

Implementing MRRP: Budgeting and Fundraising



MRRP is not an expensive program to implement, but it does require time and continued maintenance. The more support and commitment provided by community members and cooperative organizations, the less costly the program becomes. Fortunately, MRRP is an easy program for which to rally support and donations because its need is evident, it is innovative and new, and it doesn't ostracize any interest group.

MRRP Resource Needs

A project plan and task force commitment will help you to identify program costs. The project can be customized to your local needs and resources. There are a variety of possibilities to start the program. You can start by just installing bins and organizing volunteers or conducting cleanups or doing an educational campaign. A general breakdown of MRRP tasks is provided in the following table:

MRRP Tasks	Resources Needed
Conducting evaluation and awareness surveys	Personnel time, volunteers, web access, printed surveys, clip boards, identification
Fundraising	Personnel time, printed materials
Volunteer recruitment, management and appreciation	Personnel time, volunteer toolkits, appreciation rewards, food/drinks
Task force committee organization	Personnel time, appreciation rewards, food/drinks
Outdoor bin supplies, construction and installation	Personnel time, volunteers, bin making materials, contractor
Tackle shop commitments	Personnel time, appreciation rewards
Organizing cleanup events	Personnel time, appreciation rewards, volunteers
Advertising campaign	Personnel time, printed materials, air time, video reproduction
Education campaign	Personnel time, display board, printed materials, other handouts, presentation props
Attending events	Personnel time, display board, printed materials, stickers, other handouts
Budgeting/ purchasing	Personnel time, administrative time
Evaluating/ reporting outcomes	Personnel time

Fulltime project manager for one year or full-time commitment by existing staff–

Organizing and coordinating program implementation can be a very timely undertaking. The amount of time dedicated to program implementation will determine how quickly the program can get started. Getting the program started and evaluated in one year takes the time of at least one full-time project manager. A MRRP project manager should be skilled, organized, and a good communicator. Ideally, s/he is an educator with knowledge of the angling community. When selecting the appropriate person(s) to manage the project, consider that the program may require some or all of the following project management tasks:

Outdoor recycling bin construction materials (PVC pipe and fittings, stickers, signs, and posts)

The MRRP outdoor bin is made of 6" PVC pipe and fittings that can be purchased at just about any hardware store or PVC supply house. There are different grades of PVC and different colors. White is the typical bin color, and now several grades of PVC can be purchased in white. Schedule 40 PVC is more expensive than 3034 (sewer grade) PVC, so try and find someone who can supply the 3034 grade PVC in white. The prices quoted here were received from Hughes Supply.

Each station costs about \$35.00 and requires the following materials:

- 6" x 2' of PVC pipe (EDP code 6FC3034; \$1.25/foot--note that this is only sold in 20' lengths...),
 - one 6" / 90° elbow (EDP code M040206; \$3.68 each),
 - one 6" female threaded adapter (EDP code M040952; \$6.24 each)
 - one 6" plug (EDP code 6PDP; \$3.64 each).
- Total PVC costs = \$16.06

(A cordless reciprocating saw with a 12" blade can be used to cut the pipe into 4' lengths.)

There are several different stickers available to identify the bin as a fishing line recycling bin. The stickers and their vendor information is provided below:



1. 4" x 4", vinyl, sticker "We Recycle" (blue, green and white):

Fed-Cal (Larry)
1570 NW 165th St.
Miami, FL 33169
1-800-443-4897

500 4x4" vinyl stickers = \$276 (prepaid; square cut)



2. 5x7", vinyl, sticker "Cast Your Used Fishing Line Here" (black and white)

Southern Tape and Label

P.O. Box 3466

Cocoa, FL 32924-3466

321-632-5275

500 stickers = \$175



3. 4" round, vinyl, sticker "Monofilament Recovery and Recycling Program (black & white)"

Southern Tape and Label

P.O. Box 3466

Cocoa, FL 32924-3466

321-632-5275

1000 stickers = \$100



4. 4" x 6", vinyl, sticker "Warning No Garbage" (red and white)

Screen Graphics of Fla, Inc.

