Bringing Wetland Stewardship to Your Community: Hosting a *My Healthy Wetland* Workshop for Landowners

Thank you for your interest in bringing information about wetland stewardship to landowners in your community! Wetlands matter. They attract wildlife and benefit both land and water. With 75% of Wisconsin’s remaining wetlands in private ownership, landowners have a vital role in caring for wetlands. Wisconsin Wetlands Association provides guidance to landowners and connects them with the information and support they need to care for their wetlands. We want to work with you to reach the wetland landowners in your community!

Why should someone host a wetland workshop? It’s a great way to bring together a group of wetland landowners so they can interact and learn from each other. Wisconsin Wetlands Association has found that many landowners want to do something to care for their wetlands, but they don’t know where to start. Receiving basic information about wetlands, watersheds, and management can help get them engaged in doing more for their wetlands.

Wisconsin Wetlands Association has developed a workshop for wetland owners that addresses the questions and concerns of landowners. The workshop provides important information and resources to help landowners address the challenges and opportunities they face in caring for their wetlands. *With your help, we can bring this workshop to landowners in your community.*

**Here’s what Wisconsin Wetlands Association can provide:**
- A tried-and-tested outreach approach and workshop agenda
- A customizable Powerpoint presentation
- A tested approach and recommendations for recruiting your target audience
- Wetland technical expertise and a strong field-based approach to training

**Here’s what you provide:**
- Knowledge of and connections to private landowners in your community
- Familiarity with local conditions, opportunities, and challenges
- Relationships with local experts and technical assistance providers
- Knowledge of local venues and field site possibilities
- Capacity to manage workshop logistics and on-site details

Use this document to help you think through and plan your *My Healthy Wetland* workshop for landowners. And contact Wisconsin Wetlands Association for help!

**Wisconsin Wetlands Association**  programs@wisconsinwetlands.org  608-250-9971

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Wisconsin Wetlands Association
Hosting a *My Healthy Wetland* Workshop for Landowners
My Healthy Wetland Workshop General Timeline

My Healthy Wetland workshops typically work best when held on a Saturday from ~9:00 am to 3:00 pm. The also typically include lunch followed by a field trip to a local wetland (preferably privately-owned) to apply classroom learning in a real wetland environment. The specific day and time of your workshop will depend on the needs and availability of your target audience.

Morning
- Welcome and introductions of attendees and presenters/partners
- Wetlands 101
- Getting to know your wetland
- Aerial photos and other mapping information: where to get, what they tell you
- Site planning: why, how
- Actions for a healthy wetland, including improving hydrology, preventing and controlling invasive species, and maintaining plant & animal diversity
- What you need to know about wetland regulations
- Preserving your wetland into the future
- Funding opportunities for bigger projects
- Where to go to learn more

Lunch

Afternoon
- Travel to nearby field site by carpool or independently
- Applying indoor learning to the “real world”

We strongly encourage you include a field trip as participants have told us this is the best part of the workshop where the day’s learning really “comes alive.”
1. **Convene a planning committee.** A planning committee can help the workshop harness local knowledge about wetland resources for landowners and identify field sites for the workshop. Increasing buy-in from key participants is another key role of the planning committee. Committee members can also assist with marketing the workshop to their constituencies that align with your target audience. Suggested members include, but are not limited to, representatives from:

   - Local land trust staff or leadership
   - County land conservation department staff
   - UW Extension educators (Natural Resource Educators, Community Natural Resource & Economic Development educators in particular)
   - The local Pheasants Forever/NRCS Farm Bill Biologist
   - NRCS District Conservationist or other staff
   - Private Lands Biologist with the USFWS’ Partners for Fish & Wildlife Service
   - Local invasive plant specialist
   - Local watershed groups and other local conservation organizations
   - Private sector consultants involved in wetland and water issues

   The planning committee should work together to take on the remaining planning steps.

