

WATERKEEPER® MEMBER



WATERKEEPER® ALLIANCE strengthens and grows a global network of grassroots leaders protecting everyone's right to clean water.

TO CHAMPION CLEAN WATER AND STRONG COMMUNITIES, WATERKEEPER ALLIANCE:

- Supports and empowers Waterkeeper Organizations and Affiliates to protect communities, ecosystems, and water quality;
- Promotes the Waterkeeper model for watershed protection worldwide; and,
- Advocates for issues common to Waterkeeper groups.

This document describes the benefits that Waterkeeper Alliance can provide to assist Waterkeeper Organizations around the globe. Members can receive these Support Services with their annual membership fee.

For more information, contact Sharon Khan
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OUR VISION

The vision of the Waterkeeper movement is for drinkable, fishable, swimmable waterways worldwide.

www.waterkeeper.org

 [waterkeeper](https://www.facebook.com/waterkeeper)

 [@waterkeeper](https://twitter.com/waterkeeper)

 [@waterkeeperalliance](https://www.instagram.com/waterkeeperalliance)

 [waterkeepermedia](https://www.youtube.com/waterkeepermedia)

Support Benefits

ANNUAL CONFERENCE

Each year, Waterkeeper Alliance hosts an Annual Conference in a different city to bring Waterkeepers Organizations and Affiliates from around the world to gather for four days (registration fee required).

At the Conference, Members can:

- Elect President of Waterkeeper Alliance (every two years).
- Elect regional and at-large members to Waterkeeper Council (annually, per terms).
- Approve any by-law changes (if needed).
- Attend members' meeting: presented with Executive Director's report, work plan for next fiscal year, update from other regions, and any new business.
- Attend keynote speeches from international or national environmental leaders.
- Attend series of expert panels on international, national or regional environmental issues, and capacity building workshops.
- Attend field trips and/or training sessions.
- Opportunity to apply for scholarships to attend conference.



CAMPAIGNS

Waterkeeper Alliance has several ongoing advocacy campaigns: Clean and Safe Energy, Pure Farms Pure Waters, and Clean Water Defense.

Members can:

- Receive help executing action alerts.
- Join ongoing campaigns to increase the presence of their work and to work effectively on a larger scale with more allies.
- Receive Waterkeeper Alliance staff support for developing campaigns (legal and fundraising strategies, policy and legislative strategies, building grassroots support, and connecting you to partners and potential funders).
- Have the opportunity to obtain pass-thru funds for specific advocacy efforts or campaigns from Waterkeeper Alliance.
- Have the opportunity to suggest new campaigns or initiatives via the Issues and Advocacy Committee.



Support Benefits

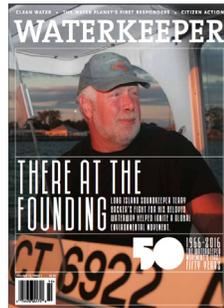
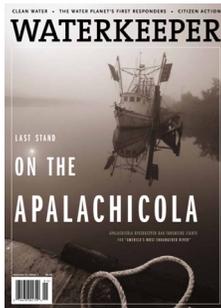
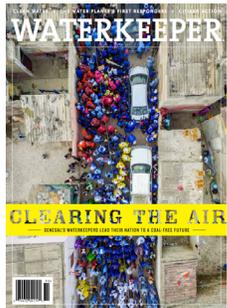
COMMUNICATIONS

LISTSERVS:

Waterkeeper Alliance administers various listservs to foster communication within the movement.

The listservs can be utilized by Members for:

- Sharing of information to receive guidance on issues and/or help other Members in their missions.
- Discussion of campaign and/or regional issues.
- Signing onto letters.
- Announcements (victories, filing of lawsuits, staffing, etc.).



MEDIA:

The use of traditional media is important to amplify the message of a Member organization.

Members can:

- Work with Waterkeeper Alliance staff to develop a media campaign, draft press releases, and publicize your stories.
- Post stories and press releases on www.waterkeeper.org and various digital platforms.
- Be sponsored on EcoWatch (ecowatch.org), a leading online publication for environmental issues.
- Agree to be pitched for national and international stories.



DIGITAL MEDIA:

Members can have their work promoted through Waterkeeper Alliance's digital media outlets including email, website, and social media:

- waterkeeper.org/news
- facebook.com/waterkeeper
- twitter.com/waterkeeper
- instagram.com/waterkeeperalliance
- youtube.com/user/waterkeepermedia
- flickr.com/photos/waterkeeperalliance

WATERKEEPER MAGAZINE:

There are many opportunities for Members to be featured in and/or contribute to our semi-annual Waterkeeper Magazine, which is seen by hundreds of thousands of people.

