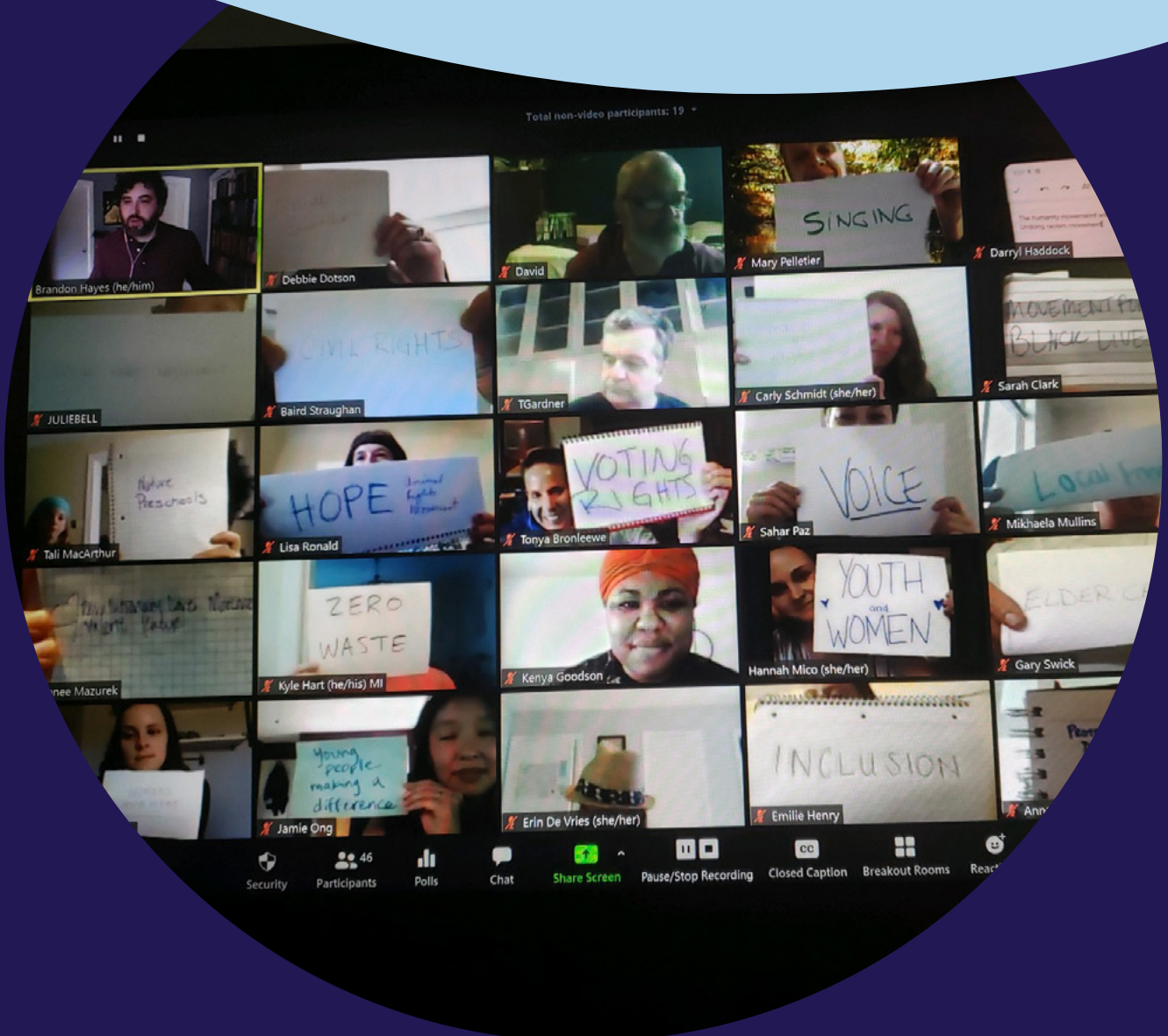




# A VIRTUAL EXPERIENCE

MAY 17-20, 2021



A PRODUCTION OF RIVER NETWORK  
[www.riverrally.org](http://www.riverrally.org)

# SPONSOR RIVER RALLY

Demonstrate your commitment to clean water and healthy rivers by becoming a River Rally sponsor.

