

The 12 Rivers Conservation Initiative

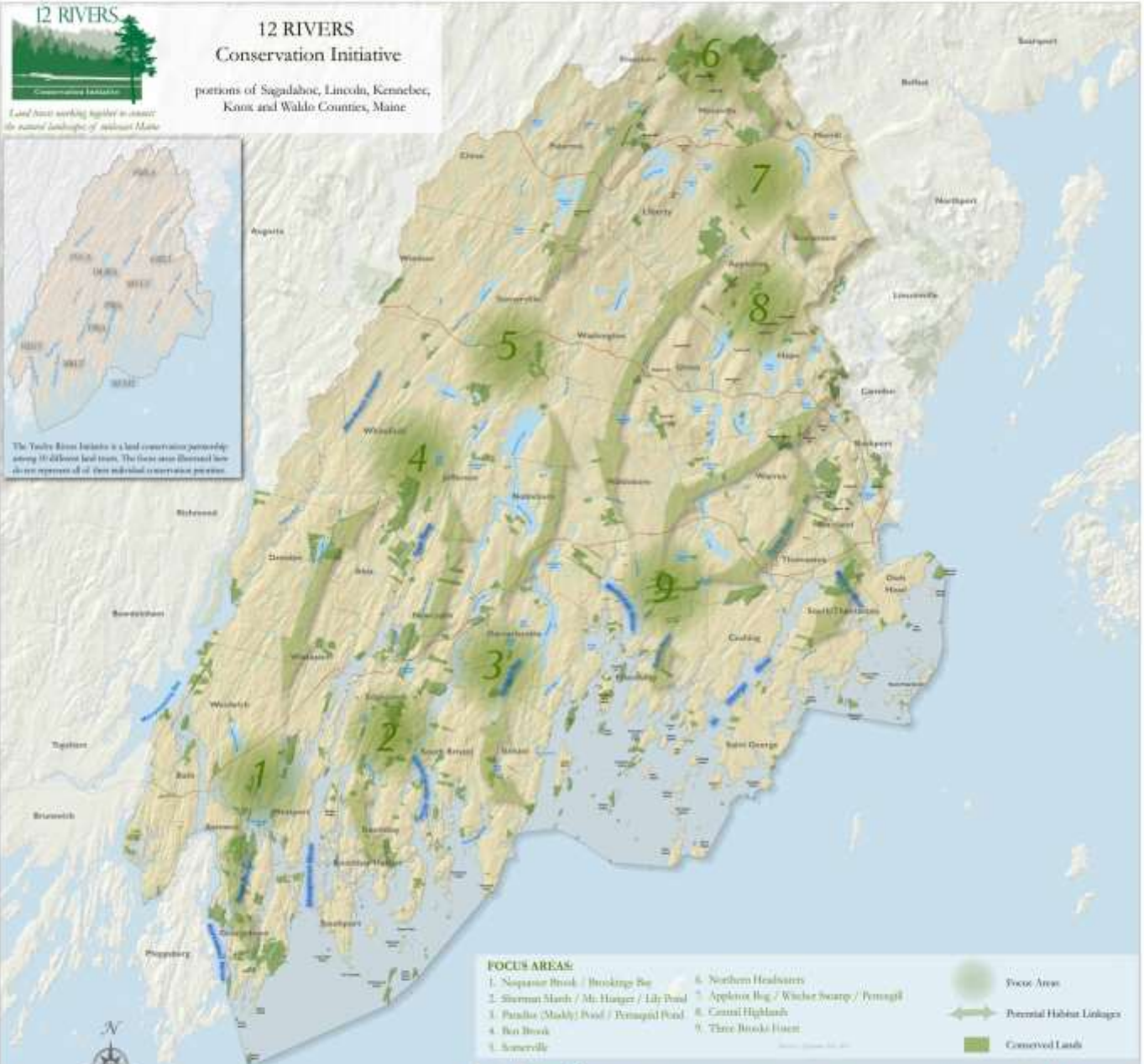
A Campaign Journey



12 RIVERS Conservation Initiative

portions of Sagadahoc, Lincoln, Kennebec,
Knox and Waldo Counties, Maine

*Local assets working together to connect
the natural landscapes of western Maine*



FOCUS AREAS:

- 1. Noyes Brook / Brookings Bay
- 2. Sherman Marsh / Mt. Hunger / Lily Pond
- 3. Paradise (Muddy Pond / Perennial Pond)
- 4. Bear Brook
- 5. Somerville
- 6. Northern Headwaters
- 7. Appleton Bog / Wicker Swamp / Pennell
- 8. Central Highlands
- 9. Three Brooks Forest

- Focus Area
- Potential Habitat Linkages
- Conserved Lands



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The Story

The 12 Rivers Conservation Initiative

Prerequisites

Challenges

That Can Be Surmounted

Something to Think About

“Joint fundraising is probably the most difficult form of non-profit collaborations. And the results are far from certain. I think the risk/reward perception is still not where it would need to be to make it attractive for most.” Jonathan Howard, co-founder, *Cause & Effect* consulting services

Benefits and Rewards

So Why Do It?



WORKING TOGETHER



POOLING



IDEAS

TEAMWORK



MANAGING CONFLICT



INCREASED EFFICIENCY

IMPROVED PERFORMANCE



STRATEGY FORMULATION