2. **Determine your goals and objectives for the workshop.** What do you hope to gain from holding a landowner workshop? Often the objective of a workshop is based on broader conservation project or community goals. For example, you may be a land trust who owns a large parcel that includes a wetland also owned by several other landowners. Or you may want to engage landowners in order to protect a resource that is downstream from an area where many wetlands have been converted to agriculture. Laying out your goals and objectives will help you identify your target audience and set your agenda.

3. **Identify your target audience.** Do you want to reach landowners within a particular county? lake? watershed? Identifying your target audience will help you focus your outreach and invitations as well as your hosting partners. Bear in mind that this workshop works best with 10-25 participants. Fewer attendees may be too much work for the benefit. More attendees reduces the ability for your audience to interact and get their questions answered.

   Wisconsin Wetlands Association has a statewide list of every landowner who has ordered our *My Healthy Wetland* handbook. If this list could help you reach your target audience, please contact us to discuss access.
4. **Understand your target audience.** What are the broad values and attitudes of your target community? What values and ideas drive the landowners’ decisions about their land? What are the demographics of your target community? How do they spend their time? Your answers to these questions and more will help you select a day and time for your workshop as well as focus the messages you deliver at the workshop.

5. **Identify event date and book venue.** Would a week day or weekend date be more appropriate for your target audience? Keep in mind busy agricultural field work months, hunting seasons, holidays, key sporting events, etc. when scheduling your workshop. Generally spring (late April – mid June) or fall (September – early October) work best. Consider a local library, nature center, university, or other venue recommended by a member of the planning committee. Remember that some fee-based facilities will waive or reduce fees for non-profit or community groups or if the request to use the venue is received from someone affiliated with the facility.

6. **Review workshop agenda and revise to meet local needs.** Wisconsin Wetlands Association can provide a workshop outline that we have piloted and tested, however you may find you need to make revisions to this agenda so that it addresses specific local challenges or conditions. We strongly recommend that you include a field trip in your agenda as participants have told us this was among the most important part of their learning experience. We provide a sample agenda on p. 7.

7. **Identify key speakers for each section of the agenda.** Many people learn better when they hear from a variety of speakers rather than just one. Involving multiple presenters also introduces these people to your audience and makes your audience more likely to follow up with them after the workshop.

8. **Identify additional partners to invite to attend.** You may have other natural resource partners who may not have been appropriate to have on the planning committee (or weren’t able to participate). These partners should be invited to attend the workshop so that they can interact with your attendees and lend their expertise to the discussion. Often venues will have enough space and tables to enable these partners to put up a display or materials marketing their services for landowners. Connecting landowners with the local resource people is one of the most important aspects of the workshop. People are much more comfortable reaching out to local professionals if they’ve met and interacted with them in the past, and therefore much more likely to get the help they need for their wetlands.

9. **Establish a planning timeline and responsibilities.** See p. 8 for a sample workshop planning tasks list.
10. **Identify a field site or sites located within a few minutes of the event venue.** Field sites should reflect the expected attendees (e.g., if your target audience is farmers who have restorable wetlands, visit a field site that is a potentially restorable wetland in an agricultural landscape).

Ideally the field site will be a privately-owned wetland where little to no work has been done. The purpose of the field site is to talk about possible approaches to improving the health of the site. Workshop participants have told us that they are much better able to apply the lessons learned at the workshop to their own property when they are looking at a “blank slate” wetland property and talking about possible options, as opposed to visiting a “finished” (and potential high-budget) project. Land trust properties can also work well for a field site if they fit this description.

11. **Establish an event budget and fundraising plan if necessary.** Event expenses may include venue rental, invitations, the costs of providing lunch and snacks for attendees, and event supplies and materials. Other expenses may include personnel costs for planning time and travel expenses for committee members and/or speakers. Excluding personnel and travel costs, a *My Healthy Wetland* workshop typically costs about $1,000 for invitation printing and postage and event refreshments and food, assuming you’re inviting 100-200 people and hosting 20-30 people. We provide a sample budget on p. 10.