2801 NW 55 Court, Bldg 7W

Ft. Lauderdale, FL 33309

800-346-4420

35 cents each; shipping is additional (200 = \$77.24)

5. Signs



Aluminum and vinyl signs have been created to post over the recycling bins and to advertise the program where bins do not exist. The signs can be hung on the same posts on which the bins are installed or posted independently on galvanized steel posts. Galvanized steel sign posts can be purchased at about \$10.00/each or donated by your local hardware store! Different slogans and sign designs have been developed throughout the state. These include:

"Be kind, Rewind, and Don't Leave Fishing Line Behind"

"Lure your Old Fishing Line Back to a Local Tackle Shop for Recycling"

"Keep Our Waterways Tangle-free; Recycle your Fishing Line Responsibly"

- 12" x 18" aluminum signs with vinyl overlay (blue and white) were created in Brevard County by the county's sign shop. Although these signs are not available for purchase outside the county, it may be possible to contract with the county sign shop in your county to manufacture the aluminum signs. Contact a local print shop that does aluminum signs for an estimate. For comparison, the Brevard County sign shop charges 18.00/aluminum sign.

- 12" x 18" Vinyl Signs (Blue and white) can be purchased through the PRIDE program, which is a manufacturing program within the Florida prison system. Contact PRIDE at (1-800-443-7601 and access their website at <http://www.pridefl.com/>). 100 Vinyl signs = \$225.00



6. Additional costs include PVC glue, PVC thread lubricant, 4x4 pressure-treated posts, 36" or 48" cable ties for attaching the PVC to the posts, pieces of ½" pressure-treated plywood to help stiffen the signs (if vinyl), ½" and 1 ½" stainless steel screws for attaching the signs. Also, 2" x 8" plastic plates can be engraved with the names of each bin sponsor by a local printing shop (cost \$6 each). You may need to hire a contractor or rent a hand held auger to install the signs and bin posts so price these out in your area. A County/City Parks and Recreation Department or Public Works may be able to help install the signs also and should be consulted prior to sign installation.

Educational campaign costs

Educational display board \$500.00 – 1200.00

Printed materials:

- 1) "Which Would you Rather Catch" brochure
Cost: ~ 0.11/each
Contact: Bill Broughton
Broughton and Associates
407-354-4967
- 2) "How to Untangle a Tangled Animal" brochure (4 color, gloss)
Cost: ~\$750.00/5000 or 0.15 each
Print from file using local printing company
- 3) "Fishing line can be recycled" Flyer (1 color, recycled)
Cost: ~\$8.00/1000
- 4) "We Recycle Monofilament" poster (4 color, 100# paper)
Cost: ~\$1.00/each
- 5) Advertising costs - Check with the local newspaper for advertising costs or to purchase and run and insert in the paper. Before buying advertising, try to inspire local and regional newspapers to provide free media coverage. The program can be covered as a public interest or environmental story, so when writing the press release, try to make it interesting by involving children in the story, spotlighting an unusual person who is involved in the program or describing the dangers of monofilament left in the environment. Remember, news reporters want to report drama so, make the press release as exciting as possible. Sometimes it is easier to get media coverage by sending in a photograph to one of the staff photographers, writing an editorial, or targeting the outdoor page or fishing editor. Whatever it takes. To get media

coverage at one cleanup event, the coordinator called the local T.V. news and told them that a hazardous substance was being cleaned up at the local pier. Three news channels arrived and shot the event for both the evening and late night news shows!

Community Support and Fundraising

At this point, you may find yourself thinking. "If only we had money." Don't get trapped into thinking that money will solve every problem or that it is a necessary first step to achieving your goals. Many other types of support are available from your communities that are just as important to achieving program goals.

