code(1330) and the amount you wish to give on the CFC pledge card.

If you work for Uncle Sam, we urge you to designate River Network in this year's campaign. By making a one-time gift or a monthly pledge, you can help us create and strengthen grassroots rivers groups



River Fund

by Pa

*This is River Network's first fundraising alert. E
fundraising opportunities -- new foundation
techniques, and hot tips. Future "Ri
benefit to River Network F
Voices or sp*

The months of November and December are very important fundraising months. Here are just a few of the things every non-profit fundraiser should be thinking about at this time of the year:

Do a year-end renewal mailing

It's a fact of life that many people wait until the year end to make their charitable gifts. So it's very important to ask them to give during these last two months. Even if you've already sent out two or even three renewal requests, you should do one more at year-end to people who have not yet renewed. And you should follow up this letter with a telephone call from a volunteer in January. Remember that it's much easier and more cost effective to keep an existing member than to bring in new members.

Do a year-end special appeal

Since this is the giving season, it's also important to ask your members who have already renewed for a special gift at this time. If you've written a dynamite renewal letter, perhaps you can use some of the same text and adapt it. A letter focussed on a specific issue usually seems to do best, although you can always talk about next year's program. The more you can personalize these letters, mentioning the amount of last year's gift, or the amount already given this year, and asking for a specific amount, the better you will usually do. As with any request for funds, be sure to include a response form and a business reply envelope.

Seasonal Events

November and December are generally not good months for fundraising events because of the holidays. However, December is an excellent time to hold an open house to which you can invite all your friends—the woman at the print shop who took so much time with the design of your annual report, the postman, and so on—to come to your office for a holiday gathering. Be sure to include other conservation colleagues as well as the government officials you want to win over, the local bank president, any local board members, and the prospective new

member who lives across the street. Such an event won't generate money, but the PR and good will will be worth their weight in gold.

Use your year-end newsletter or other publication for fundraising

Be sure to include information in your year-end publication about the tax benefits of year-end gifts, and particularly gifts of appreciated property or stock. Your reminder should say something like this:

"SANTA ALERT

If you are considering making a gift to (name of your group), now is a good time to do so. Year-end gifts are tax deductible and on a gift of appreciated property—including stocks and land—you may take a deduction for the full appreciated value of the property."

If you have goodies such as T-shirts or posters for sale, don't forget to offer your members the opportunity to purchase them as gifts in your newsletter, and always give your members the chance to purchase a membership in your organization as a gift for friends and relatives.

Prepare a realistic fundraising plan for the coming year

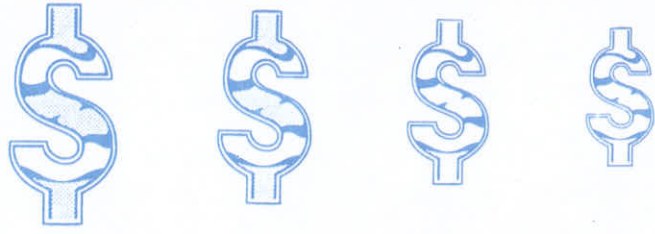
Diversity and frequency are the two magic words in fundraising. You should have at least one activity dedicated to fundraising every month, and to insure this happens, you need a PLAN.

Take some time before your fall/winter board meeting to sit down and write out a list of all the different categories of funding you will employ in

Rising Alert

10Z

Alert is designed to inform your group of timely corporate prospects, free resources, new funding Alerts" will be an exclusive insert in River mailings.



the coming year to generate funds for your organization, including renewals, special appeals, events, new member mailings, foundation grants, corporate gifts, and so on. Next, look at past year figures, think about any new factors that may come into play in the coming year, and make a realistic estimate of how much you think you can raise in each category. Finally, for each funding category, write out:

- * the specific strategies that you will employ (i.e., hold a benefit concert),
- *who will be in charge of this particular activity, and
- *when the activity will take place.