If you would like Wisconsin Wetlands Association to participate in the planning and/or delivery of your wetland workshop, please contact us to discuss personnel and travel costs for this engagement.

Where can you find funding for a wetland workshop? Consider the Wisconsin Lake Protection and River Planning Grant programs, local community foundations, local businesses, and private donors. Remember that you can often use waived facility fees, time volunteered by planning committee members and speakers, and donated food and beverages toward any match requirements a potential funder might have. Wisconsin Wetlands Association is happy to provide a letter of support for any funding requests you submit.

12. **Manage invitations, registrations, and other event logistics.** To maximize attendance numbers, we provide tips for invitations and registration on p. 11 and a list of recommended
handouts to include in an attendee packet on p. 12. We’ve also provided text for a sample invitation letter (p. 13), RSVP postcard (p. 14), and confirmation letter (p. 15).

As mentioned earlier, in addition to your landowner target audience and planning committee, consider inviting other natural resource professionals from your area, particularly those locally-based individuals who could provide technical assistance to the landowners.

13. **Evaluate your workshop and follow up with your attendees.** Ask both your participants and your planning team members about the event to determine if you achieved your objectives and get their suggestions for improving the event in the future. We provide a sample participant evaluation form on p. 16-17. Results of these evaluations can also be provided in your reports to funders to demonstrate the success of their investment. UW-Extension staff people are excellent resources when planning and implementing program evaluation.

14. **Plan for follow up with your target audience.** How will you support and/or follow up with the landowners who attended your workshop? Or members of your target audience who were unable to attend the workshop? Consider follow-up mailings or other communications like print or e-newsletters or additional programming.

Wisconsin Wetlands Association wants to help you engage private landowners in learning about and caring for their wetlands. Please contact us for assistance in thinking about and planning your wetland landowner workshop:

**Wisconsin Wetlands Association**
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Madison, WI 53703
[www.wisconsinwetlands.org](http://www.wisconsinwetlands.org)

**Katie Beilfuss**
Outreach Programs Director
[programs@wisconsinwetlands.org](mailto:programs@wisconsinwetlands.org)
608-250-9971
Sample Agenda

This sample agenda will give you a sense of the range of topics WWA typically covers at an introductory wetland landowner workshop. The goal of the workshop is to familiarize landowners with steps for determining if their wetland is healthy, setting goals, and prioritizing actions. Because each wetland is unique and needs a unique set of actions to improve its health, we encourage you to try not to describe in detail how to implement the actions. Rather, we encourage you to describe the range of possible actions in broad terms and then connect landowners with the resources (information and people) that can help them determine the right action and sequence for them.

My Healthy Wetland Workshop Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00</td>
<td>Coffee &amp; conversation</td>
</tr>
<tr>
<td>9:15</td>
<td>Welcome</td>
</tr>
<tr>
<td>9:16</td>
<td>Introductions – landowners &amp; natural resource professionals: Have everyone say their name, where their wetland is located, and describe one thing they love about their wetlands. This sets a welcoming, positive tone and gives presenters information about the attendees that will help in later discussions.</td>
</tr>
<tr>
<td>9:30</td>
<td>What are wetlands, why do they matter, how can I tell what kind I have? Getting to know your wetland • Field notebook, history</td>
</tr>
<tr>
<td>9:55</td>
<td>Making a map of your wetland • Aerial photos – where to get, how to read • Soils, wetland types via WDNR Surface Water Data Viewer</td>
</tr>
<tr>
<td>10:30</td>
<td>Site planning – setting goals, identifying objectives, breaking it up into tasks</td>
</tr>
<tr>
<td>10:40</td>
<td>BREAK</td>
</tr>
<tr>
<td>11:00</td>
<td>Actions for a healthy wetland • Improving your wetland’s hydrology • Preventing &amp; controlling invasive species • Maintaining &amp; improving plant &amp; wildlife diversity</td>
</tr>
<tr>
<td>11:35</td>
<td>What you should know about wetland regulations</td>
</tr>
<tr>
<td>11:45</td>
<td>Preserving your wetland into the future</td>
</tr>
<tr>
<td>11:55</td>
<td>Funding opportunities for bigger projects</td>
</tr>
<tr>
<td>12:00</td>
<td>Where to go to learn more</td>
</tr>
<tr>
<td>12:15</td>
<td>LUNCH</td>
</tr>
<tr>
<td>1:00</td>
<td>Travel to field site</td>
</tr>
<tr>
<td>1:00</td>
<td>Field trip at field site</td>
</tr>
<tr>
<td>3:00</td>
<td>Adjourn</td>
</tr>
</tbody>
</table>
Sample Workshop Planning Tasks

