

The following information can be found online at www.togethergreen.org/fellows

TogetherGreen

CONSERVATION LEADERSHIP PROGRAM 2011

ACHIEVING CONSERVATION RESULTS THROUGH LEADERSHIP!

REQUEST FOR PROPOSALS

NATIONAL AUDUBON SOCIETY IS PLEASED TO INVITE APPLICATIONS FROM ACROSS THE AUDUBON NETWORK AND FROM OUR PARTNERS AND COLLEAGUES FOR THE *TogetherGreen* CONSERVATION LEADERSHIP PROGRAM.

TogetherGreen is a major conservation initiative of Audubon, supported by a generous gift from Toyota. The goals of the program are to nurture conservation leadership, achieve conservation results, and engage millions of Americans in conservation action. Over the next five years, *TogetherGreen* will support a series of national conservation initiatives, including the Conservation Leadership Program, that support these goals and the underlying notion that everyone can make a difference.

The *TogetherGreen* Conservation Leadership Program invests in promising and proven leaders who are committed to empowering others and to creating positive environmental change in their communities and organizations. Each *TogetherGreen* Fellow will receive professional development opportunities, a \$10,000 grant to help support an innovative Conservation Action Project, and an opportunity to network with a cadre of committed leaders.

In 2011, up to 40 Fellows will be selected to participate in this 18-month-long program. Approximately half of the Fellows will be selected from the National Audubon network (certified Chapters, state and national programs, and Center programs) as well as independent Audubon entities that wish to participate in a cooperative arrangement with National Audubon Society for this purpose. The other half will be individuals from other organizations outside of Audubon.

All Fellows will be required to conduct a Conservation Action Project to help address one or more of the following *TogetherGreen* conservation goals:

- **Habitat/Land:** Protect habitat and species in targeted landscapes
- **Water:** Protect water resources by improving water quality and water supply for all living things
- **Energy:** Reduce the threat of greenhouse gas emissions by reducing energy use and/or improving energy efficiency

To achieve these goals, Conservation Action Projects should support efforts to engage new and diverse audiences in conservation action.

TogetherGreen Fellows will come from diverse backgrounds and disciplines, but share a commitment to learning and leading—using their knowledge, skills, and motivation to engage others in conservation action and achieve results.



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MORE ABOUT THE CONSERVATION LEADERSHIP PROGRAM

PROGRAM GOALS

The *TogetherGreen Conservation Leadership Program* invests in promising and proven leaders who are committed to empowering others and to creating positive environmental change in their communities and organizations. Each Fellow will receive professional development opportunities, a \$10,000 grant to help support an innovative Conservation Action Project, and an opportunity to network with a cadre of committed leaders.

The *TogetherGreen Conservation Leadership Program* is designed to:

- 1. Build capacity of current and future conservation leaders by providing them with skills, tools, and approaches to achieve conservation results.**
- 2. Engage new and diverse audiences in conservation action.**
- 3. Achieve tangible conservation results that measurably contribute to the overall conservation goals of *TogetherGreen*.**

We are looking for Fellows from diverse backgrounds and disciplines, and who share a commitment to learning and leading—using their knowledge, skills, and motivation to engage others in conservation action and achieve results.

BENEFITS

In addition to being part of a prestigious cadre of leaders, *TogetherGreen* Fellows will receive:

- Professional development focused on leadership, innovation, communications, conservation planning, outreach to diverse audiences, and evaluation in a creative and supportive learning environment
- Financial support to attend a five-day Leadership Institute and a three-day, follow-up Leadership Retreat, including costs for travel and lodging
- A \$10,000 grant to help support a creative Conservation Action Project as well as additional training opportunities
- Networking opportunities to meet and collaborate with other *TogetherGreen* Fellows and opportunities to establish strong professional connections with Audubon staff and other leaders in the conservation field
- Opportunities to secure additional funding through the *TogetherGreen* Innovation Grants Program*
- Opportunities for public recognition through media and web promotion

* Alumni who work for an organization interested in applying for a grant can apply after the Fellowship by working with an organization in the Audubon network (Audubon State Offices, Centers, and Chapters). Individuals are not eligible for grants, only organizations. For more information on eligibility and selection criteria for these grants, visit www.TogetherGreen.org/grants.

Apply for a *TogetherGreen* Fellows—Act Today, Shape Tomorrow.
Learn more at www.togethergreen.org/fellows.

ELIGIBILITY

Applicants must:

- Have at least six years of experience in conservation, environmental education, policy, or environmental issues, as demonstrated through current and past work experience, academic studies related to the environment, and/or volunteer work.
- Have a current affiliation (full- or part-time employment or equivalent volunteer commitment) with a conservation organization, business, university, community-based organization, or other professional organization whose goals and practices make a positive contribution to environmental conservation.

PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Fellows will be required to attend the *TogetherGreen* Conservation Leadership Institute: a week-long professional development course focused on enhancing conservation skills and sharing the latest thinking on achieving sustainable conservation success. The Institute will also highlight the importance of using education, communications, outreach, and social marketing to engage diverse communities in conservation. The Leadership Institute will help bridge the gap among conservation professionals working in different aspects of the field and create a network of leaders who support each other and share best practices. In the fall of 2012, Fellows will come back together for a three-day follow-up retreat to hone in on key conservation issues, network, and share experiences.

INSTITUTE DATES: FALL 2011, DATES AND LOCATION TBD.

