



Customized Training for Nonprofits and Public Land Agencies

THE ASSOCIATION OF PARTNERS FOR PUBLIC LANDS (APPL) offers customized workshops, training and consultation designed to meet the needs of partnering nonprofit organizations and public land agencies.

25 Years Experience

Content is based on more than 25 years of experience working within the public lands community, providing professional development opportunities since 1977.

Qualified Trainers

Courses are taught by APPL staff, members of the APPL Training Corps, and experienced contractors selected for their skills, training expertise, and knowledge of subject matter.

Instructional Materials

Course materials include notebooks of core curriculum, worksheets, templates and references to continue efforts back-home.

Course Fees

Training costs are based on either a flat fee per course or on a minimum number of registrants paying an individual course fee. Most courses are taught over two days.

Course offerings include:

■ Partnerships That Work

Participants develop a working knowledge of the benefits of partnering and the types of services partners can provide in collaboration with public land agencies to achieve mutual objectives. Types and characteristics of partnerships, constituency building, joint planning and communications, and overcoming challenges are covered. Learning is applied to the development of a partnership plan for a site or project.

■ Strategic Planning

This course prepares participants to initiate a process for strategic planning within an organization, or to revitalize their planning process. Topics include: engaging constituents in the development of vision, mission, and values; strategic planning in tandem with partners; business planning and implementation. Tools and templates are provided.

■ Fundraising

Participants learn how to assess their organization's readiness to conduct fund raising activities. Techniques include writing and articulating a case for support, identifying prospective donors, matching the fund raising message to the prospect, and determining the best methods for requesting and managing funds.

■ Association Operations

Basic knowledge and skills are covered to manage a 501(c)(3) not-for-profit organization under a formal agreement with a government land management agency. Format is interactive with useful

tools for starting and sustaining a nonprofit, sound financial practices, agreements with government agencies, human resource management, and governance.

■ Nonprofit Governance

This course is for board members and the staff who work with them. The training covers the basic responsibilities of a governing board, board/staff relations, conflict of interest, maximizing board effectiveness, and tools for evaluating and improving board effectiveness.

■ Sales Outlet Operations

Learn how to start a new sales outlet or expand an existing one. Improve efficiency and increase sales by selecting, marketing, and creatively displaying products. Session features examples appropriate to public land agency missions and for all size venues.

Convention & Trade Show

APPL annually brings together nearly 700 land management agency representatives and their non-profit partners each March.

Educational offerings allow participants to focus on a specialized interest or sample a variety of topics.

The two-day trade show features products especially chosen for their relevance to public lands.

For information visit our website.

APPL has developed a strong core curriculum and expertise unique to the public land community that is recognized for its value by our member associations, as well as federal and state land agencies.

Specialized training areas include:

- Partnerships
- Strategic Planning
- Fundraising
- Association Operations
- Nonprofit Governance
- Sales Outlet Operations

Contact us at 301-946-9475 to learn how APPL customized educational sessions can meet your organization's training needs. Member associations receive a discounted rate.

“Congratulations on a wonderful national convention in Albuquerque! I know I speak for many when I say I had a wonderful time, learned a great deal, and came back inspired and ready to take on the world. APPL has done it again!”

— JOHN D. MOTT
California Department of Parks and Recreation

“This is a significant training course that gets down to the nuts and bolts of how to make non-profit partnerships work effectively. I highly recommend this specialized training as well as the APPL convention.”

— GEORGE E. TABB, JR.
Chief, Natural Resources Management Branch
US Army Corps of Engineers



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Training for nonprofit
associations and their
public land agency
partners

TRAINING SERIES