

Regional partners are collaborating on an initial strategy that will:

- identify high priority behaviour changes for the region, and
- plan to market those behaviour changes to key audiences.

The strategy will be an organizing tool for an array of projects (new and renewed), and the strategy will evolve and adapt as the projects move forward.

Similar efforts are underway centered in Quesnel, Kamloops and Langley.



To inquire about either workshop or get involved in some way, contact:

Quesnel - Tracy Bond

Baker Creek Enhancement Society
250.992.2295 / tbond@quesnelbc.com

Kamloops - Mike Wallis

Salmon River Watershed Society
250.573.7838 / mikewallis@hughes.net

Langley - Sarah Atherton

Langley Environmental Partners Society
604.532.3513 / satherton@tol.bc.ca

The two workshops are a key activity in an initiative to enable social marketing efforts that will inspire human behaviour change for the benefit of Fraser salmon and watersheds. Three coordinated efforts are underway in the Upper, Middle and Lower Fraser regions, each of which will:

- define a collaborative regional strategy for priority behaviour change,
- build capacity of regional partners in social marketing,
- initiate projects that implement the regional strategy*,
- build the fund raising capacity of groups that want to undertake such projects, and
- contribute to a cross-region working group for strategic thinking and collaboration on identifying and promoting behaviour change.



*Projects arising from a strategy clinic may submit a concept proposal for 2009 FSWP funding directly to tstubbs@psf.ca with a **special deadline of two weeks after the clinic.**

Fraser Salmon & Watersheds Program



Enabling regional success in behaviour change via two workshops:

STRATEGY CLINIC & FUNDRAISING TRAINING



Quesnel

serving Upper Fraser & Cariboo-Chilcotin
Wed October 15 & Thu October 16
8:30am – 4:30pm
Sandman Hotel; 940 Chew Avenue

Kamloops

serving Thompson & Fraser Valley
Tue November 4 & Wed November 5
8:30am – 4:30pm
Thompson River University, Panorama Room

Langley

serving Greater Vancouver & Fraser Valley
Thu November 6 & Fri November 7
8:30am – 4:30pm
Fire Hall #6; 22170 - 50 Avenue

Fraser Salmon & Watersheds Program seeks to inspire changes in human behaviour for the benefit of salmonids and the watersheds on which we all depend.



An approach to change

Social marketing, the application of commercial marketing techniques to promote social benefit, is an approach to behaviour change with great potential to further the FSWP mission. The type of thinking that is used to identify a strategic market segment and interest them in a product or service can also be used to market a specific change in behaviour to a strategic target group. If successful, environmental damage that might otherwise require restoration can be avoided.

The two workshops are a key activity of FSWP's initiative to enable its partners to apply social marketing.

Logistics

The Strategy Clinic and Fundraising Training are full day workshops offered on consecutive days. Participants may register for either or both workshops via the contact listed.

Participation and workshop materials are **free**. **Travel grants** are available for participants that do not have travel funds.

Day 1 workshop:
Strategy Clinic

Purpose

- help define a regional strategy that will address behaviour change priorities, and
- build capacity of local groups in social marketing

Content

Concepts, tools and advice will be offered to coach participants in how to address a behaviour change priority (for example, reduced pesticide use) through marketing a specific action to a specific group via a crafted message (for example, home owners' use of naturalized lawn care). Discussion will focus on the regional issues and priorities that are identified in advance of the clinic, and participants will use the clinic to plan and collaborate on strategic projects.

Who should participate

Groups that want to explore using social marketing to change behaviour for the benefit of their watersheds

Facilitator

Jack Wilbur, Utah Department of Agriculture and Food, author of "Getting Your Feet Wet: Social Marketing Guide for Watershed Programs"



Day 2 workshop:
Fundraising Training

Purpose

- train groups to effectively integrate fundraising activity into their operations

Content

Advice will focus on how to be a more effective fundraising organization through pursuit of a mix of sources for both core and project funding needs. A practical, hands on approach will allow participants to explore their specific needs and issues.



Who should participate

Groups active in watershed issues that seek advice in how to get and maintain funding

Facilitator

Lorna Visser, Carmanah Strategies, whose 30 years of experience includes fund raising for Sierra Legal Defense Fund, Canadian Red Cross and many other non-profits