

**Stewardship Required:  
The Power of  
Interdisciplinary  
Collaboration for Long-  
term Function of Urban  
Natural Areas**

January 30-31, 2019  
Seattle, Washington

*Winning Public Support  
and Sustainable Funding  
for National Areas*

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# Focus Today

- Seattle's Success Story
- Understand your needs
- Identify passionate constituents
- Develop new constituents
- Find a champion
- Understand political climate
- Develop long-term strategy

# Success Stories – Securing Sustainable Funding



# Understand Your Needs



# Identify Your Goals and Outcomes

- Public access
- Recreation
- Education
- Health Outcomes
- Environmental  
Preservation
- Facility  
Preservation

# Identify Passionate Constituents



# Identify New Constituents

*Table Discussion:*

- Individuals
- Organizations
- Elected officials
- Community leaders

# Find a Champion





# Understand the Political Climate



# Develop Strategy

- Work early with elected officials
- Identify Needs
- Public involvement
- Communicate, communicate, communicate
- Identify supporters
- Find your champion
- Leave no detail undone

**Thank You!**

