

# Moving Friends Forward!

## National Wildlife Refuge Friends Training

### Purpose:

A key goal of the U.S. Fish and Wildlife Service's vision for the National Wildlife Refuge System, titled *Conserving the Future*, is a connected conservation constituency, expanding community partnerships and nurturing active and vibrant Friends partnerships. Friends partnerships are among the Service's best community ambassadors, and the Refuge System must continue to build on these successful, nonprofit citizen partnerships.

The training will provide 200 Friends and 100 Service staff with tools and strategies to build on existing practices and gain new skills needed to foster continued engagement in and support of the National Wildlife Refuge System.



### Details:

**Dates:** Friday, January 22 until noon, Sunday January 24, 2016; travel days are Thursday, January 21, and Sunday afternoon, January 24.

**Location:** National Conservation Training Center (NCTC), Shepherdstown, West Virginia.

**Contact:** Joanna Webb, National Friends Organizations and Partnerships Coordinator at (703)358-2392 or email at [Joanna\\_Webb@fws.gov](mailto:Joanna_Webb@fws.gov)

### Learning Objectives

Training topics focus on three areas of Friends' knowledge, which lead us toward fulfilling our common missions of serving people and wildlife.



#### **Engaging People**

##### **Overall course objective**

*Upon completion of this training, participants will be able to:*

- Implement new strategies to engage new audiences in participating and volunteering in Friends and Service activities, such as environmental education and interpretation, citizen science, and volunteer activities.
- Apply knowledge of community partnerships to implement strategies for building new ones.

#### **Friends-Service Partnership and Nonprofit Management**

##### **Overall course objective**

*Upon completion of this training, participants will be able to:*

- Identify the components of healthy nonprofit organizations and Friends-Service partnerships and implement new strategies and skills for increasing their effectiveness and sustainability.

#### **Communications and Marketing**

##### **Overall course objective**

*Upon completion of this training, participants will be able to:*

- Build and use standard communication tools to enhance relations between the Friends organization and the station or program they support, promote relationships between Friends board members and membership, and successfully market programs and events or explain conservation management issues to external audiences.