Thank your best supporters at year-end

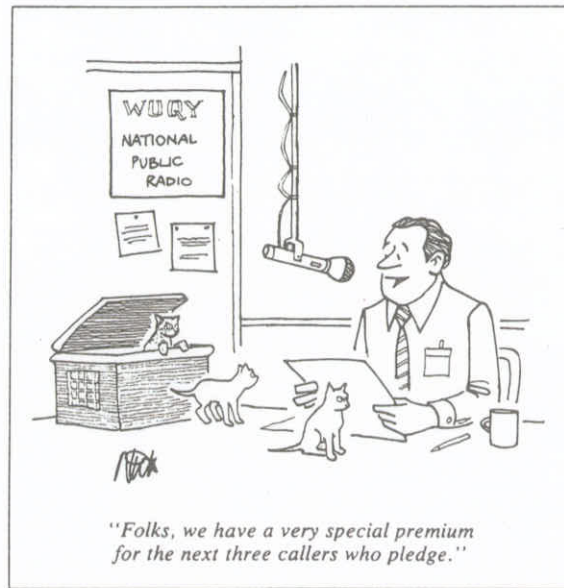
Supporters, especially individuals, like to be appreciated. A year-end letter from the director, a preliminary summary of the year's achievements, or even a holiday card showing a photo or drawing of one of the rivers you are working on is an appropriate way to show you care, especially if you take the time to write a personal note thanking the supporter for their support. You can send the letter or report out in January, but if you are trying to generate income for the calendar year, consider the timing carefully since such a mailing can make the recipient more motivated to give. Since you're not asking for money in this mailing, you might ask donors to write the names of three friends who might be interested in your work on a sheet of paper and return it in the business reply envelope which you have provided. Sometimes, people will include money along with the names, even when you didn't ask for it!

Don't Forget about the Board

Board members should be expected to both "give and get" as the saying goes. November or December are great months to send each of them a letter letting them know how the organization is doing financially and asking them to "do their share" in reaching year-end goals by contributing, or seeking contributions. This letter works best if it comes from the Board chair or the fundraising chair, who, of course, should have already made their annual contribution to the organization. If response is poor, a follow-up call from a board member may be in order.

American Greenways DuPont Awards

Applications for a new round of American Greenways DuPont Awards are available from Lisa Gutierrez at The Conservation Fund (703) 525-6300. Completed applications are due by December 31, 1993. Last spring the program made 50 grants of up to \$2,500, as well as four special awards.



THE CHRONICLE OF PHILANTHROPY

NICK HOBART

(continued from p 1)

size. It was time for some updated information.

In spring 1993, we sent out a comprehensive, rather demanding, six-page questionnaire to our network of some 2,400 river guardians. The response was good. Over 500 river guardians, representing a fairly even geographical distribution across the country, returned their questionnaires. The

strongest response came from the Midwest, returning 67 questionnaires.

We culled that response to just over 400 to focus only on grassroots and state river organizations. The approximately 100 other responses were from regional affiliates of national organizations, quasi-governmental organizations or government agencies, all of which are working on river issues, but not River Network's primary constituency. A summary and highlights of the results follow.

What Does a River Organization Look Like?

The river guardian community is diverse in form and defies a simple description. Most river guardians (88%) consider themselves part of a river

organization, the remainder work alone or only periodically work with existing river groups. The majority of river guardians (53%) define their river organizations to be local, 23% as regional or statewide, 11% as coalitions, and 8% as chapters of national organizations. The number of river guardians addressing river issues throughout their watershed outnumbers those working only on river corridor issues by a ratio of nearly 2-to-1 (64% : 36%). Logically following their concern and involvement in watershed issues, river guardians' political scope is primarily interlocal (several towns) (46%), followed by local (19%), statewide (17%), and the others are multistate, national or international.