Your dollars for River Rally will:

- Provide a valuable experience with low registration costs making this event accessible to all
- Demonstrate your commitment to social and environmental responsibility
- Increase your foundation or company's exposure to a national audience



LEVELS & BENEFITS	ESTIMATED REACH	BASIN \$20K	WATERSHED \$15K	RIVER \$10K	TRIBUTARY \$5K
Complimentary Registrations		5	4	3	2
Naming Opportunities	2,900+ Viewing Hours	✓	✓	✓	
Virtual Event Site Recognition	2,900+ Viewing Hours	✓	✓	✓	✓
Custom Video Welcome	180+ Real-Time Participants	✓			
Shoutout During Events	180+ Real-Time Participants	✓			
Social Media Recognition	13k+ Followers	✓ Stand-alone post	✓ Stand-alone post	✓	✓
Program Ad	5,000+ Views	✓ ½ Page	✓ ¼ Page		
River Network Website Recognition Through 2021	3,000+ Views	✓	✓	✓	✓

*Learn more about sponsoring River Rally 2021.*

# RIVER RALLY 2021

## IMPORTANT INFO

### **January 11**

Registration opens online.

### **March 12**

Scholarship and Emerging Leader applications due.

### **March 31**

Online platform opens to registrants.

### **May 17–20**

River Rally 2021, see you online!

### **OUR COMMITMENT TO DIVERSITY AND OUR COMMUNITY**

River Network seeks to promote equity, diversity, and inclusion in our work and in the work of organizations across our network. We welcome, involve, and value all perspectives, voices, styles, and identities, with special attention to racial power dynamics. We foster inclusion by building internal structures and processes that promote a sense of belonging. We encourage inclusion throughout our network by validating the inherent worth and dignity of all people with an expectation of mutual respect.

River Rally is an interactive space for anyone interested in river and water issues to engage in a variety of topics. We recognize and honor the value of diverse perspectives and strive to create a safe place for all participants to connect, converse, and share their knowledge with each other. We do not, however, tolerate behavior that threatens, harasses, or otherwise jeopardizes this community and any individuals in it. Please share in our collective responsibility to create and hold a space for the benefit of all who attend River Rally.





# RIVER RALLY 2021

## IMPORTANT INFO

### Personal Pronouns

During registration we ask for your pronouns, and you have the option to include them in River Rally profile. Why do we do this? River Network is committed to fostering inclusion and promoting a sense of belonging through our internal structures and processes. We recognize that using an individual's correct personal pronouns is a way to show respect and foster an inclusive environment. Help us create and maintain a welcoming and respectful space for all at Rally by acknowledging the personal pronouns of all attendees. To learn more, please visit [mypronouns.org](https://mypronouns.org).

### Land Acknowledgments

While River Rally 2021 will be held virtually, we encourage all registrants to acknowledge the importance of the land we each call home. We invite registrants to explore the history of the land and waters where they now live, through resources such as [native-land.ca](https://native-land.ca), and to reflect on how your organization may or may not address colonization and can partner with and support Indigenous communities.



### Scholarships

River Network offers a limited number of scholarships for those who need financial assistance to attend River Rally. The application is part of the registration process. To apply, complete your registration online and pay a \$20 application fee. Scholarship recipients will be notified by March 31 and will have until April 15 to pay any remaining balance on your registration. If, for any reason, you decide you cannot attend the event, you may cancel your registration without penalty before April 15.

### Emerging Leader Award Self-Nomination Process

To nominate yourself for the **2021 Emerging Leader Award**, you must apply when you register. We will ask you to share links to any work you have available online and will ask essay questions that give you an opportunity to demonstrate your qualifications and outline examples of your work at the intersection of social justice and water. Applications are due March 12 and the winner will be notified by March 31.

*Visit [riverrally.org](https://riverrally.org) for the latest info.*

## STAY CONNECTED

Official hashtag: **#RiverRally2021**

Facebook: [facebook.com/rivernetwork](https://facebook.com/rivernetwork)

Twitter: [twitter.com/rivernetwork](https://twitter.com/rivernetwork)

Instagram: [river\\_network](https://instagram.com/river_network)

Join the buzz, and share your thoughts, photos, and River Rally highlights!

# 2021 SCHEDULE AT-A-GLANCE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
<b>Morning</b>	Coffee/Yoga/ Networking	Coffee/Yoga/ Networking	Coffee/Yoga/ Networking	Coffee/Yoga/ Networking
<b>12–1p ET</b>	Welcome & Plenary Panel	Plenary Panel	Plenary Panel	Awards Panel & Celebration
<b>1–2p ET</b>	Break	Break	Break	Break
<b>2–3:30p ET</b>	Concurrent interactive workshops and peer calls	Concurrent interactive workshops and peer calls	Concurrent interactive workshops and peer calls	Concurrent interactive workshops and peer calls
<b>3:30–4p ET</b>	Break	Break	Break	Break
<b>4–5:30p ET</b>	Concurrent interactive workshops and peer calls	Concurrent interactive workshops and peer calls	Concurrent interactive workshops and peer calls	Concurrent interactive workshops and peer calls
<b>Evening</b>		Urban Waters Learning Network Awards		

\*This is a working agenda and subject to change. All times are Eastern.



