

Marine Debris Prevention: Clean Marina Guide Initiative

Lani Wright
Grants Professional
Writing Sample

Proposal Summary: [REDACTED] is seeking funding for our Clean Marina Guide (CMG) initiative to update and promote the Massachusetts Office of Coastal Zone Management's 2007 Clean Marina Guide which educates boaters and community members on sustainable practices. The aim of the initiative is twofold. First, additions to existing chapters and two new chapters on single-use plastics and derelict fishing gear are composed by [REDACTED] interns. Next, [REDACTED] will host educational outreach programs using the CMG for marinas, fishing groups, libraries, schools, and Boys and Girls Clubs. These may be virtual/live presentations, posters, educational displays, articles, or guided field trips.

Please include a description of your organization and your request including specific details on the proposed use of funds and who will benefit from the project.

██████████ (██████████) is an action-driven nonprofit conservation organization, and a proud member of 1% For The Planet, that encourages environmental stewardship and community based environmental action. Now, more than ever, safeguarding our planet's natural resources is a crucial mission, one that ██████████ strives to facilitate through hands-on education, the installment of more sustainable practices, and community environmental activism through conservation initiatives that preserve and restore the ocean, waterways, and environmental health. ██████████ is seeking funding for our Clean Marina Guide (CMG) initiative in creating, implementing, and promoting an updated supplement to the Massachusetts Office of Coastal Zone Management's (CZM) Clean Marina Guide, created in 2001 and last updated in 2007.

Our goal in this initiative is twofold—first in creating a free-to-download PDF that will educate boaters on the best sustainable boating practices. While our focus is directed towards the North Shore of Massachusetts, people all over the world will have access to our online PDF and can attend virtual events. The updated CMG's focus will be to preserve and restore (the North Shore's) aquatic ecosystems. We will add new information about how the Massachusetts marine environment has changed since 2001 to go alongside existing chapters—new threats since the last revision must be addressed immediately to improve the health of marine wildlife and people alike. We will also add two new chapters on derelict fishing gear (DFG) and single-use plastics. The second part of the project focuses on designing and hosting educational outreach programs using the CMG and its updated supplemental content and creating an outreach program that will include hosting a variety of virtual and in-person events geared toward marinas, fishing groups, libraries, schools, and Boys and Girls Clubs. These will require hands-on work within our coastal community through unique in-person events, virtual outreach sessions, live presentations, social media advocacy, flyers and posters, educational displays, articles, and guided field trips.

██████████ is requesting funds in the amount of \$2,940.46 from ██████████ to allocate towards our CMG initiative in developing educational and promotional outreach mechanisms. This amount (along with the corporate gifts/partnerships and in-kind services we have received) will cover the costs of the project, which are all necessary for the success of this initiative. If ██████████ is granted funding from ██████████, it will cover the costs of display panels, equipment such as touchscreen monitors and tablets, personnel conducting technical support and environmental consultations, project management for virtual and in-person events, social media content and outreach, educational materials, and transportation. The majority of funding will be spent on equipment needs for events, totaling \$1,338.46, and personnel needed to fulfill the initiative's needs, totaling \$1,824. Other less substantial costs include educational materials such as displays and brochures to supplement presentations, and the cost of travel to implement the displays that will cover a van rental and fuel costs.

The ██████████ supplement to the CMG with new environmental issues such as DFG and single-use plastics will help teach coastal communities in Massachusetts about how they can keep the waters clean—a healthy aquatic ecosystem benefits both marine life and coastal communities. ██████████'s target audience includes marinas and fishing groups in the coastal communities of Massachusetts, with a particular focus on Boston, Chelsea, Gloucester, Lynn, New Bedford, and Quincy—although, people worldwide will have access to the CMG online in PDF format, can request a physical copy, and attend virtual events. Through the updated ██████████ CMG supplement we seek to bring about observable changes in the behavior of our coastal community members. We believe the promotion of our CMG update through outreach efforts will lead to more interaction with the CMG, helping community members to develop a personal responsibility to protect our marine habitats. As we host outreach events and output educational material, we will continue to check in with our partner organizations and measure key performance indicators such as number of attendees, number of downloads, social media engagement, and feedback surveys.