

Seattle Urban Forestry Commission / Urban Forest Inter-Departmental Team
Wednesday, October 2, 2013, 12:00 p.m. – 5:00 p.m.
Camp Long – 5200 35th Avenue Southwest

AGENDA

Meeting Goal: Use a creative exercise to continue building rapport between UFC and IDT members.

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| 12:00 – 1:00pm | Welcome <ul style="list-style-type: none">• John Floberg and Sandra Pinto de Bader |
| | Working Lunch <ul style="list-style-type: none">• Ice breaker activity to encourage interaction between people who do not already know each other• Informal discussion |
| 1:00 – 1:10pm | Overview of the day <ul style="list-style-type: none">• Facilitator, Brad Kahn• Meeting structure and goals |
| 1:10– 1:40pm | Introductions <ul style="list-style-type: none">• Name, organization & role• What is your earliest memory of a tree or forest? |
| 1:40 – 1:55pm | Creative financing for Seattle’s urban forest <ul style="list-style-type: none">• Urban Forest Stewardship Plan Action Items (P23, P24, P26)• Focus on private sector fundraising; \$50-\$100k per year from many people• Introduce group exercise<ul style="list-style-type: none">○ Goal: Create framework for a campaign that could support Seattle’s urban forest• Break into 4 small teams |
| 1:55 – 2:40pm | Small team activity: Define the value proposition <ul style="list-style-type: none">• Define a value provided by trees that donors would be willing to invest in• Describe the donors who would be willing to support this value• Answer the question: Why does this value matter? |
| 2:40 – 3:00pm | Break |
| 3:00 – 3:30pm | Group discussion <ul style="list-style-type: none">• Each small team presents their value proposition and describes the target donors• Vote on each idea; identify one to move forward• Break into 4 different small teams |
| 3:30 – 4:15pm | Small team activity: Define the campaign <ul style="list-style-type: none">• For the idea selected by the group, identify a campaign theme and key messages• Identify tactics you would use to reach targeted donors about the campaign |
| 4:15 – 4:45pm | Group discussion <ul style="list-style-type: none">• Each small team presents their campaign theme, key messages and tactics the campaign would reach targeted donors• Vote on each theme, messages and tactics |
| 4:45 – 5:00pm | Reflections on the day |
| 5:00 | Adjourn |