# WORKSHOP TRACKS

## Water & Agriculture

Learn what it takes for agriculture and healthy rivers to exist side-by-side, what is possible in collaboration with farmers and ranchers toward clean water and healthy rivers, the connection to soil health and crop diversification, challenges of equity and justice in rural America, and examples of communities that have stood-up against bad actors.

## Resilient Communities

Explore how rivers can be drivers of the social vitality and economic future of cities and communities, how to help communities become less vulnerable to the impacts of floods and droughts, lessons for avoiding harm to vulnerable populations caused by restoration and recovery, and connections between urban and rural landscapes and perspectives.

## Drinking Water

Expand your understanding of the challenges faced by water utilities seeking to upgrade their infrastructure and improve their services to deliver greater access to safe drinking water, the unequal implications of rate increases (for service upgrades and other purposes) to low income and racially diverse communities in urban and rural settings, and novel approaches for a more equitable path forward.

## Policy & Advocacy

Grow your familiarity with laws and policies that protect healthy rivers and clean water in your community, new laws and policies that could help you strengthen protection for places you care about, how civic engagement for water may be what is missing in your community, and what you can do to enable activism and accountability moving forward.

## Science & Climate

Learn about how communities are engaging their residents in data collection, how data can help inform our understanding of both the overall health of rivers and water and also where harm is occurring (e.g., flood and drought impacts) and the impact of climate change, and opportunities to leverage what we are learning for bigger impact locally, regionally, and nationally.

## Organizational Capacity Building

Gain access to new ideas to help you transform your organization, lead change processes and inspire your team, become the staff or board leader that you aspire to be, identify and sharpen the skills necessary for the road ahead, become a more diverse, equitable, and inclusive organization, and expand your ability to tell your story and achieve fundraising success.



## Equity, Diversity, and Inclusion

River Network seeks to promote equity, diversity, and inclusion in our work and in the work of organizations across our network. Workshops that intersect water and equity, diversity, inclusion, or climate justice are noted with a **E** next to their titles.



# WORKSHOPS BY TRACK

## WATER & AGRICULTURE

### **Soil Health on Working Lands for Resilient Communities**

Whether you have a backyard garden or an expansive dryland ranch, or work with those folks, you'll learn fundamentals of soil physical/biological characteristics (webinars) and try on-the-ground activities. We'll build community by discussing all results in the healthy soil principles framework.

*Eva Stricker, Quivira Coalition*

### **Making the Case for River Friendly Crops**

Minnesota partners are exploring new crops that protect waterways and improve farm profits. One challenge, explaining their vision in an appealing way. Learn how they cracked the code and identified the messages that invite policymakers and the ag community into a dialogue about better ways to do business.

*Eric Eckl, Water Words That Work, LLC; Trevor Russell and Peter LaFontaine, Friends of the Mississippi River*

### **New Approaches to Quantifying How Much Water a River Needs and an Approach for Getting It**

Participants will learn about a new tool and a framework developed in California that is designed to assist practitioners with quantifying a river's flow needs and developing a collaborative approach to securing these flows while partnering with local communities.

*Amy Campbell, Julie Zimmerman, and Monty Schmitt, The Nature Conservancy*

### **Cultivating Water Leaders: Young Farmers Water Fellowship**

In 2020, National Young Farmers Coalition launched a fellowship program to elevate the voices of young farmers and ranchers in water policy in Colorado. This workshop will provide an overview of the program and how it empowered young farmers, women, and people of color to run for water boards.

*Erin Foster West, National Young Farmers*

### **Community Based Planning for Integrated Water Management**

Learn how community members are engaging in holistic water management in river basins across the western U.S. and how you can apply this on your own river.

*Nicole Seltzer, River Network; Tara Flint, US EPA*

## RESILIENT COMMUNITIES

### **EPA's SepticSmart Week: The Importance of Proper Septic System Use and Maintenance**

The U.S. EPA's Decentralized Wastewater Program's annual outreach campaign, SepticSmart Week, promotes the maintenance of septic systems in the U.S. This presentation will provide a demonstration of SepticSmart Week highlights, including outreach products, community activities, and social media.

*Naomi Huff, Environmental Protection Agency*

### **Learners to Leaders: Environmental Justice Literacy Curriculum**

Through engagement with interactive activities from Groundwork USA's Learners to Leaders: EJ Literacy Curriculum, participants will build their own Water Justice Timeline, and learn directly from youth who are using environmental justice literacy to transform neglected waterways.

