

BECOME A SIERRA NEVADA ALLIANCE MEMBER GROUP

2019 Calendar Year

Join our member groups to get access to the best coordinated network making a difference on issues throughout the Sierra



SIERRA NEVADA ALLIANCE

Sierra Nevada Alliance Member Group Benefits

Our goal at the Sierra Nevada Alliance is to protect and restore the Sierra Nevada by strengthening individual efforts and joining together as a region-wide force. The Alliance's success in creating a strong, connected Sierra depends on our robust network of Member Groups. The goal of the Alliance Member Group program is to provide Member Groups with resources, education, and opportunities to network and collaborate with other environmental organizations in the Sierra. We work to actively facilitate collaboration amongst Member Groups to broaden our collective impact on behalf of the Sierra.

As a part of the Alliance, you are a part of a coordinated network making a difference on issues throughout the Sierra. The Alliance and our Member Groups have been working together for 25 years to protect and restore the natural environment and community values of the Sierra. The Sierra faces extreme challenges in terms of climate change, population growth, and resource management. It is of paramount importance to support local efforts to address these issues, and to protect the Sierra's special places, while building a network that will be the foundation for future successful effort.

If you are interested in learning more about the Alliance and what it means to be a Member Group, continue reading through this membership packet to find the list of member benefits and the membership fee schedule. Please keep in mind that the enclosed list of member benefits is not necessarily comprehensive, as we strive to make the most of our relationship with each Member Group, as well as facilitate beneficial relationships between Member Groups. Our website includes a list of all current Member Groups. If becoming a Member Group doesn't sound like the right fit for your organization, please ask us about other ways we might build a partnership.

If your organization is interested in becoming or renewing as a Member Group:

- **Submit your small membership fee by mail along with a completed application to the address below, or online at sierranevadaalliance.org.**
- **Email Sierra Nevada Alliance, Education and Communication Director, sara.monson@sierranevadaalliance.org with your high-resolution logo and any multimedia (photos, videos, documents, links, etc.) you'd like to have included in your profile on our online directory.**

2019 Member Group registration will be accepted through June 30th, 2019.

We hope you will join our network of Member Groups for 2019 so we can develop our partnership and help broaden our collective impact! Please contact us with any questions.



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Member Group Benefits

Capacity Building and Professional Development for your organization!

- **Monthly Webinar Series and Associated Benefits:**

Sierra Nevada Alliance teams up with experts to bring you monthly webinars on topics relating to capacity building, fundraising, networking, environmental challenges in the Sierra, and more. While some webinars are open to the public, all webinars in 2019 will have an additional benefits offered exclusively to members. For example, members who attend the grant writing webinar, will also have the opportunity to consult, one-on-one with SNA development staff.

Tentative Topics for the 2019 Monthly Webinar Series Include:

DOC-Sierra Watershed Coordinator Grant Collaboration

Alliance Platforms to Grow Your Audience

Grant Writing

Marketing and Outreach

Board Member Responsibility and Engagement

How to Communicate Climate Change to Different Audiences

Developing Young Leaders

Legislative Priorities and Opportunities to Strengthen Our Impact Together

Creating a Diversity of Peoples Engaged in Sierra Conservation

- **On Site Workshops:**

Sierra Nevada Alliance coordinates a series of workshops for member groups in different places throughout the Sierra. In 2019, Sierra Nevada Alliance is teaming up with the Sierra Nevada Conservancy to offer a series of grant writing workshops in Nevada City, Truckee, and the Southern Sierra (dates TBD).

Resources

- **Receive a Discount on the Sierra Nevada AmeriCorps Partnership:**

Post Office Box 7989, South Lake Tahoe, California 96158

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Gain invaluable support by building your staff with an AmeriCorps member. The Sierra Nevada AmeriCorps Partnership (SNAP) works to assess and restore impaired watershed habitats and to increase community stewardship of Sierra Nevada watersheds through education and volunteerism. Each year, the Alliance coordinates the placement of 28 full time AmeriCorps members with conservation organizations throughout the Sierra. Member Groups pay \$11,500 to host a SNAP member, while non-Member Groups pay \$12,500, and agencies pay \$13,750.

- **Represent your Organization at Alliance Events**

Sierra Nevada Alliance Member Groups are invited to table at all Sierra Nevada Alliance Events, and will receive discounted entry for all employees. Our events provide an ideal opportunity to connect with an environmentally minded audience, as well as network with environmental professionals.

