



2018 Grassroots Leadership and Advocacy Program End of the Year Report

Educate, Engage, Act!

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Mission

Organization: A national grassroots organization, led by women, that engages and inspires activism to preserve and protect wilderness and wild lands.

Grassroots Leadership Program: Support Broads' mission through the implementation of an empowering and effective grassroots leadership and advocacy model to inspire the continued growth and activism of a national collective of women-led voices for the protection and preservation of our wild public lands from our backyards to D.C.

To do so, the program recruits, trains, supports, educates, and engages Broadband leaders across the country and provide innovative, updated, and researched tools to most effectively work on critical issues facing their regions' public lands health. Secondly, we aim to expand our reach and deepen our relationships with partners to best complete our work and build power within the community.

2018 Program Report

Broadband Leadership Growth and Changes

In the past year, Broadbands have grown from **34 to 39 chapters, 36 considered very active**. The Broadband Leadership Team has also grown to **69 active leaders** this year, while **13 leaders retired**. Projections for 2019 show an addition of 12-15 new leaders: 6 as co-leaders joining Baker/Reno NV, Portland OR, St. George UT, Northern San Juan CO, and Tucson AZ. 7 in new areas including Billings MT, Spanish Fork UT, Ventura CA, McKinney TX, New Hampshire, the San Luis Valley in Colorado, and Palmer, AK.

States/Regions Represented:

AZ (5): Prescott, White Mountains, Phoenix, Florence, Tucson, (Phoenix BB Leader, Kathy Ann Walsh, passed away this year),

CA: Greater Bay Area

CO (9): South Park, Northern San Juans, Boulder/Fort Collins, NW Colorado, Montezuma County, La Plata County, Grand Junction, Roaring Fork, Denver

GA (2): Blue Ridge, Atlanta

ID (3): Boise, Palouse, Driggs

MI: Great Lakes

ME: North Maine



MN: Ely
MT: Bozeman
NM (3): Santa Fe, Albuquerque, Silver City
NV (2): Reno, Baker
OR (4): Willamette Valley, Bend, Portland, Rogue Valley
UT (3): SW Utah (St. George), Moab, Ogden,
WA(2): Olympia, Seattle
WI: Fond Du Lac

Changes in 2018 in Broadband Leadership

WALTS Participants 2018: 17 new leaders trained, 10 states represented

- Robyn Cascade, Northern San Juans CO
- Joanie Connors, Silver City NM
- Barbara Dickinson, Rogue River OR
- Patricia Hastings-Sargent, Tucson AZ
- Mary Hertert, Grand Junction CO
- Barbara Jacobsen, Prescott AZ
- Patricia Jessup, Palouse ID
- Carol Keeney, Northern San Juans CO
- Mary Kelley, Healdsburg, CA
- Aspen Kemmerlin, Athens GA
- Barbara Phalen, Seattle WA
- Theo Pratt, Maine
- Janice Rosenberg, Eugene OR
- Susie Schmidt, Rogue River OR
- Barbara Tylka, Bozeman MT
- Terry Walters, Fort Collins CO
- Angie Wulfow, Santa Fe NM

Areas of Anticipated Growth and Leadership in 2019: 16 anticipated new leaders from 11 states

- Palmer/Anchorage AK (2 new leaders)
- Flagstaff, AZ (1 new leader)
- Marana/Tucson, AZ (1 new leader joining co-leader team)
- Ventura, CA (1 new leader)
- Durango, CO (1 new leader joining co-leader team)
- Ridgway, CO (1 new leader joining co-leader)
- San Luis Valley, CO (1)
- North East (Concord), NH (1)
- Red Lodge, MT (1)
- Baker, NV (1 returning, 1 new co-lead)
- Portland, OR/WA (1 new joining co-leader team)
- McKinney, TX (1)
- St. George, UT (1 new joining co-leader team)
- Spanish Fork, UT (1)
- Salt Lake City, UT (1)

Major areas of Broadband focus, interest, and accomplishments:

Broadband Activity 2018 (January-December)

86% of Broadband chapters are filing reports- an increase of 10 Broadband chapters since 2016



42,914 reported hours (a value of **\$1,035,943.96**) *At 2018 volunteer hourly value \$24.14

1058: Total reports submitted, a new record! A 25% increase from 2017 to 2018

7,063 Broads and Bro's participated nationwide in engagement activities for public lands

Broadband Activity Distribution

Advocacy	Stewardship	Ed. and Outreach	Training	Social	Meetings	Fundraising	Other Admin
27.5%	19.7%	14.2%	4.3%	6.4%	12.6%	1.7%	13.6%

A Birds Eye View: GLProgram Volunteer Engagement Trends in Growth

2017	2018	Increase of	% Increase in Growth
35,980 hours reported	42,914 hours reported	6,934 hours	19% increase
844 reports submitted	1058 reports submitted	244 reports	25% increase
4801 participants	7,063 participants	2,262 people	47% increase!

