

**LAKE AND STREAM LEADER'S INSTITUTE**  
**CLASS OF 2005 SUGGESTIONS FOR PROMOTING INVOLVEMENT**  
July 2005 Session at Kellogg Biological Station

- Make it fun
  - Make it enjoyable have refreshments and social time
  - Celebrate successes
    - Don't wait to the end - have milestones
  - Give a free gift that is related to the issue/concern
  - Have on-site educational activities that are hands on – if possible have the activity at a participant's home environment.
  
- Know your audience
  - Have realistic expectations
  - Time your event for maximum participation
  - Use appropriate terminology in the sessions
  - Personalize as much as possible
    - Work one-on-one as much as possible
  - Match the delivery to the audience
    - Up front vs. soft sell
  
- Structure the event or issue
  - Use a variety of formats (lecture, field, lab, brain storming, discussion, small group, panel discussion etc.)
    - Give participants the opportunity to choose the format they like.
    - Use tracks vs. single concurrent sessions
  - Identify and use leaders to promote the issue
  - Use the local media to promote and report on issue
  - Make the first request for involvement small and simple
  - Research what has been done in the past – what worked what didn't
  
- Make it relevant
  - Relate to current “hot topic”
    - When appropriate dramatize the threats
    - Demonstrate the consequences of inaction/benefits of action
  - Create a culture of ownership
  - Build upon common values/perspectives
  - Encourage participants to bring neighbors and friends
  - Create sessions for people to interact/network
  - Respect the participants
    - Where are they on the learning curve
  
- Provide frequent reminders
  - Post cards
  - “Save the date”
  - Phone calls – invite to come and learn more
  - Follow up
  - Be persistent
  - Deliver on promises