

Request for Qualifications State Leads – 2019-2021

The Healing Our Waters-Great Lakes Coalition (HOW Coalition) consists of more than 150 environmental, conservation organizations, outdoor recreation organizations, community groups, and other nongovernmental entities representing millions of people, whose common goal is to restore and protect the Great Lakes. Working together this array of organizations have united for Great Lakes restoration and protection and built a broad, bipartisan coalition that has helped propel Great Lakes restoration to the forefront of national conservation policy priorities.

In 2018, the HOW Coalition Governance Board approved a new three year strategic plan that outlines the following four priorities for the Coalition:

- 1. Defend Federal Funding and Programs for Restoring the Great Lakes*
Maintain strong federal funding and programs for restoring the Great Lakes through the Great Lakes Restoration Initiative, Farm Bill, and Clean Water and Safe Drinking Water State Revolving Loan Funds, among others.
- 2. Serve a Critical Convener Function*
Increase leadership role as a key convener and facilitator on critical Great Lakes conservation issues, including the Great Lakes Restoration Conference and Great Lakes Day.
- 3. Foster Diverse Coalition Inclusion & Participation*
In order to create the most effective and empowered coalition possible, HOW will strategically grow the composition of member organizations and processes over the next 3 years to ensure that its perspective, governance, and actions more closely reflect the diverse interests, stakeholders, and demographics of the Great Lakes region, with particular emphasis on including those that have been historically excluded. In the short-term, HOW will seek strategic growth in member organizations, work more closely with water advocacy groups in key Great Lakes urban areas, more fully engage the Equity Advisory & Action Committee, and work with additional lead member groups in our key states.
- 4. Efficient, Effective & Equitable Spending*
Help to ensure the efficient, effective, and equitable expenditure of Great Lakes restoration funds.

A critical piece of the strategic plan includes the HOW Coalition's equity statement, which reads:

The Healing Our Waters-Great Lakes Coalition wants to play our part in ensuring that federal Great Lakes restoration investments benefit all of the people and communities in the region—particularly those who have borne the brunt of racial, environmental and economic injustice. Equity means we will strive to intentionally include those who have been historically excluded—specifically people of color and people from impoverished backgrounds—and work to break down barriers to their inclusion within the Great Lakes community. We believe that we have a responsibility as a successful, powerful, respected Coalition to ensure that we invite all voices to the table and respect lived expertise. Engaging in equity work means that we strive to restore and protect the Great Lakes so that all of the region's people can have access to affordable, clean, safe drinking water; to eat fish that are safe and not toxic; and to live healthy lives that are not undermined by toxic pollutants and legacy contaminants. Further, we will work to ensure that public officials keep the doors to democracy open so that the region's many communities, especially historically ostracized voices, have the opportunity to participate in decisions that impact their communities.

The Healing Our Waters – Great Lakes Coalition is selecting state leads in seven Great Lakes states for a three year term, from 2019-2021.

State leads are vital to the success of the Coalition. The state leads play an integral role in connecting the larger Coalition to the federal, state, and local level in order to address federal Great Lakes issues across the Great Lakes region. Leads provide important direction and coordination for flagship HOW Coalition activities, including the annual fly in day, conferences, coalition member meetings, and other HOW activities. The leads play a significant role in increasing the strength of the Coalition by focusing on member engagement and recruiting new members. They also lead the Coalition’s on-the-ground policy and advocacy campaigns in their state and work to garner media relationships and attention in the region.

HOW is interested in groups who will build relationships, lead and coordinate events, build a media presence, and perform other duties not only throughout their state but also with an increased presence in the following urban areas: Duluth, Milwaukee, Green Bay, Chicago, Gary, Toledo, Cleveland, Grand Rapids, Detroit, Flint, and Buffalo. State lead groups must be capable of performing the state lead work broadly across the state while also building and/or maintaining a strong presence in at least one of the above cities in that state. **Groups may apply in partnership with another group to be co-state leads in a state in order to ensure a strong presence at both the state and city level.** HOW is open to suggestions for other urban work. HOW will select either **one organization** or **two organizations** in the following states: Michigan, Ohio, Wisconsin, Minnesota, and New York. If co-leads are selected, they will be responsible for dividing available funding based on the work proposed. Only one organization will be selected in Illinois and Indiana to serve as the state lead.

