

# Friends of the Bertram Chain of Lakes

## Subcommittee Mission, Goals & Objectives

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### Mission Statement

The mission of the Friends of Bertram Chain of Lakes is to provide grassroots support for efforts to conserve the Bertram Chain of Lakes as a regional park and recreational area for the public to enjoy, and as an irreplaceable natural and community resource for current and future generations.

### Goals

1. Continue to build a broad-based grassroots network of citizens involved in the mission of the Bertram Chain of Lakes Project.
2. Support and influence private, non-profit, legislative and local government action for development of the Bertram Chain of Lakes as a regional park and recreational area, including programming and other activities.
3. Support and assist with events, outlets, partnerships, financial and human resources, and other activities to advance the mission of the FOBCL and the Bertram Chain of Lakes Project.
4. Assist with the preservation and protection of the natural environment of the park.

### Objectives/Strategies

- A. Public Relations-Communications
  - a. Website
    - i. Utilize existing – update and expand
    - ii. Develop new
      1. Customize free
      2. Gain approval for new independent site
  - b. Facebook site
    - i. Utilize existing – expand information
- *Use the above as a linking space for subcommittees as well as general public.*
- c. Email news group
  - i. Surveys
  - ii. Online registration
- d. Twitter/Text messaging
- e. Shutterfly
- f. Community bulletin boards

- g. Printed newsletter
  - h. "Infomercial" about the park and efforts to conserve
  - i. Share Your Story (Web and Facebook)
    - i. Stories, anecdotes
    - ii. Images
- B. Volunteering - Events
- a. Photo Contest/Gallery
  - b. Public meeting coordination & round-up
  - c. Support with County and City event booths
  - d. Park Clean-ups
  - e. Participate in Construction projects
  - f. Buckthorn removal
  - g. Picnics
  - h. Develop Fundraisers
    - i. Donation link on web
- C. Political - Legislative Action
- a. Tours
  - b. Letter Campaigns (prep sample form letters or emails)
  - c. Petitions
  - d. Letters of Support
  - e. Email list serves
- D. Partnerships
- a. YMCA: Focus on continued partnership and connections/ways to engage former campers
  - b. Local civic organizations
  - c. 1000 Friends of MN
  - d. Friends of Lake Maria
  - e. Wright County Historical Society (Share Your Story oral history)
  - f. Corporate support
  - g. Embrace Open Space