The below task list was used for planning purposes for WWA’s My Healthy Wetland landowner workshops. WWA is sharing this task list to help others in preparation for their events. Recommended timing included in a “Note” for certain planning tasks. WWA recommends modifying this task list according to the needs of workshop hosts and planning committee.

Agenda
- Convene planning committee and identify duties for committee members.
- Determine target audience. Note: determine maximum number of participants for the event.
- Determine event goals and objectives.
- Determine venue and event date.
- Determine possible field sites close to venue and conduct field visit with planning committee to determine suitability. Note: WWA recommends that the field site be within a 20-minute drive of the venue and that the site have sufficient parking (even if just safe roadside) for 5-10 vehicles.
- Identify possible speakers. Note: WWA recommends doing this at least 6 weeks before event.
- Contact prospective presenters to discuss participation. Note: WWA recommends doing this at least one month before event.
- Finalize Agenda, speakers, and material each presenter is covering (see p. 7 for an example of a workshop agenda). Note: WWA recommends doing this 4 weeks before event so presenters can prepare.
- Customize WWA workshop presentation with local details (mapping, etc.) or develop custom presentation(s). Note: WWA recommends that you use aerial photos and other images of the field trip site in the presentation to familiarize your audience with that location so they have background on that site for the field trip.

Invitations & Registrations
- Develop an invite list for your target audience that includes contact information (e.g. mailing and email addresses). Note: WWA recommends doing this at least 8 weeks before event.
- Identify marketing strategies & timeline (e.g., will you send invites by mail? email? both? Who is sending out what? Who is managing RSVPs?). Note: use what you know about your target audience (and what information you have for them) to determine what marketing strategy will be most effective in reaching them.
- Draft invitation and determine RSVP mechanism (e.g., phone call, postcard).
- Send first invitation to entire invite list. Note: WWA recommends doing this 4-6 weeks before event.
- Send second invitation to portion invite list that has not already responded. Note: WWA recommends doing this two weeks after you send the first invitation, or about 2-3 weeks before event.
- Send third invitation (if needed) to portion of invite list that has not already responded. Note: WWA recommends doing this not fewer than two weeks before event.
- As time allows, make follow-up phone calls to landowners who have not responded to encourage attendance. Note: this is a great role for planning committee members when they have relationships with any of the landowner invitees.
• Track RSVPs (both yes and no RSVPs to prevent unnecessary follow-up).
• Send event reminder with pre-event details (agenda, address, map, parking information) to all registrants (see p. 15 for a sample confirmation letter). Note: WWA recommends doing this one week before event. Be sure to include information about footwear or other things that each landowner should wear or bring.

Logistics
• Determine if AV equipment (projector, screen, laptop) is provided by venue and, if not, identify who will provide. Develop handouts, including but not limited to materials that support information in the presentation, contact information for presenters, evaluation, and other handouts and wetland educational materials. See p. 12 for a list of suggested handouts.
• Organize materials into packets for distribution to every participant at event (be sure to include printout of presentation, evaluation, contact information for presenters).
• Prepare registration lists for check in at the event. Note: WWA recommends printing a registration list that includes name, address, phone number, and email information for each registrant so that attendees can update any information that is incorrect or lacking.
• Pack materials and supplies for event (e.g., nametags, additional handouts not in packet, and office supplies like markers, scissors, tape, paper, and stapler).
• Upload speaker presentations to central laptop prior to start of event. Note: WWA recommends compiling presentations into one file ahead of time rather than juggling multiple files during the event.