One-third (34%) of river groups use a written action plan to direct their river protection efforts. Approximately one-third (37%) have paid staff. Most river groups

River Threats: 1990 vs. 1993

1990:

1. pollution
2. development
3. erosion
4. forestry practices

1993

1. development throughout the watershed/
population growth
2. erosion
3. riparian habitat loss
4. fisheries decline

(source: River Network's national surveys)

1993 Nat

REGION	NEW ENGLAND	NORTH ATLANTIC	APPA-LACHIAN
	ME, VT, NH, CT, RI, MA	NY, PA, NJ, MD, DE	WV, VA, KY DC, TN, NC
Number of Questionnaires	44	42	47
THREATS <i>Most Serious</i>	Development* Urban runoff Riparian habitat loss	Development Riparian habitat loss Erosion	Erosion Agriculture Development
INFORMATION NEEDED <i>River Topics</i>	Riparian buffers Watershed mgt. Landowner relations Monitoring	Economic benefits Landowner relations Wetlands	Economic benefit State river progr Watershed mgt. Project analysis Clean Water Act
<i>Organizational Topics</i>	Long-term planning Volunteer mgt. Program planning	Volunteer mgt. Long-term planning Public relations/ media	Public relations/ media Volunteer mgt. Leadership deve
% of Organizations Addressing Watershed Issues	70	76	64
% of Organizations with Paid Staff	39	52	40

* development = development throughout the watershed, po.
Brackets indicate those topics with equal ratings.

(63%), however, rely on volunteers. The size of their core group of "active" volunteers varies but is typically relatively small — 26% have less than 10 and 39% have 10 to 25. Though 15% had more than 50 "active" volunteers.

The budgets of river guardian organizations vary widely (refer to sidebar) Over one-quarter (28%) of groups have budgets less than \$1,000, while half (50%) have budgets less than \$5,000. At the other end of the spectrum, 12% of groups have budgets between \$150,000 and \$300,000.

River Network's National River Guardian Survey Results by Region

SOUTHEAST	GREAT LAKES	MIDWEST	SOUTHWEST	ROCKY MOUNTAIN	WESTERN	PACIFIC NORTHWEST	NATIONAL TOTAL
AR, MS, LA GA, SC, FL, AL	WI, MI IL, IN, OH	ND, SD, NE, MN, IA, MO, KS	OK, TX, UT, AZ, NM	MT, ID, WY, CO	CA, HI NV	WA, OR, AK	
29	67	36	19	38	43	45	413
Municipal pollution Development Fisheries decline	Erosion Development Urban runoff	Erosion Agriculture Riparian habitat loss	Riparian habitat loss Recreation Development Riverside develop. Urban runoff	Dams Fisheries decline Erosion	Riparian habitat loss Fisheries decline Development	Fisheries decline Riparian habitat loss Forestry	Development Erosion Riparian habitat loss
Economic benefits Monitoring Watershed mgt. Project analysis State river program	Landowner relations Economic benefits Project analysis Clean Water Act River assessments River access	Economic benefits Clean Water Act State river program Recreational mgt.	Instream Flows State river program Economic benefits Landowner relations Wetlands	Economic benefits Project analysis Landowner relations	Economic benefits Monitoring Watershed mgt. River assessments	Economic benefits Watershed mgt. River assessments	Economic benefits Landowner relations Watershed mgt.
Public relations/ media Volunteer mgt. Special events	Special events Public relations/ media Volunteer mgt.	Public/private partnership Public relations/ media Special events Coalition building	Public relations/ media Volunteer mgt. Long-term planning	Volunteer mgt. Public relations/ media Special events Leadership develop.	Public relations/ media Volunteer mgt. Public/private partnership	Public relations/ media Volunteer mgt. Special events	Public relations/ media Special events Long-term planning
52	58	50	37	63	40	47	57
21	34	50	21	47	35	20	37

growth.

The Scope of River Threats is Broad

Rivers guardians indicated that their rivers are being degraded by a daunting array of threats. Nationally, they ranked many issues as "serious" threats to their rivers, but development throughout the watershed was the most common "serious" threat, as indicated by 63% of respondents. Erosion (62%), riparian habitat loss (61%) and decline of fisheries (59%) followed closely behind on the national list.

The four river threats listed above topped the lists for most regions, but of course there was some regional variation (refer to chart). New

Englanders ranked urban and suburban polluted run-off as the second most serious threat in their region. Midwesterners and Appalachians ranked agricultural practices near the top of their list. In the Rocky Mountain region, river guardians are most concerned about dams. In the Southwest, river guardians listed recreational impacts as the second most serious threat to their rivers. And in the Pacific Northwest forest practices rounded out the top three threats.

