

The Environment - USPS Is In It!

A Guide to help YOU get started on an Environmental Project

Recognize that implementation of an environmental project will take *time* and *commitment* and *active involvement* from a group of dedicated people.

Assemble

a committee, and appoint a chairperson. As a committee:

Brainstorm

ideas, thoughts, and concerns.

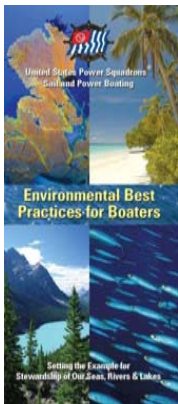
- Local needs & issues
- Member interests
- Member/squadron/district capabilities & limitations
- Partnering options

Then:

Create

Plan of Action (POA)

- Project Objectives & Goals
- Detail Action Steps
- Detailed Budget
- Timeline (realistic)



✿ Identify local community issues

- Don't know?
 - Ask city officials, Fish & Wildlife, and Natural Resources personnel.
 - Surf local websites.

What projects particularly enthuse or excite members?

- Do your marinas need to establish recycling policies?
- Do your marinas need help with "hazardous waste"?
- Is there an area of the river, lake, or a beach which needs cleaning?

Grass roots or partners?

- Do *not* select a project too big for your group or your budget. Nothing stops progress faster than frustration!
- There are loads of worthwhile projects out there that are already organized, researched, funded, and hungry for volunteers. Check out active local, regional, and national organizations.
- (✓ [EnvCom web page](#))
- What are other squadrons and districts doing?
- (✓ [EnvCom web page-attend EXPO](#))
- Starting your own project will be more complicated, and will require more time commitment from members – if you have local expertise, enthusiasm, and dedication – go for it!
- Think outside the box and dare to try something "different".

Answer the 5 "W's"

- **What** will the project be, what do we want to accomplish & what will it take to do so?
- **Why** is this the best project for us, for our squadron and for our community?
- **Who** can we partner with to move ahead? Who else is interested in being involved?
- **Where** will the project take place, where will the committee meet, where can the committee find money for project funding?
- **When** will the project happen?

Keys to Success



- One size does not fit all – project should be appropriate for membership ability and resources.
- Keep your squadron/district informed – *enthusiastically!* Post pictures on your website, put articles in newsletters, send articles to *The Ensign*.
- PR! – get the word out in your community about your efforts! Send out press releases, have booths at local festivals & events that ARE NOT boat shows.
- Reward participants! - recognize members for their efforts & squadrons for their accomplishments.
- Take notes, keep records – don't make the same mistake twice – allow for human error.
- Keep it flexible & fun! If it is fun, people participate, volunteers don't burn out or drop out.
- Keep USPS EnvCom informed! The more we know, the more we can assist.

\$ It Just Takes Money \$

Research, discuss, and utilize all possibilities and options for project funding.

- **Donations** – you will not get a donation if you don't ask for one, so *ask!* You will be surprised how many people will support a good cause.
- **Fundraisers** – from simple to a large affair, people will come – especially for food and a good time! (Need ideas? ✓ [EnvCom web page](#))

Grants are everywhere!

- EnvCom web page posts links to funding opportunities at national, regional, & local level.
- Funding for a specific local project is much easier to get.
- Check local, county, & state government and environmental organizations.
- USPS EnvCom will assist in application preparation.
- BoatU.S. Cleanwater Grants (✓ [EnvCom web page](#)).
- Patagonia (✓ [EnvCom web page](#)).
- Partner organizations.
- Local businesses (Wal-Mart, McDonalds, Target, West Marine, etc.) If you can't get cash, donated items can be used at fundraisers.
- Corporations donate funds to their employee's volunteer organizations. Who do your members work for?

GOOD LUCK!

We are always available for questions:

USPS Environmental Home

<http://www.usps.org/national/envcom/>



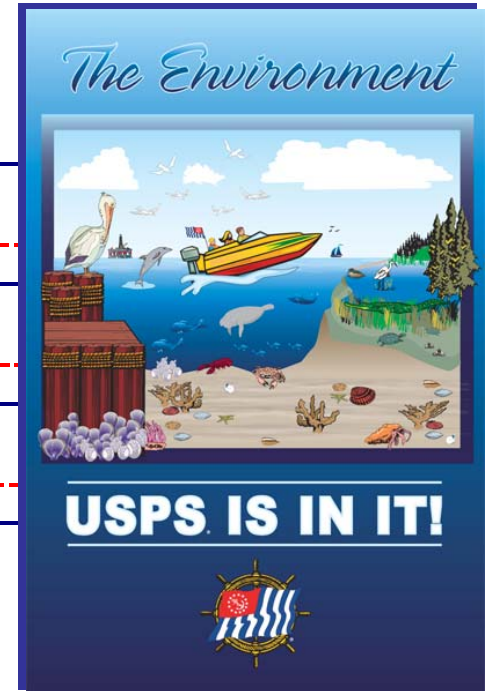
USPS EnvCom Project Primer

It is as easy as:

Aa

Bb

Cc



A “how-to” guide for getting started
on an environmental project
at the
Squadron & District level.

The Environment - USPS Is In It!