

ORGANIZATIONAL DEVELOPMENT AND DIVERSIFIED FUNDING FOR WATERSHED GROUPS: A CASE STUDY¹

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Abstract: Assessing an organizations needs and goals can be a difficult task for its members, let alone deciding in which direction the group should move to grow and develop. There are different stages of development an organization must traverse in order to be a well-rounded, goal reaching group. Whether it be funding, board development, membership generation, or land acquisition, there is a path to organizational growth and sustainability. In the first half of this session we will discuss working with several organizations in different stages of development and how a VISTA (or any group member) can help move a watershed group toward the developmental peak of its organization. The second half of this session will be a case study of the Crooked Creek Watershed Association's (CrCWA) development of diverse funding strategies since the group began sponsoring an OSM/VISTA project. The presentation will cover many topics from traditional nonprofit funding sources, such as grants from foundations, to unique options for fundraising being utilized by CrCWA and other watershed groups with the ACCWT.

¹ Paper was presented at the 2010 National Meeting of the American Society of Mining and Reclamation, Pittsburgh, PA *Bridging Reclamation, Science and the Community* June 5 - 11, 2010. R.I. Barnhisel (Ed.) Published by ASMR, 3134 Montavesta Rd., Lexington, KY 40502.

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