Program Trainings & Support Offered:

WALTS: Wilderness Advocacy Leadership and Training Sessions

Hosted 17 leader participants in 2018 at Synergia Ranch outside of Santa Fe, New Mexico. 13 of the leaders who attended WALTS have actively worked towards the initiation of a chapter in their area and the other 4 have stayed in contact with their chapter to engage with advocacy campaigns.

CARE and GLOW Calls serve to support, train, and build cohesiveness amongst our growing Broadband Leadership Team through the offering of monthly calls and webinar series.

CARE Calls (Connection and Resource Exchange) and **GLOW Calls** (Great Leadership and Outreach Workshops/Webinars) resulted in about a dozen topic driven leadership discussions and online trainings for Broadband leaders. Most leaders attended at least one call this year, participation is averaging about **11** leaders per call!

Leadership calls offered in 2018:

DATE	TYPE	FOCUS AREA	#CALLERS
2/15/2018	CARE	Effective Advocacy During the Time of #45	11
4/17/18	CARE	Painless Broadband Administration: Tips n' Tricks	13
5/4/2017	CARE	Driving the Issues	10



6/14/2018	CARE	Knowing the Local Issues: Dissecting complex information to best understand your campaigns	5
7/19/2018	CARE	How to Throw an Event and Get People to Show up: With the South San Juan Broadband	3
8/15/2018	CARE	Co-leadership- effective and fun ways to lead your chapter!	2
9/27/18	CARE	Power Building: Engagement with Local Partners	5
10/18/18	CARE	Women-led Broads- What makes us unique	0
3/1/2018	GLOW	Issues in Congress, Elections, and Effective Lobbying	9
5/9/2018	GLOW	Creating Common Ground with Land Transfer Evangelists	9
7/12/2018	GLOW	501(c)3 Get Political? But how?!	10
10/30/2018	GLOW	Broads' Ochoco Mountains OHV Lawsuit: A NEPA/OHV Case Study	11
Total engagement			108 call-ins

Community WALTS- Women’s Leadership and Advocacy Training

This year, the GLProgram put together our first community grassroots advocacy training open to the public on August 2-3. This two-day workshop focused on leadership development, effective advocacy, and women in grassroots organizing for community change. The space was donated to us by our community partners at Durango Nature Studies. Each participant was charged \$325 and we made a profit of \$1, 950. This was not only an opportunity to fundraise, but to increase Broads visibility as a leader in the grassroots advocacy community. We had **8 leaders** attend representing organizations such as **Grand Canyon Trust, Advocates for the West, Colorado Mountain Club, High Camp Hut, Defenders of Wildlife, and Conservation Colorado** and will perhaps host again in a few years.

SRCA (Southern Rockies Conservation Alliance) and Wilderness Leadership Workshop:

SRCA and Wilderness Leaders are two alliances we are involved with composed of conservation and public lands leaders mostly in CO and the west. I (Lauren) have served on both Steering Committees for the past two years. Each year, events are held to engage our leadership partners, Broadband leaders, and politicians in public lands management and conservation strategies and discussions. This year, I was elected co-chair of SRCA and have enjoyed the opportunity to work with a diverse community of leaders while influencing the functionality of our group to include diverse voices and take a hands-on approach. **These events have served as wonderful training opportunities for our BB leaders in areas of leadership, conservation, land management, policy, and advocacy.*

The Wilderness Workshop will be held in April 2019- as usual, we expect a great turnout.

Regional Broadband Leaders Rendezvous:

32 Broadband leaders attended our 2018 regional leaders’ gatherings. These were held in Oregon and House Rock Valley, AZ. Due to weather, the Rockies Regional gathering was cancelled, however we facilitated a four hour call for any interested leaders.

Broadtastic Grassroots Advocacy:

The Grassroots Leadership Program emphasizes education, outreach, and advocacy as the foundations for our grassroots advocacy and organizing model. Broadband chapters are engaged in public lands advocacy and Wilderness protection by engaging in a multitude of activities in these three areas. Broads



across the country have facilitated climate action educational events, documentary discussions, book groups, stewardship days, rallies, public meetings, and more to educate the public on the value of public lands, wilderness, clean air and water, and climate action to provoke on the ground change.