*Neambe Leadon, Groundwork Denver;  
Maria Brodine, Groundwork USA*



# WORKSHOPS BY TRACK

## **Strategies for Equity in Restoration & Stewardship**

This session features experts from American Rivers (PA), Plaster Creek Stewards (MI), and Friends of the Chicago River (IL) in sharing projects focused on stewarding land and water with respect to the communities they intersect with. American Rivers' focus on equitable flood management, Plaster Creek Stewards' restoration of an urban wetland, and Friends of the Chicago River's benefits of a Blue-Green Chicago River Corridor all highlight the importance of working alongside communities when it comes to resilience and restoration projects.

*Deanna Geelhoed, Plaster Creek Stewards-Calvin University; Eileen Shader, American Rivers; Adam Flickinger, Friends of the Chicago River*

## **Blue Art Collective: Art, Water, and Social Justice in a Digital Era**

This workshop explores two sensory art mechanisms, music and movement, for bringing communities together, over online platforms or in person, to protect local waterways. Join us to continue the conversation about art, water, and social justice and get your creative juices flowing! All ages welcome.

*Sarah Davidson, Southeast Alaska Conservation Council; Kevin Jeffery, MRV Architects; Erin O'Grady, Alliance for the Chesapeake Bay*

## **Watching the Current: Scenario Planning and Community Resilience**

Scenario planning is a scalable and engaging tool for organizations to prepare for a variety of futures. Attendees will learn the basics of a scenario planning tool, work through a relevant exercise to explore possible futures, and determine resilient actions for their organization or community.

*Larissa Read, Common Ground Consulting, LLC*

## **Urban Water Connections**

The Puget Soundkeeper Alliance (Seattle, WA) and Openlands (Chicago, IL) will be sharing their stories of success in connecting urban communities to their local waterways. Puget Soundkeeper Alliance will showcase a water quality and environmental justice initiative completed in partnership with Unleash the



Brilliance, a youth mentoring group in the Green-Duwamish Watershed. Openlands will share the development of an African American Heritage Water Trail that highlights nationally significant history in an underserved area of Chicago, with a discussion of how water trails inspire greater equity in river access and community resiliency. Both of these projects focus on developing youth as ambassadors of their local urban waterways and including the greater community in learning and conversations about water through youth-centric programs.

*Lillian Holden, Openlands; Laura Barghusen, Openlands; Anna Bachmann, Puget Soundkeeper Alliance; Terrell Dorsey, Unleash the Brilliance*

## **Tribal and Agency Water Collaboration Across Nations**

California's working to integrate two new Tribal Beneficial Uses into the Ocean Plan and Regional Basin Plan Amendments all while the San Francisco Bay Delta is being threatened. We would like to discuss a more concise process that will better serve communities and we believe partnerships are key.

*Sherri Norris, California Indian Environmental Alliance (CIEA)*

## **Flowing with Community: Just Community Based Participatory Research**

Participants will learn the value and implementation of community based participatory research (CBPR) in building water resilient communities. LVEJO and CNT use CBPR to address concerns of urban flooding in South Lawndale, a frontline community in Chicago with a large Latinx immigrant population.

*Nancy Meza and Brenda Santoyo, Little Village Environmental Justice Organization; Cyatharine Alias, Center for Neighborhood Technology*



# WORKSHOPS BY TRACK

## **Blue Index: Reimagining Urban Waterscape Design for Community Equity and Wellbeing**

Blue Index utilizes public photo stations and assessments to connect people to water, collect qualitative data, and capture a visual record of change over time. This workshop explores how Blue Index applies to outdoor space design and planning to increase community equity and wellbeing.

*Kevin Jeffery and Sarah Davidson, Blue Index*

## **How's My Waterway and Other EPA Water Tools**

This workshop will highlight the recent enhancements to EPA's How's My Waterway tool, and feature the Watershed Index Online and the Recovery Potential Screening Tool. With knowledge of these tools, citizens can plan for more resilient communities in the future.

*Kiki Schneider and Miranda Chien-Hale, US EPA, Office of Water*

## **Keep the Gulf Clean: A Regional Collaborative to Promote Trash Free Watersheds**

Groundwork trusts use an innovative approach to address environmental issues, starting with how human communities, especially urban and underserved communities, experience environmental neglect, contamination, and isolation on the front lines. They then work to establish a long-term presence, elevate community priorities, and ensure that participants and stakeholders receive direct benefits from the work.