Community support and participation comes in many forms. Each community has different resources to contribute to your effort, so it is vital to be creative in discovering and recruiting these sources of support. Obviously, funding is an important resource that can be contributed by the community, but just as important are manpower and materials. Volunteers for cleanup events, supply donations, and advocacy and advertising are other ways the community can support the program. In one area, the local police department conducted underwater line cleanups in combination with their regular rescue dive training. They practiced their methods for dive rescues to find and recover line and other debris from the water. It was a perfect fit for both partners! Supplies may be donated by local governments, hardware stores or department stores, and many restaurants and grocery stores will contribute food for volunteers. Solicit local artists or school groups to design T-shirts and educational materials. The key to getting community support is selling the program message to the right people. A "sponsorship package" can be created that describes the need for MRRP, includes information about what MRRP accomplishes, lists partners and contributors, and defines levels of contribution. Identify potential interests and start soliciting.

Specific sources of funding to consider include:

- **Individual Donations** - (more than 90 percent of all charitable contributions made in the United States come from individuals). If you are a nonprofit organization with membership support, appeal to your members for a small additional donation to assist with the new program. Identify individuals who regularly contribute to fishing events and wildlife causes and contact them for support. Contact local fishing celebrities or artists for charitable contributions of cash, services, or endorsements. Ask the individual donor if s/he would like recognition for the contribution and be sure to follow through with the appropriate acknowledgement and token of appreciation.
- **Corporate Donations** - Many department stores, grocery stores, manufacturers, and large corporations have a grant program or donation program organized to assist with local community programs. These businesses can provide a wealth of materials, cash donations, and volunteers if they are requested. Contact the human resources office of large businesses for information on what they can provide. Small businesses can be approached to provide small donations, sponsor a specific recycling site or house an indoor recycling bin. These businesses and corporations must be rewarded and acknowledged for their support.
- **Foundations** - Local foundations can be an excellent source of funding for program initiation and specific capital items. Foundations tend to focus their interests, so the key is to match the program with the right foundation. Look for foundations of wealthy

individuals who love fishing, wildlife and the environment or community foundations that promote volunteerism, community participation, and quality of life.

- ⇒ **Government** – Government grants are good sources of program implementation funds although grants are often timely to obtain and administer. The funding agency will often require regular status reports, documentation for costs incurred, a program evaluation component and assurance that the program will be sustainable after the grant is exhausted. Governments can also be sources of technical information and materials. Local parks and recreation departments, water resources, environmental offices, and public works personnel may be able to supply materials and check outdoor recycling bins. Before approaching them, it is often helpful to inform the local governing Council or Board about the program.
- ⇒ **Fundraising events** - Fundraising events such as cleanup celebrations, cookouts, and fishing tournaments (Fishing for Dollars) can be a fun and effective, although labor intensive, means of fundraising. It may be easier to initially partner with an existing tournament or event to start-out. Be sure not to hold the event at the same time as another event targeting the same audience. Income from tickets sold, sponsorships, donations, and auctioned items can be used to fund specific program needs or for continued program operations. The key to a successful fundraiser is advertising, advertising, advertising!
- ⇒ **Adopt-A-Bin Contributions** – A successful method of implementing the MRRP recycling network is to request sponsors for the outdoor MRRP recycling bins. Request a minimum donation that will place a bin in the location of the contributors' choice. The bin would need to be checked by volunteers organized through the program. Another option for “adopting a bin” is to provide the outdoor bin at no cost and have the sponsoring individual or organization volunteer check it. In either case, the bin should be marked with the sponsor's name and the person/organization should be listed as a partner.

Sample Program Budget

Monofilament Line Recovery and Recycling Project						
Personnel Expenses						
<i>Title</i>					<i>Percent of time on project</i>	<i>Funds Requested</i>
Special Project Coordinator					100%	\$30,000.00
Equipment						
				#	Cost each	
Recycling bins (includes stickers)				20	35	\$700.00
Display Kiosk						\$800.00
Written Media Production						
Printing Costs						
				500	We recycle stickers	\$276
				1000	MRRP Stickers	\$100
				10000	Flyers	\$80.00
				2000	Brochure 1	\$220.00
				2000	Brochure 2	\$300.00
				100	Posters	\$150.00
Clean Up Project						
<i>Volunteers</i>		#				
Volunteer Cleanup Supplies (gloves, bags, line cutters)		500		3.00		\$1,500.00
Volunteer Toolkits		20		\$11.00		\$220.00
Total						\$34,346.00