Many river guardians provided
(continued on p 12)

Explanation of Map

Numbers -

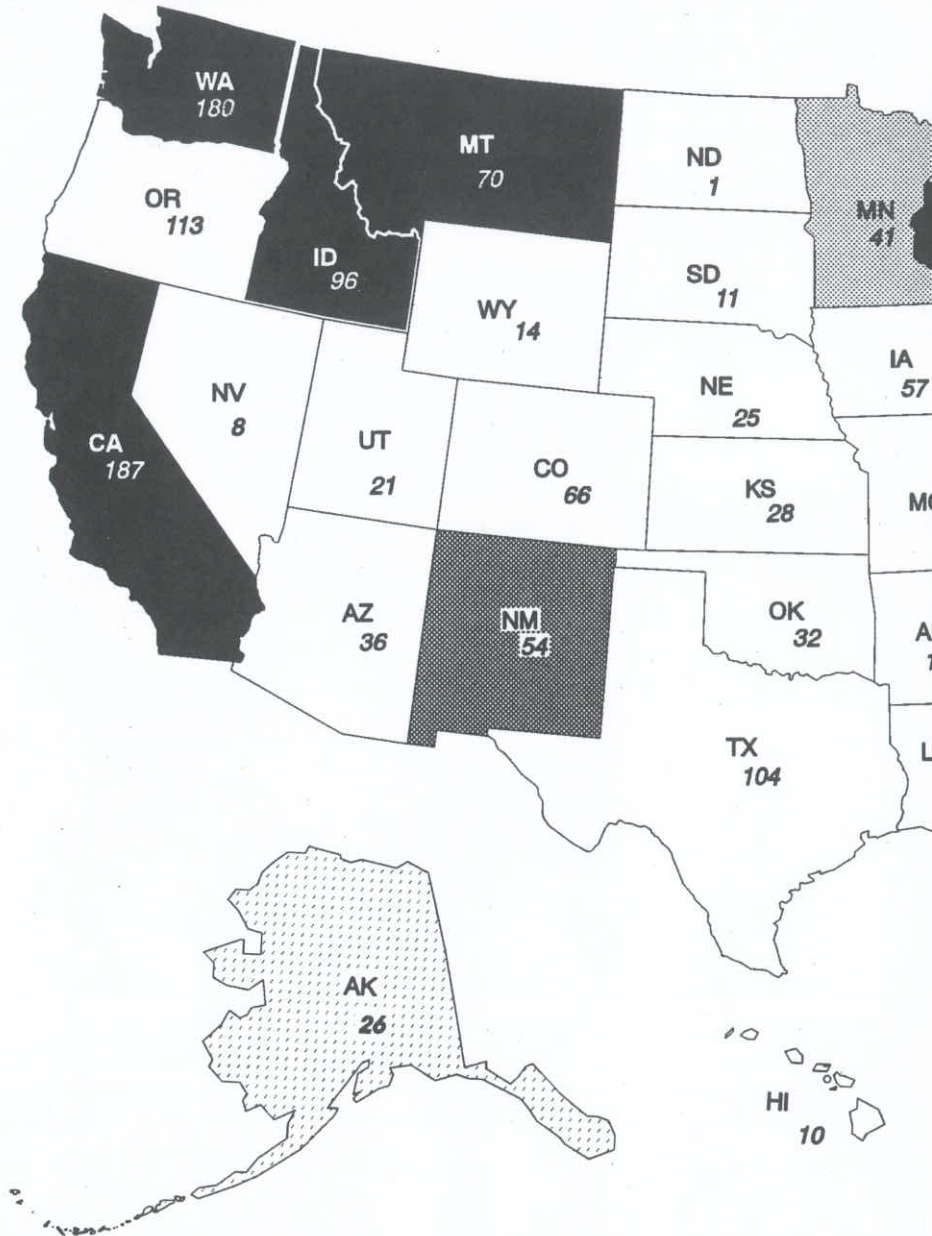
refer to the number of river guardians in contact with River Network. Approximately 90% are part of organizations and 10% are working independently.