Venue
• Research venue possibilities, including availability, cost. Be sure to ask about AV, food, numbers, tables & chairs.
• Research catering options for venue. Be sure to verify with venue if there are any catering suggestions or restrictions. Figure out what items you might “self-cater” from the grocery store (e.g. morning snacks, coffee, soda) and what items you want a caterer to provide (e.g. sandwiches).
• Book venue. Note: WWA recommends making a reservation that starts at least one hour before and ends one hour after the published event time to allow for setup and cleanup.
• Place catering order and confirm the deadline for when catering service needs to be notified of final order numbers, time of delivery, etc.
• Confirm venue, AV details, room setup, and timing, and ensure access the day of the event (e.g. how, who, and when to pick up building key).
• Confirm final catering order numbers with caterer. Note: do this 1-3 days before event.

Follow-up
• Send thank you to speakers, planning committee members, others. Note: WWA recommends doing this within one week of the event.
• Send follow-up thank you note to all attendees including any follow up information you committed to at the workshop. Note: WWA recommends doing this within one week.
• Send workshop packet to registrants who were unable to attend.
• Compile evaluation results and share with planning team.
• Complete grant reporting to funder(s).
Sample Workshop Budget

This sample budget for one workshop assumes:
- Invitations sent by mail to 200 potential attendees
- 25 landowner attendees
- 5 partner attendees

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th># Units</th>
<th>$/Unit</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event expenses</td>
<td>Event materials for attendees and speakers (packets, nametags)</td>
<td>30</td>
<td>$1.00</td>
<td>$30.00</td>
</tr>
<tr>
<td></td>
<td>Event refreshments (e.g., coffee, baked goods, fruit)</td>
<td>1</td>
<td>$100.00</td>
<td>$100.00</td>
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<tr>
<td></td>
<td>Event lunch (e.g., sandwiches, fruit, chips, soda)</td>
<td>30</td>
<td>$8.50</td>
<td>$255.00</td>
</tr>
<tr>
<td>Postage</td>
<td>Invitations (2 mailings to 200 people each)</td>
<td>400</td>
<td>$0.49</td>
<td>$196.00</td>
</tr>
<tr>
<td></td>
<td>RSVP postcards (2 mailings to 200 people each)</td>
<td>400</td>
<td>$0.34</td>
<td>$136.00</td>
</tr>
<tr>
<td></td>
<td>Follow up mailing to presenters, attendees</td>
<td>30</td>
<td>$0.49</td>
<td>$15.00</td>
</tr>
<tr>
<td>Printing &amp; copying</td>
<td>Invitations (paper and printing for 2 mailings to 200 people each)</td>
<td>400</td>
<td>$0.20</td>
<td>$80.00</td>
</tr>
<tr>
<td></td>
<td>Photocopying of packet contents</td>
<td>30</td>
<td>$2.00</td>
<td>$60.00</td>
</tr>
<tr>
<td>Other</td>
<td>Facility rental (often can be waived or reduced)</td>
<td>1</td>
<td>$150.00</td>
<td>$150.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td>$1,022.00</td>
</tr>
</tbody>
</table>
**Tips for Invitations and Registration**

**Method of invitation.** While email-based communications are becoming the norm in many circles, Wisconsin Wetlands Association has found that a good percentage of landowners (30-60% in our experience) do not have email or do not wish to receive information via email. Email addresses are also harder to come by for many mailing lists. As a result, we strongly recommend that you mail hard copy invitations for your workshop. Of course you can supplement mailed invitations with other marketing strategies including email, social media, e-newsletters, flyers, etc.