Members can:

- Send stories for submission to magazine.
- Send high resolution photos for submission to magazine.
- Send videos for inclusion in online version of magazine.
- Pitch their issue to be on the cover of magazine.
- Receive 10 copies of each issue and access to online version for local publicity.
- Arrange to order additional issues for their members.

Support Benefits

DEVELOPMENT

Waterkeeper Alliance connects Waterkeepers to funding opportunities and can spend time brainstorming fundraising opportunities with Members.

CORPORATE PARTNERSHIPS: Members can receive support from Waterkeeper Alliance to:

- Brainstorm on corporate partnership asks.
- Review corporate partnership decks.
- Enhance their connection to a larger national/international audience.
- Attend fundraising “Boot Camps” on corporate partnerships.

DIRECT MAIL: Waterkeeper Alliance shares with U.S. Members:

- Lists of supporters by zip-code from Waterkeeper Alliance’s direct mail program.
- Sample direct mail packages.
- Sample End of Year Letters.
- Fundraising “Boot Camps” on direct mail programs.

EVENTS: Waterkeeper Alliance will help strategize events, attend events, and work at events to the best of our ability. Members can receive support from Waterkeeper Alliance to:

- Review invitations, run of shows, thank you letters, etc. for their events.
- Brainstorm celebrities or entertainers to attend and help with events.
- Attend fundraising “Boot Camps” on events.
- Receive pass-thru funding for specific events in Member’s jurisdictions (e.g. SPLASH event which must meet certain criteria).
- Engage with Waterkeeper Alliance for a joint event when possible.

FOUNDATIONS: Members can receive support from Waterkeeper Alliance to:

- Research foundations.
- Edit and review letters of inquiry.
- Edit and review reports.



LEGAL

Waterkeeper Alliance has a legal team that can assist Members in understanding tough legal problems. However, Waterkeeper Alliance does not generally have the resources to represent a Member individually on the local level.

Waterkeeper Alliance can:

- Connect Members with pro-bono or low-bono legal partners.
- Draft comments on a variety of legal issues for Members to sign on to.
- Elevate issue to a national, or international level, where there is a common concern among many of the other Waterkeeper organizations.

MENTORS

WKA provides Members with access to veteran Waterkeepers through our Mentoring Program. Mentors are available to:

- Answer questions and inquiries from new Waterkeepers.
- Review the history of the Waterkeeper movement.
- Provide insight into being a successful Waterkeeper.

Support Benefits

RAPID RESPONSE

If a disaster strikes your community/waterway, our rapid response team may be able to support your organization and community by rapidly deploying to the scene of the disaster, thoroughly documenting impacts and government response, accelerating distribution of information to the public, and utilizing resources from staff and the movement.

ORGANIZATIONAL CAPACITY

Waterkeeper Alliance staff can offer assistance in:

- Building organizational capacity and a board of directors.
- Dealing with state charitable registration issues for Waterkeeper organizations.
- Cultivating online memberships.
- Developing a website.
- Developing a strategic or fundraising plan.
- Choosing and developing databases.
- Identifying sources for human resource support, payroll advice, insurance, etc.

POLICY ISSUES

Waterkeeper Alliance regularly takes positions on regulations, litigation, and legislative issues of national and international significance.

Often there are opportunities for Members to:

- Sign onto or draft portions of comments and letters.
- Develop unique or location/issue-specific positions and comments.
- Bring policy issues to the forefront at regional meetings or to a Waterkeeper Council representative.

REGIONAL COORDINATION

Each region has an elected Regional Representative to the Waterkeeper Council that serves as a liaison between Members and the Waterkeeper Council and/or the Board of Directors. Members receive regional support to:

- Organize and implement regional meetings.
- Foster regional communication and collaboration.
- Develop regional campaigns.

TRADEMARK

Waterkeeper Alliance diligently protects the Waterkeeper trademarks, which represent the quality and strength of our global movement. Waterkeeper Alliance files for trademark protection of the Waterkeeper family of names and defends against trademark infringement.

RESOURCE LIBRARY

The Waterkeeper Training & Resource Library is an online service for Waterkeeper Organizations and Affiliates around the globe. It is designed to strengthen our network of clean water advocates and ensure the Waterkeeper movement has the tools necessary to collectively protect the world's waterways. The Library provides you with the opportunity to view, download, and share, templates, links, videos, and images. Request your library card at:

<http://waterkeeper.org/resource-library/>

Once you submit the request, you will receive an invitation - within a few days - to create an account on Shelf.io.

Have Questions? Contact:
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