States highlighted -

indicate states where River Network is assisting in organizing statewide river conservation efforts. River Network has made it a priority to strengthen existing and establish new state river advocacy organizations. One of the mechanisms River Network uses to assist statewide efforts is funding contracts. Funding contracts are awarded in four major areas: organizational start-ups, leadership development, organizational fundraising, and grassroots training/movement building.

River Network's level of assistance in states:

- contracts
- pending contracts
- ▨ initial recruiting
- ▨ other projects



For more information about grassroots and statewide river protection efforts across the country, call River Network.

(continued from p 11)

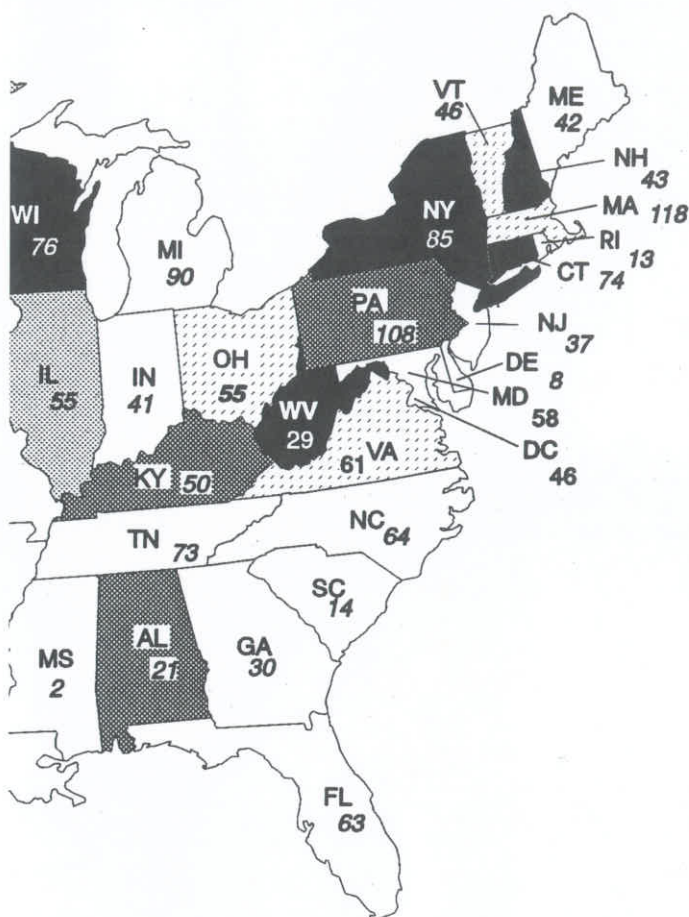
detailed narrative descriptions about their work. Many described situations of their river being threatened by a multitude of activities, and their efforts to address many by simultaneously using a variety of river protection strategies.

For example:

"We're working on several projects: supporting Wild & Scenic Rivers for Arizona, following developments of EIS

preparation for Grand Canyon, monitoring management plans for Gila River National Riparian Area, organizing Salt River clean-up trips," says Dorothy Riddles of Central Arizona Paddlers Club in Phoenix

"We're monitoring pollution and dumping into streams, working to create an urban canoe trail of 20 miles in forest preserves along streams through suburban communities, planning a river keepers program (with Friends of the Chicago River), and conducting canoe trips



for citizen groups to acquaint them with the river," says Ralph Freese, Chicago Land Canoe Base in Chicago.

Information — Needs are Diverse and Interest in Exchange is Strong

The spectrum of river threats is broad, and the call from river guardians for information assistance is loud. Eighty-two percent of river guardians listed information about the economic benefits of river protection as "very useful." Information about working with private land-

owners (77%) and examples of comprehensive watershed management (75%) followed closely behind. The other issues that round out the top ten topics river guardians would like information on include: economic analysis of river-related projects, Clean Water Act, river inventories and assessments, river monitoring, riparian buffers and setbacks, wetlands protection and state river programs.