*Todd Reynolds, Groundwork New Orleans; Megan Davis, Groundwork Dallas; Barja Wilson, Groundwork Mobile County*

## **DRINKING WATER**

### **Increasing Equitable Water Infrastructure Investment in Your Community <sup>E</sup>**

Learn about and practice using tools in River Network's new Equitable Water Infrastructure Investment "Toolkit." We'll look at how water infrastructure is funded; how to advocate for equitable and sustainable infrastructure funding; and how to address water affordability and prevent water shut-offs. The workshop will help participants to find, and leverage, common ground between advocates and water utilities. We will look at affordability, as well as how the major funding streams for water projects flow from the federal government to states, and then to local communities.

*April Ingle, Sheyda Esnaashari, and Katherine Baer, River Network; Stacey Berahzer, IB Environmental*

### **Promoting Equity in Lead Service Line Replacement Programs <sup>E</sup>**

Drawing on case examples and resources from its online toolkit, the Lead Service Line Replacement Collaborative will share examples of how communities have approached public outreach and tapped funding to assure more equitable outcomes from LSL replacement efforts.

*Lynn Thorp, Clean Water Action and Clean Water Fund*

### **Building the Legal Foundation for Access to Water <sup>E</sup>**

Access to water is built on a strong legal foundation. Laws create obligations and protections. We will explore the critical role law plays in guaranteeing the affordability of water and wastewater services, the effectiveness of infrastructure, and the financial security of utilities.

*Alexandra Campbell-Ferrari and Luke Wilson, The Center for Water Security and Cooperation*



# WORKSHOPS BY TRACK

## **Closing the Water Access Gap in the United States: Building an Ecosystem of Change <sup>E</sup>**

Today, more than 2.2 million Americans live without basic access to safe drinking water and sanitation. Convened by DigDeep, this workshop will focus on ongoing WASH access challenges in the US and will highlight a couple “hotspot” communities working to fill the water gap.

*George McGraw and Emma Robbins, DigDeep; Jina Belcher, New River Gorge Regional Development Authority*

## **How to Be a Lead and Copper Rule Watchdog**

The lead and copper rule is a very complex regulation that can be challenging for professional and resident advocates alike to understand. This workshop will train attendees how to be effective watchdogs of their own state and water system.

*Nick Leonard and Erin Mette, Great Lakes Environmental Law Center*

## **Holistic Approaches to Keep Toxic PFAS “Forever Chemicals” Out of Our Drinking Water Sources**

In this interactive workshop participants will learn about the many federal laws, state policies, and other initiatives available to protect water from per- and poly-fluoroalkyl substances (PFAS). Participants will also explore how to use mapping tools to identify source waters vulnerable to PFAS.

*Jennifer Peters, Clean Water Action/Clean Water Fund; Deirdre White, Association of State Drinking Water Administrators*

## **Building Trust Between Communities and Utilities for an Equitable Future**

Learn how water utilities are engaging with at-risk populations to build trust. Cleveland’s Water Champion program, which aims to avoid shutoffs, will be featured. Attendees will be introduced to trust building programs, learn to identify effective practices, and apply learnings to their own work.

*Amy Weinfurter, Caroline Koch, and Georgia Beesmyer, WaterNow Alliance; April Ingle, River Network; Jacqueline Muhammad, Northeast Ohio Regional Sewer District*

## **POLICY & ADVOCACY**

### **Federal Policy Roundtable**

Get updates on the latest federal water policy news, learn ways to engage, and hear about water policy developments happening at the state and local levels around the country. We will also have a spotlight discussion on the Water Affordability, Transparency, Equity and Reliability (WATER) Act and how we can organize to pass the most comprehensive approach to improving our water systems and helping ensure that everyone in the US has access to safe, clean, affordable, public water.

*Kristine Oblock, Environment America; April Ingle, River Network; Julian Gonzalez, EarthJustice; Rianna Eckel, Food & Water Action*

### **Local Advocacy Success Stories**

Advocacy efforts at the local scale can result in effective policy change, increased community engagement, and improvements to watershed health. Hear from advocates across the country as they share stories of how they energized activists, neighbors, community members, and the media; utilized collaborative approaches to amplify their efforts; and how they used policy, regulations, and public support to improve their watersheds.

*David Sligh, Wild Virginia; Jack Mullen, Friends of the Mahoning River; Tim Laramore, The North Chickamauga Creek Conservancy; Leah Holloway, Milwaukee Riverkeeper*

### **Adapting Clean Water Act Implementation to Climate Change**

Unprecedented rainstorms, stronger/more frequent hurricanes, flash flooding, higher temperatures, drought conditions, and wildfires have an impact on the management of pollution and protection of public health. Join us to hear how Clean Water Act implementation must adapt.