Some of the major Broadband activities of 2018 include:

Advocacy

- The Rio Grande Valley Broadband (NM) continues engagement in several collaboratives for Forest Service lands to discuss local trail issues, forest restoration projects, controlled burns, travel management, grazing issues, recommended wilderness, wetlands protection, and wildlife corridors.
- The Northern San Juan Broadband (CO) is still active in the Grand Mesa Uncompahgre Gunnison (GMUG) Forest Plan Revision process, attending meetings and writing/submitting comments. NSJBB also actively advocates for the Citizens' Wilderness Designation Proposal within GMUG as well as the San Juan Mountain Wilderness Act.
- The Yavapai-Prescott Broadband (AZ) continues to work on the wild rock formations and unique riparian areas of the Save the Dells campaign near Prescott, aiming for a regional parks, connector trails, and conservation of this heavily used landscape. In addition, the Broadband continues to work on water shortage and mining issues, attending meetings as a stakeholder.
- The Southwest Utah Broadband worked hard this year on both Bears Ears and Grants Staircase Escalante National Monument Resource Management Plans, attending planning meetings and submitting scoping comments for their Broadband.
- The Northwest Colorado Broadband engaged their community with several LTEs on the topics of climate change, trail overdevelopment, and protecting the ESA. They also took part in the Stand for Our Land rally in Steamboat Springs, CO, to oppose Ryan Zinke's visit and advocate for the protection of public lands.

Education & Outreach

- The Greater Bay Area Broadband (CA) taught STEM curriculum, science, and nature studies to several classes of 4th grade youth in spring 2018, as well as voter registration throughout Bay Area community colleges.
- The Maine Broadband, new as of 2018, kicked off tabling events and solidified partnerships with the Sierra Club and Main Natural Resources Council, which led to a joint meeting with the NRC on a proposed transmission line and opportunities for clean energy advances under Maine's new governor.

Social Events

- The Aldo's Silver City Broadband (NM) enjoyed good turnouts at several potlucks, picnics, meet-n-greets, and their annual retreat. Through their gatherings, they brought together current members, recruited and welcomed new members, enjoyed good food, and planned their annual activities.
- The Middle Gila Broadband (AZ) brought members together for seven different hikes this year into the canyons, regional parks and public lands of Arizona.

Stewardship

- **Water Quality Monitoring:** 5 Broadbands, Boulder (CO), Rio Grande Valley (NM), Yavapai-Prescott (AZ), Rogue Valley (OR), and Central Oregon Bitterbrush (OR), conducted ground and



surface water quality monitoring in 2018. Often these monthly visits to test sites yield data that helps in decision making processes on water use and agricultural draw, as well as testing the health and viability of the water for fish and wildlife, and for recreation. **Many of these Broadbands see the monitoring as a valuable contribution to the larger picture of maintaining or restoring water resources that are often abused or over allocated, especially in the face of climate change.**

- **Wilderness Solitude Monitoring:** Both the Cascade Volcanoes (OR-WA) and Northern San Juan (CO) Broadbands participated in Wilderness solitude monitoring as a measure of Wilderness character in partnership with the Forest Service. Broads are learning why the USFS needs this data, often from very high-use areas, and how the data are used in the management of Wilderness.
- **Creating Standing and Site Visits:** The Northwest Colorado Broadband participated in three field and online trainings provided by The Wilderness Society on how to use their smartphone to document BLM oil and gas lease sale parcels. Using the Collector app, they took photos and notes of wildlife sign, habitat, fauna, and scenic characteristics for submission to TWS for use in potential lawsuits as a part of the Too Wild To Drill program. **As a result of the success of these trainings, Broadbands in Nevada and New Mexico will begin documenting lease sale parcels and the NW CO chapter will continue their documentation in 2019.**

General Broadband Leadership Support and Initiatives in 2018:

