

Workshop #3—Partnering Smartnering

- Includes other organizations, student groups
- Can be formal or informal
- MNDOT, city of Northfield MN, and Wildflower Task Force planed wild flowers at entrance to city.
- Washington State – BLM, State Dept of Trans, county
- Civic Garden Center (Cincinnati, OH) and Wild Ones, Army Corp of Engineers, Ohio native Plant Society
- Swat team to deal with invasives (interdisciplinary)
- Partnering with other chapters (MN); other orgs at a conference to avoid duplication of efforts
- Links to established organizations (Issac Walton, Audubon)
- Establish a state “division” of Wild Ones (MN)
- Awareness of national guidelines about partnering (e.g., no lobbying)
 - There is a national policy for WO (Policy #(in guidebook)
 - Can’t make political statements
 - Can coalition supersede your control of orgs, funds?
 - Need permission from national WO to join coalition (not as important for one-time events)
- Concern—member stealing
- Fox Valley has example of letter of understanding
- Sharing programs is a good way to start partnering (“Birds & Blooms”)
- One can provide labor/expertise, the other provide meeting space
- Question – partnering with commercial org—Ok?
- Difference between sponsor and partner
- Water/runoff raingardens provide lots of opportunity
- Partnering can avoid duplicating of efforts, create awareness of efforts of others, create stronger voice, cross-publicizing events in newsletters, etc., but put WO events first
- How does coalition avoid creating more meetings? (Maybe unavoidable, but can be out-weighted by benefits)
- Sierra Club more politically active (but not non-profit); thus not a good option for WO
- Connect with Rotary (mainstream)
- Any turf issues? (Who is the “expert”) Master gardeners may be receptive but not always
- How do you find potential partners?
 - Go to trade shows, small local environmental events
- Look for partnerships that are naturally beneficial