Having information about river issues is just part of the equation for effective river protection organization. River guardians are also looking for information about organizing and non-profit management. Information about community and media relations along with volunteer management were considered "very" helpful by almost three-quarters (72%) of river guardians. Special events (67%), long-range planning (66%) and private-public partnerships (63%) rounded out the top five.

Fundraising, of course, is a priority topic for all river groups. The top five fundraising topics that river groups would like information about are: foundation giving, new member recruitment, special appeals, corporate giving, and special events. In addition to asking river guardians to tell us what information they need, we also asked them to identify good information they already have that may be helpful to other guardians. Many river guardians responded and sent us materials they've found helpful. Others listed references and contacts that have facilitated their river protection efforts. We'll be following up to incorporate those valuable references into our library of materials to share with river guardians working on similar issues.

A Wave of State River Councils

Another trend that became obvious in the survey is the rapidly growing interest in statewide organizing for rivers. A few years ago only a few statewide river organizations

(continued on p 14)

River Groups' Budgets

The distribution of budgets of river organizations in the U.S.:

< \$1,000	28%
\$1,000 - 2,500	12%
\$2,500 - 5,000	10%
\$5,000 - 10,000	8%
\$10,000 - 20,000	6%
\$20,000 - 50,000	12%
\$50,000 - 150,000	13%
\$150,000 - 300,000	12%
>\$300,000	1%

(sum greater than 100% due to rounding)



River Economics Information Source

The "economic benefits of river protection" was the most sought after topic of information. An excellent reference on this topic is *Economic Impacts of Protecting Rivers, Trails and Greenway Corridors: A Resource Book* by Rivers and Trails Conservation Assistance Program of the National Park Service. Available from NPS, Western Office, 600 Harrison Street, Suite 600, San Francisco, CA 94107-1372, (415) 744-3968. FREE

existed. Today there are many. Idaho Rivers United and the West Virginia River Council are two statewide organizations that shine as models for other statewide efforts. Several others, with the assistance of River Network, are fledgling or rebuilding such as the Rivers Council of Washington, Montana River Action Network, Wisconsin Rivers Alliance, Kentucky Waterways Alliance, New York Rivers United, Rivers Alliance of Connecticut, Massachusetts Watershed Coalition, Friends of the River (CA) and several others. Many other states have river guardians working in the initial stage of organizing statewide — Alabama, Minnesota, New Mexico and Illinois. In some states where no statewide organization exists, river guardians recognize the need and are talking about it. For example, river activists from Florida, Michigan and Kansas shared their insights:

"Each group [in Georgia] is sort of floundering around - we need (I think) a state coordinator for coming up with a state rivers program and legislation." Tom Southern of Gainesville, FL working on the Chattahoochee and St. Mary's Rivers and interested forming a river group.

"Here in Michigan, rivers and lakes have been forgotten. Our group is seeking to set up a more effective organization for

the State — perhaps a Michigan River Authority. The watershed councils are for the most part very ineffective with no real teeth!" Al Martin, Clinton River Authority, Sterling Height, MI

"Rivers and streams have long been neglected in Kansas. We have a variety of problems, especially agricultural related — nonpoint source pollution, riparian and wetland destruction, etc. While this paints a bleak picture in Kansas, it is accurate. We have major problems and yet few resources and organizations with which to fight.... I have discussed forming a coalition; such a group could bring together environmental and recreation organizations." Scott Andrews formerly with Sierra Club - Kansas Chapter of Topeka, KS.

River Network has made it a priority to support existing and organize new state river organizations. We believe it is one of the most effective ways to assist the local river groups. River Network is working at some level with state leaders in twenty states (refer to map).

Where Do We Go from Here?

The hundreds of river guardians who participated in this survey have provided River Network with a wealth of information and a source of inspiration. We have a much clearer picture of river guardians' needs and activities and how River Network can be of most assistance. We thank everyone who participated in the survey. Your input is invaluable. We also invite everyone to join the River Network Partnership as a means to further your river-saving goals and to work collectively to advance the grassroots river conservation movement.

Resources Available from River Network

Publications

New!