1. **YooHoo's (Broadband and Board Grassroots Leadership Program bi-weekly newsletters)** Serve as resourceful communication tool between Program staff and volunteer team and have over a 70% open rate- 16 sent out in 2018. Due to increase staff capacity, GLProgram has improved consistency of distribution to every two weeks and all three staff participate in development.
2. **BB Leadership Dashboard on Broad's Website:** The GLProgram is improving the dashboard so it is user-friendly and hosts updated, resourceful materials. We are assuring existing documents are reviewed/replaced to support the best advocacy and leadership skills development growth for our leaders. This has been happening throughout the year, but 2019 will see a major facelift.
3. **Activity Reporting:** The 2018 revised online form received 98% positive feedback from our leaders and served as a tool for improved qualitative and quantitative reporting. The Advocacy Coordinator kept in close contact with leaders throughout the year to provide support and encourage participation through reporting.
4. **Assessment:** Evaluation and consistent leadership feedback continue to be a focus within the program- 27 responses for end of the year evaluation will provide valuable insight to perceptions of program offerings and staff support. The evaluations inform how GLProgram shift focus year to year to meet leader needs, shape CARE and GLOW Call topics, and give us the inside view we need to continue to improve our program's effectiveness year after year.
5. **Leadership Mentor Program :** We have created a first round committee of Broadband leaders and staff to gather information needed to pilot second efforts at a Mentorship Program: One aimed at Leader to Leader mentoring, the second, from leaders to younger generation mentoring as an intergenerational approach to engagement
6. **Broadband Membership Strategy:** Emphasis on 100% Broadband leader dues paying members and trainings to leaders on outreach to members for increased active dues paying members



7. **Trainings and Support:** CARE and GLOW calls occur regularly with growing attendance. We will host 4 GLOW calls in 2018 and will use Leaders Evaluation to target specific issues of interest from BB leaders for CARE Call schedule
8. **Regional and National Rendezvous Outcomes from 2018:** Pacific Northwest Broadband leader advocacy team (seven BBs across OR, ID and WA) holds quarterly collaborative calls on issues across Broadbands, including more frequent committees calls on: removing the four lower Snake River dams; stopping the Jordan Cove pipeline/terminal; and commenting on the BLM Southeast Oregon Resource Management Plan. Colorado's Broadband leaders have initiated a similar collaborative effort across nine BBs, with focus committees established in early 2019.
9. **Broadband Leader Check in Calls:** Increased staff capacity has allowed for better and more effective communications with our BB leaders throughout the year. Each staff took on a list of our 70 leaders and made sure to at least connect with each of them once this year (of course there is more interaction than that, but this was a formal effort made).

Development: Events, Fundraising, Membership, and Donors

Initiated or participated in fundraising:

- **10for10 Campaign:** Launched GLProgram 10 Year Anniversary Awareness and Fundraising Campaign this year and brought in **\$21,321**. Campaign brought in new members, increased our sustaining members not only in quantity, but in amount donated, and reengaged an energized community of Broads. Efforts included membership and funding asks, a spotlight of 10 years in the Broads sides, and monthly merchandise promotions.

Total raised: \$21,321

\$16,998 in gifts/donations (need query on new gifts, returning members, and if/any increase donations)

\$4,325 in membership (need data on member status, gift patterns, sustaining membership (at least 3 known) increases and quantity of new participants)

Participants: 119 engaged donors

- **Lewis Family Foundation:** Awarded \$10,000 for our Wilderness Advocacy Leadership Training (WALTS) covering entire cost of the workshop.
- **Supported AZ Gives, CO Gives, and Giving Tuesday campaigns** and raised record support
- **River Fundraiser:** Organized and participated in Desolation Canyon River Trip fundraiser with Holiday Expeditions: brought in \$1905, secured 7 day trip on Cataract Canyon for June 2019.
- **Membership:** Continue to manage Broadband membership strategies and outreach efforts through trainings, discussions, and ask techniques- Broadband membership contributes to cover 65% of overall Broads membership funding
- **Wild for Wilderness Online Auction-** Attended Outdoor Retailer as Broads rep in January and June- brought in a value of \$7,435 worth of items for auction for bid.

A lesson learned:

Our Broadband leadership team's participation and support is crucial to our success in protecting America's wild public lands. We have grown significantly in the past few years. With growth comes challenges. We want to assure the QUALITY of the programs offered to the existing Broadbands for effective grassroots work and successful campaigns and therefore have to continue to think critically



about what programs we offer and how we offer them and secondly, how we train and support the daily operations of these chapters so each one feels connected, valued, and resourceful. We also must think strategically and mindfully about where, how, and when we expand our reach when it is necessary to grow so we have the capacity to maintain a sustainable, effective national conservation effort for wild public lands protections.

2019: A Broad's Eye View: Goals and Strategies

The Grassroots Leadership and Advocacy Program has 4 main focus areas

1. Effective and Powerful Grassroots Advocacy and Campaign Engagement
2. Mission support through Attention to Leadership, Communications, and Skill Set Development
3. Capacity building through Recruitment, Retention, and Growth of Membership and Broadband Participation nationwide
4. Increased reach through Public Education, Engagement, and Action Methodology

Please see attached GLProgram Work Plan as submitted as part of Broads Strategic Plan to identify goals and objectives for 2019

