

PINK GROUP

What is stewardship?

- Trustees of a resource
- Responsibility
- Ownership component

What is Advocacy?

- Legislation
- It's a struggle to get outside folks to understand its meaning
- I'm taking some form of action to support whatever it is
- Lobbying and other negative terms typically come to mind
- It helps to have good stewards that are in support of the Advocacy
- Sometimes confused with "Activists"
- Standing up for something
- It's a cycle of moving from being an advocate to becoming a steward

How many of you are outwardly using the word stewardship with your audiences?

- 5 Hands raised

How do you work through stewardships outwardly to help it resonate with our audiences?

- Utilizing a variety of tools for Stewardship like education, outreach and
- In some spaces conservation means you can't touch it.
- Stewardship is a statement of ownership and call for responsibility
- It's establishing ownership over whatever it is we're responsible for
- There's no such thing as "rights" without taking responsibility of something. "I have a right to be here" needs to change towards "I have the privilege of being here and a responsibility to keep things available for future use"

What is the difference between preservation and conservation

- Preservation = protect it "Put it in a box" for display
- Conservation = greatest use for the greatest good for the long haul
- Add water in front of each word helps you to better understand it

There needs to be more promotion and information sharing on the stewardship efforts that are happening across North America

How do we get the word out about the positive things that are happening?

- Press releases
- Social Media Platforms
 - Organic can sometimes run stronger than paid campaigns
- Find and join forces with organizations that share your passions
- Continuous promotion of the positive things
- Be proactive not reactive

ORANGE GROUP

What is stewardship?

- Passing things on for future generations
- Preservation
- Ownership
- Commitment that comes from the heart not a duty
- Raising something and making it as good as you can and then sending it on the next to do better with it.

What is Advocacy?

- Promoting something
- Voice and education
- Special Interest
- Lobbying
- An attempt to take something or limit something
- Someone else is working on my behalf "I'm not actively involved but someone IS actively doing it"

How many of you are outwardly using the word stewardship with your audiences?

- 8 hands raised

How do you work through stewardships outwardly to help it resonate with our audiences?

- It's a lot easier to teach younger generations than it is our peers
- Getting people to understand that just because you've been able to do something for a long period of time doesn't mean that it will always be that way without stewardship and active engagement.
- Having more teaching moments in our engagement
- Changing the way we say things based on our audience and adapting our delivery methods to meet our audiences
- We don't educate people on how long efforts can take.
- What is their world view

What is the difference between preservation and conservation?

- Preservation = is locking it up or not allowing access
 - You don't need to use this don't look at it don't touch it
- Conservation = keeping something in the condition that it is while continuing to use it
 - Allows people to still experience and learn to care about it

How do we get the word out about the positive things that are happening?

- Social Media
- Events with free prizes
- Fun Runs
- General conversation

BLUE GROUP

What is Stewardship?

- Taking care of someone else's business
- Protection
- Responsible recreation

What is Advocacy?

- Volunteering
- Partnership
- To add and Vocate (To Give Voice To)

How many of you are outwardly using the word stewardship with your audiences?

- 9 hands raised

How do you work through stewardships outwardly to help it resident with our audiences?

- Phrasing "Responsible Recreation"
- Etiquette or ethics
- Changing from government speak
- We need both things Advocacy and Stewardship
- Minimizing the changes to lands throughout the variety of our uses

What is the difference between preservation and conservation?

- Preserve = Keeping it the way it is and not using it for its protection
- Conserve = Wise use of the land

How do we get the word out about the positive things that are happening?

- Press releases
- Letters of support
- Tracking and reporting volunteer hours
- Utilizing reputable media outlets

YELLOW GROUP

What is Stewardship?

- Ownership
- Responsibility
- Leaving things better than the way you found them
- Building community
- Behind the scenes

What is Advocacy?

- Public policy or cause
- Active in furthering or bettering your sport
- Leadership
- Legislative
- Economic impacts
- Outwardly facing
- Self-policing

How many of you are outwardly using the word stewardship with your audiences?

- **5 hands raised**

How do you work through stewardships outwardly to help it resident with our audiences?

- Group outings and events to promote responsible riding
- Being mindful of our audience and tailoring the message to that group

What is the difference between preservation and conservation?

- Preservation = Old Guys: not utilizing it so that it is protected and preserving the greater
- Conservation = New Guys: building and affecting the land to protect the broader piece

How do we get the word out about the positive things that are happening?

- Utilize easily understandable terms
- Know your audience
- Utilize language for all of your users

DEBRIEF

What is Stewardship?

- Taking responsibility and having a sense of ownership over something to help protect it for future generations.

What is Advocacy?

- Giving a voice to a topic through volunteerism, education, and at times legislative negotiations.

How many of you are outwardly using the word stewardship with your audiences?

- An average of 7 agencies/organizations per group actively use Stewardship in their outward messaging.

How do you work through stewardships outwardly to help it resonate with our audiences?

- Working to better understand our audiences and tailoring our messages to them to grow the support for our passions and providing opportunities for future use.

What is the difference between preservation and conservation?

- Preservation = Protecting something while limiting or preventing use
- Conservation = utilizing and affecting something while still maintain it for future use

How do we get the word out about the positive things that are happening?

- Organic social
- News Releases
- Volunteer opportunities
- Non-Governmental Organizations