**Number of invitations.** We have also found that sending more than one invitation resulted in a much higher response rate. For one workshop, the number of registrants doubled after a second mailing. One invitation mailing is not enough to secure the desired level of participation.

**Method of RSVP.** We have tried several different RSVP methods for the workshop online, phone, email, and reply postcard. While all of these methods recruited registrations from our target audiences, we have found the pre-stamped reply postcard to be the most effective method.

With a response postcard, your audience can not only tell you they plan to attend, they can also tell you why they can’t attend (not interested in subject, not available that particular day, never available on Saturdays, etc.). While this information doesn’t help boost your workshop numbers this time, it does help you plan for the future. It also helps you know which members of your target audience are most interested in the subject matter, which will help you plan future outreach. For example, you may choose to send the attendee packet to anyone who told you via the reply postcard that they really wanted to be there but just couldn’t make it.

Be sure your reply postcard is sized to fit into a standard letter envelope and meets other post office guidelines for mailing (a 4” x 5.5” postcard works well and is easy to create from regular letter-sized card stock paper).
Recommended Handouts

Wisconsin Wetlands Association recommends providing the following handouts to each attendee:

- A copy of WWA’s *My Healthy Wetland* handbook for landowners (contact WWA to arrange for copies).
- Printout of presentation to help with note-taking.
- Names, and contact information for all of the presenters and/or resource directory for your area (list agencies and organizations that can help the landowners. See the back section in the *My Healthy Wetland* handbook for suggestions). Be sure to include phone numbers and email addresses.
- Handout describing where and how landowners can find aerials photos for their site (WWA has created a two-page handout we are happy to share).
- Handout describing available tools and resources for learning more about invasive plant species and their control and management (WWA has created a one-page handout we are happy to share).
- Handout with photos of common wetland invasive plants (like this one from WDNR: [http://dnr.wi.gov/topic/Invasives/documents/wetland_species.pdf](http://dnr.wi.gov/topic/Invasives/documents/wetland_species.pdf)).
- Information about wetland regulations and when a landowner will likely need a permit for the actions they are considering. (See p. 86 of the Wetland Restoration Handbook at [http://dnr.wi.gov/topic/wetlands/handbook.html](http://dnr.wi.gov/topic/wetlands/handbook.html) for an example).
- Directions to the field trip site.
- Aerial photos for in-class exercise (print 11 x 17 for easier viewing).
- Aerial photos for field trip site.
- Evaluation form.
- Other materials as determined by the planning committee.
Sample Invitation Letter

Dear wetland landowner,

Would you like to improve wildlife habitat on your land? Would you like to learn more about your wetlands and how to care for them?

Wisconsin Wetlands Association and our partners invite you to attend My Healthy Wetland: A Workshop for Wetland Owners on [date], at [venue] ([address]). The event will run from [time] and will include a field tour of a nearby wetland. We will provide free snacks, beverages, and lunch.

At this event, you will:
- Explore resources that will help you learn about your wetlands.
- Discuss why and how to set goals for your wetlands.
- Learn how to put your plan into action.
- Visit a privately-owned wetland to take concepts into the real world.
- Meet local natural resource professionals who can provide information and other resources to help you manage your land.
- Meet other landowners in your area who own and care for wetlands.
- Get answers to your questions and help with your concerns.

Please help us plan for this workshop by letting us know if you will be attending. RSVP by [how to RSVP] by [RSVP deadline].

Workshop Agenda
- 9:00 Coffee and conversation with local natural resource professionals who will have information and resources to help you manage your land.
- 10:00 Introductions & indoor wetland learning
- 12:15 Lunch
- 1:00-3:00 Field trip to nearby wetland to see and discuss concepts in real world situations.

We will send you a reminder letter as the workshop date approaches with additional information, but for now, please mark your calendar, RSVP by [how to RSVP] by [RSVP deadline], and make plans to attend. Attendance is limited to [XX] people so reserve your space today! This will be a great event that you won’t want to miss.

