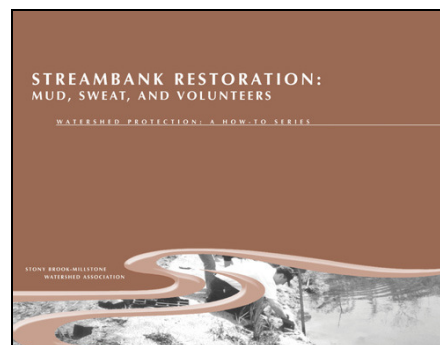
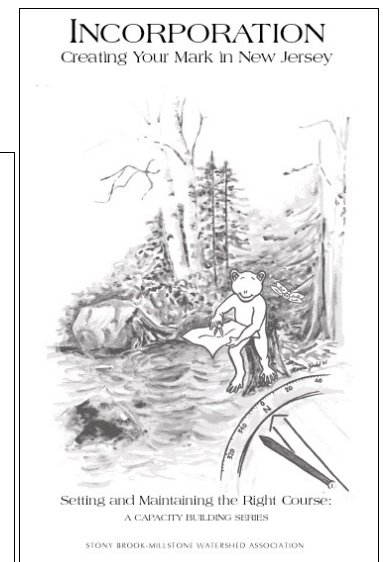
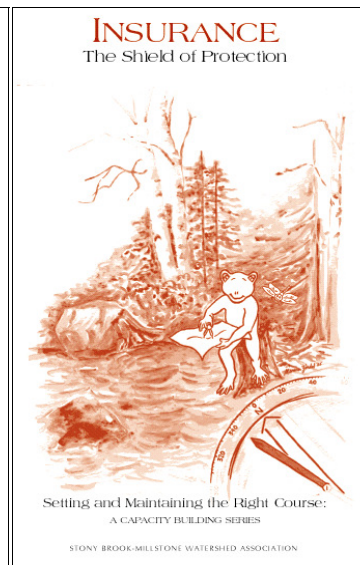
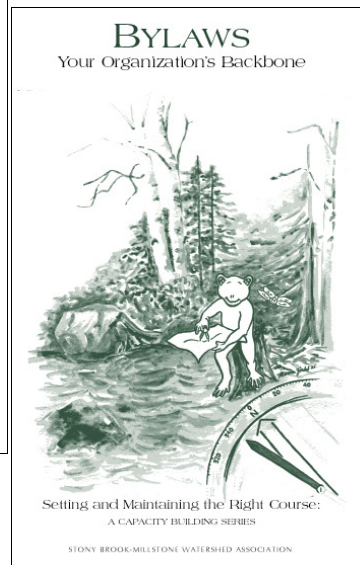
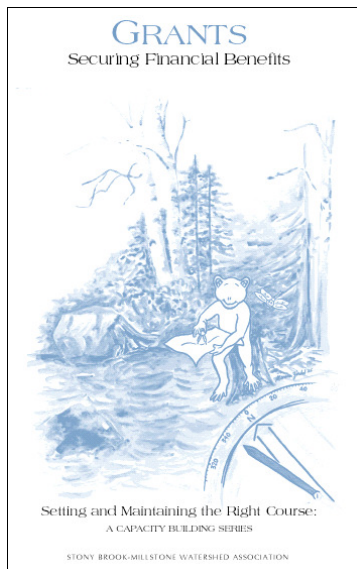
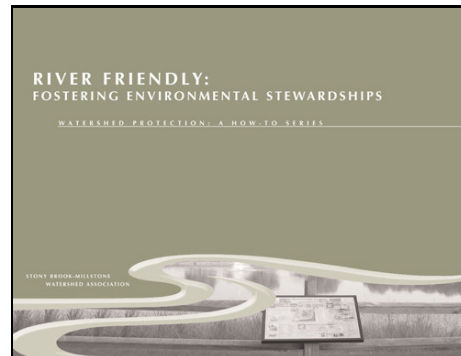


# The Watershed Institute Publications Catalog

Fall 2010



A Program of the Stony Brook-  
Millstone Watershed Association

The purpose of the Watershed Institute is to provide New Jersey's watershed groups with the knowledge, skills and resources they need to be strong and sustainable organizations protecting their local environments, and to foster a unified watershed movement to ensure clean water and healthy habitats throughout the state. The Watershed Institute is a program of the Stony Brook-Millstone Watershed Association. The publications in this catalog are just one resource the Institute offers as part of fulfilling its purpose. Find out more by visiting us online at [www.TheWatershedInstitute.org](http://www.TheWatershedInstitute.org).

## Watershed Protection: A How-To Series

The "Watershed Protection" series models watershed management programs run by the Stony Brook-Millstone Watershed Association. The documents are resources for other organizations to use in developing programs to protect the landscapes and natural resources that we cherish and need.

Cost: Free to New Jersey groups! \$10 per document for out of state groups.