Protecting Instream Flows: A Resource Guide for River Guardians by Neil Schulman

Explanation of water law, protection tools and strategies, case studies, model programs, flow assessment methods, and state by state listing of contacts from advocacy groups and agencies, and a comprehensive bibliography

(1993, 90 pgs., Partners \$8, others \$10)

New!

"Outfitter and Guest Fund Raising: The Pass-Through Contribution Model" by Kevin Wolf and Rob Elliott

(revised 1993, 8 pgs., Partners \$3, others \$5)

C(3) or C(4): Choosing Your Tax Exempt Status by Chris Cook

A manual to lead river groups through the decision-making process of whether to apply as 501(c)(3) or 501(c)(4) tax-exempt status.

(1991, 16 pgs., Partners \$3, others \$5)

People Protecting Rivers: A Collection of Lessons from Grassroots Activists

by Phil Wallin and Rita Haberman

Five documented successful river protection efforts: Charles (MA), Clark Fork (MT/ID), Gauley (WV), Sacramento (CA), and Upper Mississippi (MN). Organized by issue for easy reference.

(1992, 72 pgs., Partners \$8, others \$10)

River Wise by Kenny Johnson, S. Whidden, and Lindy Walsh

A collection of public education techniques used successfully by river groups to inform their communities about the values and issues of their river. (1992, 33 pgs., Partners \$5, others \$7)

River Wealth by Kenny Johnson & Lindy Walsh

A collection of fundraising ideas and techniques used by river groups. Organized by membership, business, support, events, and sales and services. (1991, 41 pgs., Partners \$5, others \$7)

River Voices (back issues)

(16-20 pgs., Partners \$3, others \$4)

1993

Summer

Public Trust Doctrine

Spring

Water Efficiency

1992

Winter

theme

Business & Labor as Allies

Fall

Clean Water Act (photocopy)

Summer

Resource Abuse Movement (photocopy)

Spring

How to Launch a Campaign

1991

Winter

Volunteer Water Monitoring

Summer

Sorting Through River

Protection Tools

Winter

1990 National Survey Results

Spring

Controlling Private

Land-Use Along Rivers

Fundraising Training Videos

River Network has a set of six videos of a fundraising workshop instructed by Kim Klein, a national fundraising trainer and author of *Fundraising for Social Change*.

The topics covered in the videos include:

Planning for Fundraising

Special Events

The Role of the Board

Asking for Money & Prospect Identification

Major Gift Solicitation

Raising Money by Mail

River Network loans out the videos free of charge, one at a time with a \$50 refundable deposit. Call us and we'll let you know what videos are available or put you on a waiting list.

LOTUS 123 Computer Software

In cooperation with the Lotus Development Corporation, River Network is offering a free copy of Lotus 123 to software Partners of River Network. Lotus 123 is a DOS version spreadsheet program for use with personal computers (Sorry, we do not have software compatible with Apple computers.)

If your group is interested, send River Network a brief letter that includes the following information: 1. a statement of proof that your group is incorporated; 2. a brief description of how your group plans to use the Lotus software; and 3. the size of computer disks (3.5 or 5.25 inch) you'd like.

Join the River Network Partnership

Becoming a River Network Partner will help you save your river by:

- * Giving you access to a wide variety of assistance with fundraising, river topics, organizational development and strategies;
- * Providing a mechanism for sharing with, and learning from, other river guardians;
- * Providing a way to work collectively on policy issues critical to America's rivers.

YES, we/I would like to become a Partner of River Network

- Organizational Partners** - grassroots and state river groups.

Dues are based on a sliding scale according to organizational budget.

budget	dues
\$0 - 10,000	\$60
\$10,001 - 20,000	\$100
\$20,001 - 30,000	\$200
> \$30,000	\$300

- Individual Partners** - individuals committed to taking action or a leadership role to save a particular river, stream or watershed. Dues \$60.

- Sustaining Partners** - individuals willing to provide financial support to help others save rivers. Dues \$100 (min.).

name: _____

group: _____

address: _____

city,st,zip: _____

phone: _____

river/s: _____

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