**Citizen Stewardship Management Strategy**

**Stewardship Goal Implementation Team**

**February 9th Meeting**

**Factors influencing ability to meet goal**

***Individual Citizen Actions***

*Social norms that encourage adoption of individual actions and behaviors*

*Access to and use of the outdoors by all citizens*

*Organizational and programmatic capacity to effectively scale up citizen outreach programs*

* *Ability to reach all citizens with information that raises public awareness of issues and actions needed to address them*
* *Knowledge and use of marketing strategies that encourage behavior change*

***Volunteerism / Collective Community Action***

*Capacity of organizations to develop, implement, and sustain effective volunteer / stewardship programs*

***Citizen Leaders / Champions***

*Capacity of organizations to develop and implement effective leadership programs*

**Management Approaches**

**Individual Citizen Actions**

*Identify and adopt methods to measure and communicate the impact/effectiveness of individual actions*

* *Example – development of stewardship index*

*Provide training and technical assistance to Increase impact of homeowner outreach programs*

* *Example –CBT.CBFN social marketing trainings, NFWF Tech Assistance Providers, Watershed Forum*

*Share best practices and successful models*

* *Development of a crowd sourced database to collect and share program data and lessons*

*Develop and support distributed implementation of strategic behavior change programs*

*Increase direct engagement of diverse organizations and communities*

*Increase public access (see public access strategy)*

**Volunteerism/Collective Community Action**

*Increase investment in successful volunteer recruitment and engagement programs*

*Support citizen participation in science and monitoring efforts*

* *Example – EPA Citizen Science Funding Initiative*

*Increase effectiveness of program designs*

* *Example – CBT and NFWF Technical Assistance and capacity building programs*

*Access to information*

**Citizen Leaders/Champions**

*Increase investment in successful leadership development programs*

*Increase organizational capacity to ensure development of local leaders from all programmatic activities*

*Provide training and technical assistance to Increase effectiveness of program designs*