Secure a Seat at the Table for Regional and Statewide Issues

- **Make Your Voice Heard:**

The Alliance participates in coordinated groups and advocates on behalf of the Sierra region. We meet with representatives at the state capitol, and work with lobbyists to represent the interests of the Sierra. We look to Member Groups to guide our positions. This year we will be increasing our involvement in advocacy, and will actively communicate our efforts with our Member Groups, as well as seek the input from Member Groups to direct our positions.

- **Create a Regional Movement:**

The Alliance looks for opportunities to band Member Groups together on regional and statewide efforts to protect and restore the land, water, and air of the Sierra Nevada. For example, our network played a leading role in establishing the Sierra Nevada Conservancy.

- **Shape the Future of the Alliance:**

Member Groups elect the Board of Directors through a democratic process that shapes Alliance actions and conservation efforts. The Alliance is accountable to its

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members. Member Groups are encouraged to serve directly on our Board of Directors as well!

Increase Visibility and Recognition for Your Group

- **Use Sierra Nevada Alliance Newsletter, and Social Media, to Widen your Audience:**

Post Member Group alerts, job announcements, events, and achievements in our biweekly newsletter, the Sierra Resource, which reaches over 1,000 individuals. Gain exposure for your organization and events on our media platforms: Facebook, Instagram, and Twitter, with 2,400 followers.

- **Post Events and Opportunities on Sierra Nevada Alliance's Website:**

This Year Sierra Nevada Alliance will be expanding our website to include platforms for Member Groups to post events, and job opportunities. Take advantage of the opportunity to advertise your events and job posting to the 2,000 unique individuals, who visit our website each month.

- **Be Part of our Online Conservation Directory:**

Members groups will be highlighted on Sierra Nevada Alliance's online directory. Their profile will include information about their organization, their focus, notable projects and programs, how to learn more about them, and how to get involved. Use this as a resource to connect with like minded organizations for collaboration, or utilize it as a tool to encourage interested parties, public or otherwise, to engage with you.

Stay Abreast of Issues, Strategies and Expertise Important to the Sierra

- **Receive a subscription to our electronic bi-monthly *Sierra Resource E-Newsletter*:** With the latest articles on Sierra conservation news, events, grant opportunities, and notices – we stay up on issues and opportunities from around the state and nation that impact your efforts.
- **Gain Free Sierra Nevada Alliance Reports, Directories and Toolkits:** View resources at: <https://sierranevadaalliance.org/publications/>.

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Join a Unique, Synergistic Sierra-Wide Team

- **Attend the Annual Member Group Meeting:**

Sierra Nevada Alliance hosts a yearly meeting for Member Groups. Member Groups are invited to send representatives from their organizations to attend the member group meeting. At the meeting members will have the opportunity to provide input about the future direction for the Alliance, network with other members, and attend educational sessions.

- **Send Action Alerts:**

Use the Alliance to send out action alerts and petitions to the entire Alliance network including more than 1,000 active individuals who share a passion for natural resources and rural communities.

- **Create Stronger Campaigns:**

Whether it be writing a letter to a board or commission, signing on to a collective position letter, or testifying in support of your issue, the Alliance supports Member Groups' campaigns whenever possible. In addition, the Alliance will work whenever possible to facilitate partnerships for greater efficiency, especially amongst like-minded conservation groups (i.e.; watershed groups)

Join the Sierra Nevada Alliance to make your cause a Sierra cause!

The Sierra is a range with many peaks. Only when it is viewed as one mountain range has it inspired national and international attention. The Sierra Nevada Alliance addresses this reality by being a network of many groups united for one region. Join the Alliance and strengthen both your local efforts and regional efforts to protect lands, water, wildlife and communities throughout the "Range of Light."

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Annual Member Group Fee Schedule Calendar Year 2019

Annual Member Group fees are based on each group's individual annual budget.
Save 10% on your annual renewal fee when you enroll in auto-renewal!

| Budget | Fees |
|-------------------------|-------|
| 0 – \$10,000 | \$75 |
| \$10,001 – \$40,000 | \$100 |
| \$40,001 – \$100,000 | \$125 |
| \$100,001 – \$200,000 | \$250 |
| \$200,001 – \$300,000 | \$350 |
| \$300,001 – \$500,000 | \$400 |
| \$500,001 – \$1,000,000 | \$450 |
| \$1,000,001+ | \$550 |

Please Note: Budget amounts for land trusts and others doing acquisition or large-scale restoration projects should be based on operational expenditures only.

Submit your membership fee online at sierranevadaalliance.org or by mail to P.O. Box 7898, South Lake Tahoe, California 96158

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