*Gayle Killam, Water Policy Pathways; Matt Rota, Healthy Gulf*

# WORKSHOPS BY TRACK

## Using ECHO Database to Find Violations and Stop Pollution

Mike Barrette from US EPA who invented the Enforcement and Compliance History Online database joins Dean Naujoks, Potomac Riverkeeper, and Phillip Musegaas, Potomac Riverkeeper Network (PRKN) in explaining how to find the polluters and get them to stop polluting!  
*Phillip Musegaas, PRKN; Mike Barrette, US EPA*

## The Southeast Alaska Indigenous Transboundary Commission (SEITC)

Southeast Alaska Indigenous Transboundary Commission seeks to protect indigenous human rights and the customary and traditional way of life of Alaska Natives living in Southeast Alaska from large-scale industrial mining development in the Canadian headwaters of our shared transboundary watersheds.  
*Frederick Olsen Jr and Elizabeth Peterman, Southeast Alaska Indigenous Transboundary Commission*

## Sustainable Watershed Management Funding in Michigan: A Statewide Collaborative Approach

West Michigan partners will share a reliable funding source model addressing conservation, restoration, and preservation programs that are underfunded. This funding will allow property owners to invest in and contribute to regional watershed improvements and building capacity of local organizations.  
*Wendy Ogilvie, Grand Valley Metro Council; Kelly Goward, Macatawa Area Coordinating Council*

## Storytelling & Resonance: Creating a Culture of Empathy and Support

Creating a culture of empathy and support is an important tool to combat isolation and individualism in our organizations and movements, especially during COVID-19. Join River Network's 2020 Emerging Leader, Megan Nguyen, as she creates a space for attendees to share stories and listen to others' perspectives. Come away from this meeting with a better understanding of the value of connecting through storytelling and resonance, and how these tools can be weaved into your advocacy and outreach work.  
*Megan Nguyen, California Trout*



## SCIENCE & CLIMATE

### Building Smart Citizen Science: Community Data Collaborations for Watershed Management

Learn about a collaborative network of volunteer-driven monitoring programs in seven Lake Erie communities. Define the tenets of "Smart Citizen Science" together with a panel of expert facilitators. Apply these tenets to your own community through breakout group discussions with other participants.  
*Max Herzog, Cleveland Water Alliance*

### Land Loss Lookout: Tracking Wetland Loss in the Louisiana Mississippi River Delta

Land Loss Lookout is a citizen science tool that trains users to identify wetland loss on Louisiana's coast and label what might be causing wetland loss by categorizing infrared aerial photos. Participants will learn about wetland loss and contribute to the effort to protect these vital ecosystems.  
*Eliza Boetsch and Sara Wylie, Northeastern University*

### Burning Up: Effects of Wildland Fire on Water Quality

Wildland fire extent and frequency are increasing in the US. These fires cause physical, chemical and biological changes in the forest ecosystems they affect, including the rivers that drain them. This talk reviews the water quality responses of streams and rivers to wildland fires.  
*Michael Paul, Tetra Tech Inc.*

### Making Water Quality Data Open and Accessible to Support Collaborative Water Stewardship

When water quality data is open and accessible it can be used to inform water stewardship decisions and action. Learn how open-access tools like



# WORKSHOPS BY TRACK

DataStream are providing the digital infrastructure for monitoring groups of all shapes and sizes to share and connect results in meaningful ways.

*Carolyn DuBois, The Gordon Foundation*

## **Pull Together: Multi-State Coordinated Invasive Water Chestnut Removal**

Invasive water chestnut blanket any waterbody it enters—wreaking havoc on native plants and animals and disrupting our recreational opportunities. Learn the methods and digital tools Connecticut River Conservancy employs to manage & showcase the multi-state, volunteer-driven removal program.

*Gabriel Chevalier, Connecticut River Conservancy; Erin Hofmann, The Commons*

## **Eyes on the Water: Increase Access and Diverse Participation in Your Water Monitoring Program**

Does your volunteer water monitoring program lack diversity? Are you looking to create opportunities that are equitable and inclusive? Learn how Buffalo Niagara Waterkeeper utilizes the Water Reporter Platform to provide varied options for community members to engage.

*Elizabeth Cute, Buffalo Niagara Waterkeeper*

## **What's in the Water: Building a Community Science Monitoring Program in the Anacostia Watershed**

Anacostia Riverkeeper started one of the first volunteer water quality monitoring programs in the DC region. ARK and their volunteers monitor 29 sites across the DC/MD region. Focusing on E. Coli, the goal is to engage residents by providing timely water quality data from May to September each year.