### Municipal Assessment: Partnering With Local Governments

This guide walks you through a Municipal Assessment, which is an independent review of a local government's zoning practices, ordinances, and policies. The assessment comprehensively evaluates a municipality's environmental and planning health and determines if its current structure meets the community's vision and protects natural resources. The model demonstrates how the assessment results in options for local governments to adopt proactive, sound planning strategies.

### River-Friendly: Fostering Environmental Stewardship \*Available for Download Online Only\*

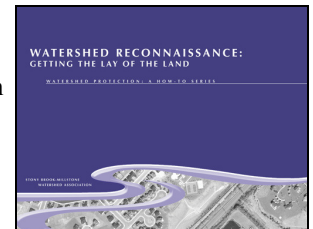
This guide describes the process of setting up a landowner education program to partner with local businesses, golf courses and residents. Landowner education programs offer a collaborative means for program participants to adopt sustainable land management practices and attain recognition.

### Streambank Restoration: Mud, Sweat, and Volunteers

This guide demonstrates how to conduct small-scale, volunteer-based streambank restorations using biodegradable erosion control fabrics combined with vegetative plantings to stabilize streambanks.

### Watershed Reconnaissance: Getting the Lay of the Land

This guide explains how to perform a quick assessment of a watershed, synthesizing information throughout a watershed to prioritize subwatersheds for in-depth attention.



## Resource Guides



These documents are brief guides that provide background information on their topics, along with listings of additional resources for further reference.

Cost: Free download online at [www.TheWatershedInstitute.org](http://www.TheWatershedInstitute.org). Hard copies also available for free upon request.

### Program Evaluation \*Download Online\*

This resource guide provides an overview of what program evaluation is, why it is important, and methods of evaluation. It also provides details on resources to obtain more information.

### Document Retention and Destruction Policies for Nonprofit Organizations \*Download Online\*

This resource guide provides an overview of what Document Retention and Destruction Policies are, why they are important, and how to create one for your organization. A sample policy and a listing of additional resources are included.

## Setting and Maintaining the Right Course: A Capacity Building Series

The “Setting and Maintaining the Right Course” series is for nonprofit organizations and those interested in forming nonprofit organizations. These documents provide detailed information on how to start and build the capacity of your nonprofit and also include case studies from New Jersey watershed associations.

Cost: Free to New Jersey groups. \$5 per document for out of state groups.

### [Budgeting: Developing a Financial Plan](#)

This document describes the different types of organization budgets, who to involve in creating a budget, the steps to develop one, and the necessary forms to complete for sustaining your organization's financial health. Sample budgets are also included.

### [Bylaws: Your Organization's Backbone](#)

Learn about the importance of crafting bylaws for your organization and all of the information that should be included in bylaws.

### [Environmental Education Programs: Developing Systems to Value Natural Resources](#)

This document outlines the steps towards developing an environmental education program, resources you will need, and more.

### [Grants: Securing Financial Benefits](#)

In this document, you will learn about the grant process, including funding research strategies, funder cultivation methods, proposal frameworks, and approaches to managing grants.

### [Incorporation: Creating Your Mark in New Jersey](#)

This publication outlines the process of being incorporated as a nonprofit in New Jersey, from choosing your organization's name to preparing and filing paperwork with the State.

### [Insurance: The Shield of Protection](#)

Why is it important for your organization to have insurance? Find out in this document, which describes different types of insurance available, such as Directors and Officers, General Liability, and Property.

### [Legal Assistance: Guiding Your Organization's Decisions](#)

Your organization may want legal assistance when preparing a Certificate of Incorporation, negotiating a land purchase, and more. This document discusses how to find a lawyer, things to consider when selecting one, and ways to reduce legal fees.

### [Marketing: Increasing Your Organization's Visibility](#)

One of the keys to accomplishing your goals and mission is community support. This document highlights how to use the media to promote your organization and present its work in a positive way.

### [Newsletters: Giving Voice to Your Organization](#)

Keeping your members, donors, and volunteers informed of your work is one of the most important ways to keep them coming back for more. Learn the tricks of the trade when it comes to planning your newsletter, whether it is a hard copy or electronic one.

### [Strategic Planning: Charting Your Organization's Course](#)

A strategic plan helps your group determine where it is right now, where it is headed, and how to connect these two points. This document provides guidance on developing and implementing a strategic plan, be it your first or your fifth.

### [Tax-Exempt Status: Securing Organizational Benefits](#)

In this document, find out if your organization should apply for tax-exempt status, what to include in an application, which forms to use, and more.

### [Technical Advisory Committees: Tapping Into Other's Expertise](#)

This document discusses what a Technical Advisory Committee is, how to form one, and how utilizing one can improve an organization's projects and help them become more successful.

### [Volunteer Management: Strength in Numbers](#)

This document provides assistance in developing a volunteer management program by focusing on the areas of volunteer recruitment, retention, and recognition.