Additionally, up to 25 percent of the \$10,000 grant can be applied toward professional development activities (individual training courses) directly linked to implementing each Fellow's Conservation Action Project. For example, a Fellow who wants to learn more about outreach strategies or management may sign up for a U.S. Fish and Wildlife Service training course.

CONSERVATION ACTION PROJECT

Fellows will design and implement innovative action projects that work to achieve measurable conservation results. The projects will enhance Fellows' professional skills and provide opportunities for pursuing creative approaches to conservation with the intention of more effectively engaging individuals and communities in meaningful conservation actions.

Fellows are encouraged to build on their current conservation work by discussing their Conservation Action Projects with their employers and integrating the projects into existing work or volunteer commitments when possible.

Conservation Action Projects must focus on one or more of the conservation goals of *TogetherGreen* (see box on page 4), complement National and State Audubon goals (for Audubon Fellows), and/or address specific environmental behaviors. Fellows will be expected to evaluate their Conservation Action Projects using evaluation guidelines approved by Audubon. Conservation Action Projects must take place in the U.S.

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TogetherGreen Conservation Goals

ACHIEVING CONSERVATION RESULTS BY ENGAGING PEOPLE

1) **HABITAT GOAL:** Protect habitat for targeted species and in targeted landscapes

Habitat Objectives:

- Reduce threats to habitats of species that need special protection
- Restore habitats for species of special concern

2) **WATER GOAL:** Protect water resources

Water Objectives:

- Improve water supplies to protect biodiversity
- Improve water quality to protect biodiversity

3) **ENERGY GOAL:** Protect our climate

Energy Objectives

- Reduce the threat of greenhouse gas emissions by reducing energy use and/or improving efficiency

To achieve these goals, Fellows should strive to engage new and diverse audiences in conservation action.

Prospective Fellows are asked to describe a specific Conservation Action Project in the application; opportunities for refining the project will be available during the 2011 Conservation Leadership Institute.

SELECTION

TogetherGreen Fellows will be selected through a competitive, merit-based process. Eligible candidates must submit a complete application form along with two letters of recommendation and other supporting documents as described below. A National Advisory Board (composed of individuals representing diverse fields, including conservation biology, leadership and training, strategic communications, education, organizational development, and evaluation) will review applications and identify the top candidates based on the following criteria:

- Professional qualifications as evidenced by previous and current conservation-related experiences, résumé, letters of recommendation from colleagues in the field, publications, and other sources.
- Personal passion and interest in honing leadership skills and engaging others to achieve conservation results.
- Demonstration of leadership talent through involvement in community and volunteer activities, the workplace, local, state, and national government, and other areas.
- Ability to articulate a clear vision for a Conservation Action Project that achieves the goals of *TogetherGreen*.
- Understanding of the complexity of conservation and a willingness to work across disciplines to achieve results, reach new audiences, think creatively, and measure success.

APPLICANTS WILL BE NOTIFIED OF THE STATUS OF THEIR APPLICATION IN JULY 2011.

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HOW TO APPLY

An online application is available through the *TogetherGreen* website: www.togethergreen.org/fellows.

THE DEADLINE FOR SUBMISSION IS MAY 2, 2011.

In the online application, applicants will be asked to answer short essay questions that address the applicant's qualifications and how the *TogetherGreen* Conservation Leadership Program would further the applicant's personal and career goals.

IN ADDITION, APPLICANTS MUST SUBMIT THE FOLLOWING MATERIALS:

- Résumé (up to 2 pages)
- Two professional references:
 1. Letter of support from applicant's current supervisor expressing his or her commitment to support the applicant's participation in the program.
 2. Letter of recommendation from former or current colleague, employer, or faculty member familiar with applicant's professional experience and commitment to conservation.
- Mentor support letter (optional). Applicants have the option of identifying a conservation practitioner mentor (e.g., scientist, program officer, policy or communication expert working directly on a conservation project). If a conservation practitioner agrees to serve as a mentor, he/she should submit a letter expressing support for the applicant for the duration of the program.

ALL APPLICATION MATERIALS MUST BE SUBMITTED ONLINE. PROFESSIONAL REFERENCE AND MENTOR LETTERS MUST BE SUBMITTED BY MAY 2, 2011.

FELLOWSHIP AWARD REQUIREMENTS

Each *TogetherGreen* Fellow will be asked to:

- Take part in the full 18-month fellowship and maintain an active presence in the *TogetherGreen* Alumni network after completion of fellowship.
- Attend a five-day Conservation Leadership Institute (fall 2011) and a follow-up three-day Retreat. (fall 2012). All Institute and Retreat travel and accommodation costs will be covered by the program.
- Complete and evaluate a Conservation Action Project in his/her community or region focused on habitat, water, energy, and engaging diverse audiences in conservation. (For more about conservation goals, see box on page 4.)
- Host seminars, workshops, or other events with a goal of reaching at least 100 people.
- Submit an approved budget for the \$10,000 grant. Fellows will receive guidance during the fall 2011 Leadership Institute on program budgeting and evaluation.
- Serve as a program spokesperson and conservation role model for the *TogetherGreen* program.
- Actively participate in evaluation activities implemented by the external evaluation team.
- Sign a waiver authorizing a background check.
- Sign a photo release form.
- Sign a grant agreement.

The *TogetherGreen* website provides additional program information and application guidelines. Inquires should be sent to: fellows@TogetherGreen.org, or contact Eddie Gonzalez at 202-861-2242 x3065.

TogetherGreen Conservation Leadership Program
National Audubon Society
1150 Connecticut Ave., NW #600
Washington, DC 20036

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