*Robbie O'Donnell and Olivia Anderson, Anacostia Riverkeeper*

## **Lets Talk Trash: Addressing Floatable Pollution in the Bronx and East Harlem, NYC**

Floatable trash is a major pollutant in NYC waters. This workshop will feature groups active in the Bronx & Harlem Rivers UWFP that have developed scalable methods for assessing, removing, and mitigating trash. Best practices, lessons learned, and

successful engagement strategies will be discussed.

*Christian Murphy, Bronx River Alliance; Rosana Da Silva, Hudson River Foundation/New York-New Jersey Harbor & Estuary Program; Chris Girgenti, Randall's Island Park Alliance; John Butler, Van Cortlandt Park Alliance*

## ORGANIZATIONAL CAPACITY BUILDING

### **Leadership, Stewardship, and Community Engagement: Concretizing the Green Team Model <sup>E</sup>**

Since launching in 2017, Groundwork Southcoast's Green Team, who are youth employees that do hands-on work in and adjacent to our urban waters, has had an impressive retention rate of over 90%. This workshop is designed to share the work of evaluating and concretizing the model.

*Maura Ramsey, Groundwork Southcoast*

### **Building Diverse Constituencies to Steward Wild & Scenic Rivers <sup>E</sup>**

Learn innovative approaches for working with federal agency staff and engaging new audiences as part of Wild & Scenic River stewardship that can be applied to any of our rivers!

*Steve Chesterton, U.S. Forest Service; Emily Anderson, Chattooga Conservancy; Reese Hodges, Idaho Rivers United; Oak Rankin, Glacier Peak Institute*



# WORKSHOPS BY TRACK

## **Getting Past Your Fear of Fundraising**

Whether explicit or implicit, the fear of asking remains a big barrier facing river nonprofits fundraising from individuals. Rather than being set in stone, strategies exist to help nonprofit staff and board members push past their fear in order to raise more funds for their nonprofit.

*Jonathan Poisner, Jonathan Poisner  
Strategic Consulting*

## **Securing Grants for Your Nonprofit <sup>E</sup>**

Too often, river protection nonprofits pursue grants one proposal at a time, instead of as a year-round activity involving research, relationship-building, and writing. In this workshop, we'll outline key steps participants can take to be more successful in pursuit of grants.

*Jonathan Poisner, Jonathan Poisner  
Strategic Consulting*

## **It's Not Just What You Say, It's How You Say It**

Protecting water involves sometimes talking with people who don't trust you or reaching out to communities that you don't feel yourself part of. Through a series of fun, interactive exercises, practice crucial communication skills to improve your ability to understand and to be understood.

*Karen Strong, Strong Outcomes, LLC; Brandon Hayes, Bold Bison Communications & Consulting*

## **Identifying Relevant and Meaningful Metrics for Watershed Organization Impacts and Successes**

We will share an approach to demonstrating impacts of Pennsylvania's Watershed Organizations using well-defined, measurable, and defensible performance measures that mirror intentions reflected in organization mission statements. We'll present why and how we launched the project, outcomes, and next steps.

*Tali MacArthur, Pennsylvania Organization for Watersheds and Rivers*

## **Stop Shouting Into the Wind: Navigating the New Communications Landscape <sup>E</sup>**

COVID-19 has brought more attention to water challenges while making it harder to advocate for solutions. How can we adapt our communications?

The Water Hub will share our analysis of water news now, and top tips for reaching audiences in an increasingly competitive media landscape.

*Kimiko Martinez and Nicole Lampe,  
Water Hub at Climate Nexus*

## **Podcasting 101 and Why YOUR Organization Should Have One!**

Attendees will learn the fundamentals of starting their own podcast and how it can be a useful tool for their cause or organization. Attendees will also hear how a podcast can become an influential platform to connect with key stakeholders.

*Doug Parsons, America Adapts Media*

## **The Five Myths of Board Leadership**

This workshop will help you navigate some of the common myths and misconceptions on what it means to be a board member; how to develop, recruit, and retain effective board members; and the vital role the Executive Director plays.

*Amy Zola and Allison Elder, San Antonio River Authority*

## **Paddling Upstream Without a Boat: Collaborating Is the Best Strategy**

Participants will learn to see the inter-connectedness of issues and the need to collaborate to find resolutions. As nonprofits reflect the greater society, they must also make the connections to get out of their own "silos" to make our communities healthy, safe, fair places for all.

*Michele Colopy, LEAD for Pollinators, Inc.*

## **Virtual Decision-Making: Leadership for Yes, No, and More**

Working virtually creates special challenges and opportunities for leadership of your group's decisions. This interactive workshop will give leaders of teams, boards and collaborative entities a framework and two specific online tools that enable virtual decision making that yields collaborative thinking, clear direction, and group cohesion.