The Coalition intends to fund state leads in seven states for the 2019-2021 term. State leads are funded at \$5,000-\$30,000 per year, based on the state. The Coalition has \$140,000 to pass through for state lead work in 2019 and anticipates we will have similar funding for 2020 and 2021. Funding amounts for 2019 are dependent on approval of the 2019 budget and funding amounts for years beyond 2019 will be subject to overall HOW Coalition funding. HOW Coalition staff will work with state leads to develop state-specific workplans that are appropriate to the coalition goals, political climate, and amount of funding in each state.

Group I: \$30,000 per state

- Michigan
- Ohio
- Wisconsin

Group II: \$20,000 per state

- Minnesota
- New York

Group III: \$5,000 per state*

- Illinois
- Indiana

*note: Illinois and Indiana lead positions are for Great Lakes Day fly-in coordination ONLY

When selected, the following are the requirements for the state lead position:

- Select one primary staff contact who will take on the Coalition work;
- Create a three-year work plan with Coalition staff within the first half of 2019 to achieve HOW policy priorities and goals within the state, while furthering the policy priorities of the Coalition;
- Coordinate and drive strategy to ensure adequate funding and strong implementation of federal programs in order to reach clean water goals
- Lead, recruit high quality messengers, and coordinate state delegation at Great Lakes Day, the Coalition’s annual fly in day, as well as other small fly in days throughout the year.

- Attend all primary Coalition events including the Coalition’s Annual Conference, Annual Meeting (if held), and Great Lakes Day on Capitol Hill. Invite HOW Coalition staff to all in-state events when possible.
- State lead groups must also be members of the Healing Our Waters – Great Lakes Coalition, have staff located in the state in which they are applying, and be a United States based, non-profit organization.

State lead work may also include some or all of the following activities; state leads should also have experience or qualifications in several of the following areas:

- Collect leads for stories about successful Great Lakes Restoration Initiative projects in your state;
- Engage and recruit new members for the coalition;
- Convene Coalition members within the state;
- Conduct strategic outreach to educate the public and stakeholders to build support for Great Lakes programs and policies at the federal, state and local level;
- Generate media around HOW Coalition goals and activities;
- Host events focused on HOW priorities

Qualification Questions

For consideration of a state lead role for 2019-2021, please submit your organization’s qualifications by December 14, 2018, to Celia Haven at havenc@nwf.org. Applications should not exceed four pages and should include answers to the following questions. Organizations applying as co-leads may include 1 additional page. Organizations applying for Illinois or Indiana should focus on questions 1-4 and 9.

1. What state are you applying to be a state lead for?
2. Who would be the primary contact for Coalition work? Please remember, this person will be responsible for all of the requirements listed above. If you are applying in partnership with another organization, please list one lead person for each organization.
3. Why is your organization the best choice for state or outreach lead in your state?
4. How can your organization contribute to building the Coalition’s presence in the urban areas relevant to your state (Duluth, Milwaukee, Chicago, Gary, Toledo, Cleveland, Grand Rapids, Detroit, Flint, and Buffalo)?
5. What do you want to achieve in your state in the next three years?
6. What considerations will you make to build a three year plan and accomplish the strategic plan of the HOW Coalition and the goals outlined in question five, above?
7. How will you strengthen relationships with members and increase engagement? How do you plan to maintain clear channels of communication in order to engage members? How will you recruit new organizations and grow the membership base in your state?
8. What experience do you or your organization have with working with media and generating media attention?
9. What experience do you or your organization have working with members of Congress in both political parties?
10. What do you see as the biggest opportunity to further Great Lakes restoration and protection goals in your state in the next three years?

11. What is the number one thing the Coalition can do to be more effective?

If your organization is applying in partnership with another organization, please answer the above questions for both groups as appropriate and ALSO answer the following questions:

1. How will you coordinate creating and carrying out a workplan and the annual budget between your two groups?
2. Describe the nature of your partnership and why your groups should be co-leads for your state.

Decisions will be made in January 2019, and state lead work will begin immediately with Great Lakes Day recruitment and workplan development. We strongly encourage groups who are interested in submitting an application to contact us to discuss whether your group would be a good fit for this work and answer any questions. Please contact Celia Haven, havenc@nwf.org or 734-887-7123.