Sincerely,

[name of host]
On behalf of our planning partners [names of co-hosts]
Sample RSVP Postcard

My Healthy Wetland Workshop, [date], [time], [location]

☐ YES! I would like to attend. Please reserve a spot for:

   Name(s) ____________________________________________
   Phone number ________________________________________
   Email _______________________________________________

☐ I am unable to attend because:

   ☐ The day/time do not work for me. A better time for me would be
     (select all that apply):
     ☐ Weekends (just not this particular date)
     ☐ Weekdays during the day
     ☐ Weekday evenings
     ☐ Other ________________________________

☐ I am not interested in the topic.

☐ The location is inconvenient for me.

☐ Other: ____________________________________________

Spaces are limited – return this card today!

From: ____________________________

__________________________
__________________________

[address of whatever planning committee member is tracking RSVPs]
Sample Confirmation Letter

Wetlands Workshop Reminder

We look forward to seeing you this weekend for *My Healthy Wetland: A Workshop for Wetland Owners.*

As a reminder, the workshop will be held this [date], at [venue] in [location] ([address]). The event will run from [start time to end time]. We will provide snacks, beverages, and lunch. Please let me know if you have any dietary restrictions (we will provide [list of food that will be provided]).

**Workshop Agenda**

9:00  Coffee and conversation with local natural resource professionals who will have information about how they can help you learn about and care for your wetlands

10:00  Introductions (hosts and guests) & indoor wetland learning

12:15  Lunch

1:00-3:00  Visit to nearby wetland to see and discuss concepts in real world situations.

The afternoon portion will include a field tour of a nearby wetland. The field site may be wet and muddy, so please come with rubber boots or other shoes and pants appropriate for these conditions. We also recommend a hat, sunscreen, and insect repellant. The feedback we’ve received from previous workshop participants is that this field portion of the workshop is some of the most important learning of the day, so we hope you’ll be able to attend.

I look forward to seeing you this [day of week]! Please call me at [phone] if your plans change and you are no longer able to attend or if you have any questions prior to the workshop.

Sincerely,

[name] on behalf of
[planning team]

[Include directions and map on the back of this confirmation letter.]
Sample Evaluation Form

Thank you so much for attending! We would really appreciate your feedback on the workshop to help us improve similar workshops in the future.

1. How did you hear about the workshop?
   - Invitation sent to me by mail
   - Email invitation from [Partner 1]
   - Email invitation from [Partner 2]
   - Newsletter notice from [Partner 3]
   - Email/notice from another organization
   - Phone call from workshop organizer
   - Other

   Comments

2. How much do you agree/disagree with the following statements

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The workshop covered the topics and material I expected it would.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>The information at the workshop was presented in a way that was clear and understandable.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>The workshop information packet included useful information for reference and follow up.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>The handouts, publications, and resources provided on the back tables were helpful.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I was able to ask questions and have them answered to my satisfaction.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I learned helpful, valuable information today.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I would recommend a workshop like this to other wetland landowners.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>
3. Did you attend the afternoon field trip?
   ☐ No. Why not?
   ☐ Yes.
   Did the field trip contribute to your learning for the day?
   Please describe the most useful part of the field trip:

4. As a result of this workshop, how likely are you to:

<table>
<thead>
<tr>
<th></th>
<th>Not likely</th>
<th>Maybe</th>
<th>Very likely</th>
<th>Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spend more time in your wetland to get to know it better.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Seek out information about your wetland (maps, history, plants or animals living there).</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Contact one of the people you met today.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Visit with other landowners in your community about caring for wetlands.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Try a new action to improve your wetland’s health.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Plan to attend a future workshop or field trip for wetland owners.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Spend more time reading your copy of <em>My Healthy Wetland</em>.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

5. Two things I found most helpful were:

6. Two things I’d like to hear more about:

Please use the space below to share any other comments or feedback with us about this workshop or other information/training you would like us to offer in the future.