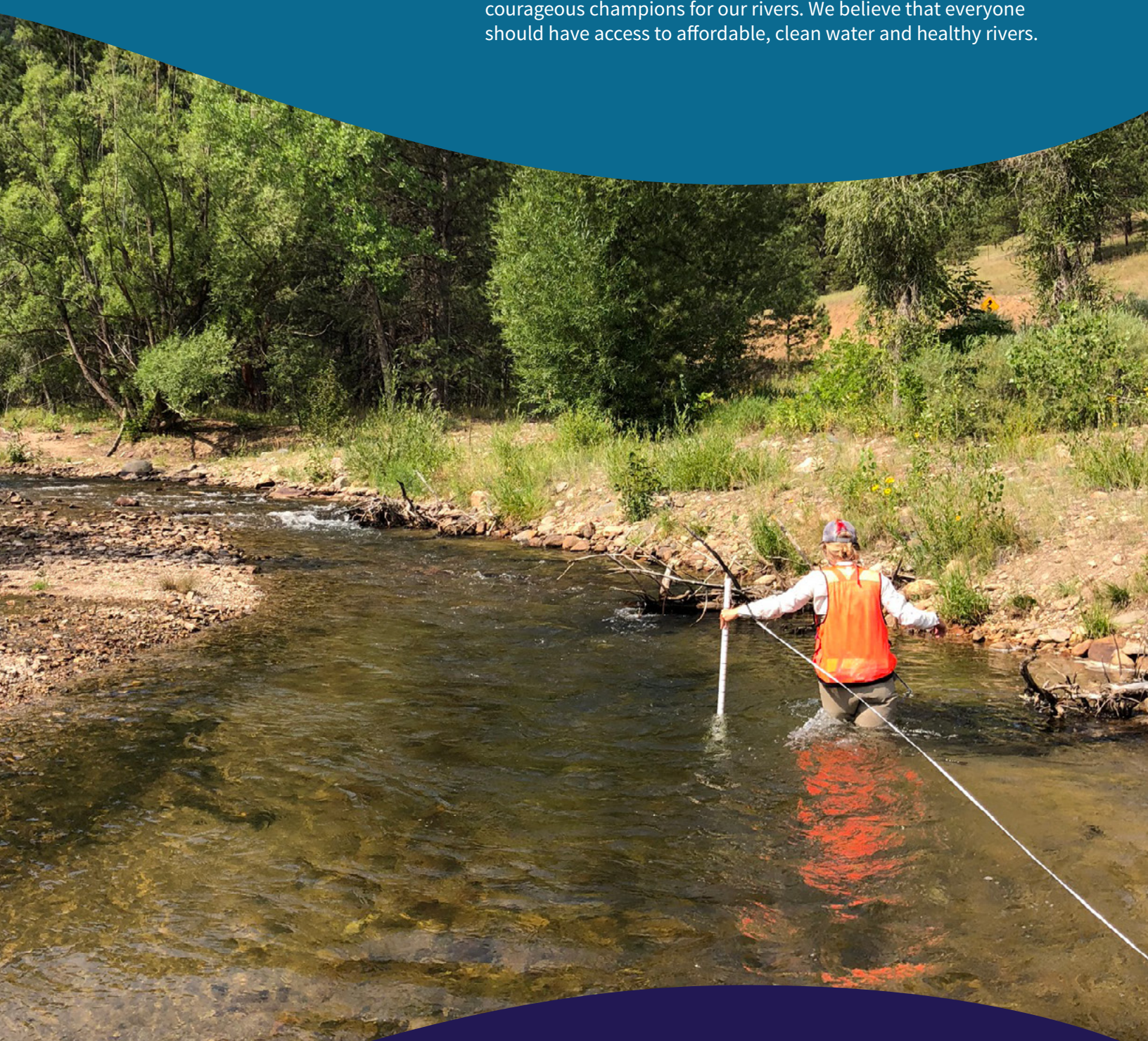
*Sarah Clark and Dianne Russell, Institute for Conservation Leadership*





## OUR MISSION & VISION

River Network empowers and unites people and communities to protect and restore rivers and other waters that sustain all life. We envision a future with clean and ample water for people and nature, where local caretakers are well-equipped, effective and courageous champions for our rivers. We believe that everyone should have access to affordable, clean water and healthy rivers.



**RIVER RALLY IS A PRODUCTION OF RIVER NETWORK**  
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[www.rivernetwork.org](http://www.rivernetwork.org)