



# Great Swamp Watershed Association

## Meeting of the Board of Trustees

January 26, 2024

9:00 a.m. – Zoom Video Meeting

### Agenda

- Approval of Board Minutes from 12/7/23 Meeting
- Election: Board Chair (co-chairs), treasurer
- Election of new board members Ryan Dawson and Ian MacCallum
- Thank retiring board members Gerry-Jo Cranmer, Tony DellaPelle, Lisa Stevens
- Election of board members to second three year term: Michael Dee, David Naidu, Brett Williamson
- Election of new advisory council members: Gerry-Jo Cranmer, Tony DellaPelle, Lisa Stevens, Kevin Sullivan, Karlito Almeda (resume attached)
- Re-election of advisory council members: Kathy Abbott, Thelma Achenbach, Debra Apruzzese, Astri Baillie, Len Berkowitz, Nirav Bodalia, David Budd, Fred Castenschiold, Brenda Curnin, Andrew DeLaney, Dr. William Diehl, Russ Furnari, Sally Glick, Jeff Grayzel, Pam Harding, Judith Hazlewood, Roger Jones, Jane Kendall, Matt Krauser, John Neale, Guy Piserchia, Jon Rafalowski, Fran Schultz, Julia Somers, Frank Stillinger, Kit Stinson, Giorgios Vlamis
- Thank you to advisory council members rotating off the council: Jose Barquin, Paul Boudreau, Alan Pfeil, Kathy Pfeil
- Election of committee chairs and volunteer for committees
  - Finance
  - Development
  - Education and outreach
  - Land preservation and advocacy
  - Land and water stewardship

Finance Report:

Review Dec YTD results

Review Audit and motion to approve

Investment accounts presentation by Clark Wagner, Treasurer

Motion to designate Director of Finance to conduct investment activity per finance committee recommendations.

- Executive Director Report
- Ferber update and Revised resolution for acquisition
- Estate planning incentive idea and discussion
- Land trust accreditation discussion
- Board member adoptions by staff members to facilitate improved engagement and information sharing through monthly calls or meetings
- Music Fest/Gala 2024 discussion
- Development Report
- Other Business
- Next meeting dates: March 22 9AM zoom, May 17 9AM in person, June 21 9AM in person budget review and approval
- Adjourn

Please remember to sign and return the annual conflict of interest and code of conduct and ethics forms

Executive Director's report for January 26, 2024

Since our meeting in December, I have continued to meet with various board and advisory council members as well as donors.

I attended and spoke at the Harding Township Committee meeting regarding the proposed development of Glen Alpin on our corner. The room was packed with residents opposed to the plan (multi story 80 room hotel), many of whom spoke, including Julia Somers, Tom Ross from the National Park, and me.

Sue and I attended the Somerset County Business Partnership annual luncheon.

I had meetings with other NGOs to discuss potential collaborations in Paterson.

I met with three environmental land trusts to discuss the value of continued participation in the Land Trust Alliance.

Sandra and I met with the Spring Brook developer, engineer, and landscape architect to discuss tree removal and replacement. They seem amenable to everything we requested.

I participated in a Lower Passaic CAG meeting

David Naidu, Wade, and I met with our two potential board candidates and I met with the new potential advisory council member.

I participated in a meeting regarding Rolling Knolls with several community stakeholders and the new CAG facilitator to discuss moving forward with the CAG again.

The staff held several meetings:

- strategic planning to ensure we are implementing the plan

- gala brainstorming meeting

- music fest brainstorming meeting

- spring programming discussions

attended Great Swamp partners meeting to discuss holding a co-branded event

posted the job opening for Sarah Hunt, Education Associate, position (7 interviews are scheduled)

held trusteeship committee meeting

I am making a presentation to the Chatham Senior Center on January 22, 2024

Ferber:

I have met with four architects and have received two proposals to date. They are approximately \$12,000 for design and site plan/variance work. Construction documents will be additional.

I met with our insurance agent and have a quote for insuring the property and liability coverage for a vacant building. The quote is approximately \$15,000 annually, but I am trying to get that reduced by increasing the deductible.

Kevin Sullivan, John Neale, Charlie Apt, Fred Castenschiold, and Bill Grady (donor and neighbor) met with Scandic Builders to discuss the renovation and request an estimate

we formed a subcommittee to assist with this acquisition: John Neale, Kevin Sullivan, Matt Krauser, Fred Castenschiold, Charlie Apt, Todd Hyde, David Naidu, Jordan Glatt

once the agreement is finalized, we will conduct various "home" inspections: standard home inspection, termite, radon, mold, oil tank, septic, well, and Phase 1 environmental

board adoptions	staff 2024
Adam Psichos	Sandra
Brett Williamson	Mel
Carolyn Dempsey	Wade
Carolyn Sharaway	Wade
Charlie Apt	Lynne
Clark Wagner	Sue
David Naidu	Sally
David Robinson	Sandra
Dorothea Stillinger	Sandra
Eric Inglis	Nancy
Ian MacCcallum	Sue
Jordan Glatt	Sally
Kate Barry	Mel
Lydia Chambers	Ginger
Marilyn Dee	Nancy
Meisha Williams Bertels	Lynne
Michael Dee	Ginger
Ralph E. Jones, III	Val
Reed Auerbach	Lynne
Ryan Dawson	Wade
Stacey Valentine	Val
Sue Kessel	Hazel
Todd Hyde	Hazel

Wade's Development Board Report  
01.17.2024

GSWA Communications & Development Meeting

Morris County Chamber of Commerce's Nonprofit Roundtable via Zoom

Sally and I attended am Higley's Holiday Party at The Grand Café. (am Higley has been a music festival sponsor and has given a verbal estimate for a renovation of the barn on the Ferber Property.)

Attended a discussion of venues considered for the music festival

"One to One" Meeting with Kyle Kaiser/Allied Wealth Partners - Morris County Chamber referral

Sally and I traveled to Edison to meet and thank William Richardson of The Raritan Group/Raritan Valve and Automation from whom GSWA received an unsolicited major gift.

Bernards Area Networking Group Meetings in December and January 2024

GSWA Board Holiday Meeting & Party

Trusteeship Committee Meeting via Zoom.

Morris County Chamber's **Business Connections** at Meadowood (networking)

Members' Benefits and new Gala idea brainstorming meetings

Attended the Morris County Chamber's Nonprofit in person year-end breakfast

Lunch at The Morristown Club with Sally, David Naidu and board member prospect Ryan Dawson

Introduced architect Nick Bensley to Sally in consideration of an estimate for barn renovation on the Ferber Property

Lunch at The Morristown Club w. Sally, David Naidu and board member prospect Ian MacCallum

Made acknowledgement phone calls and wrote letters for all gifts received in response to our 2023 Year-end Appeal

Toured SEVEN6 EVENTS indoor/outdoor venue for consideration of music festival

Viewed David Robinson's 'Open Spaces and the Topography of New Jersey' presentation via Zoom.

Interviewed Kit Stinson for *Across the Watershed's* Spring-Summer 2024 issue.

Grant Recap January 2024

Corporate Restricted	BUDGET	ACTUAL	VARIANCE	NOTES
PSEG	\$ 7,500.00	\$ 8,500.00	\$ 1,000.00	Environmental Education, awarded in August
Bristol Myers Squibb	\$ 15,000.00	\$ 20,000.00	\$ 5,000.00	Environmental Education, applied in September, awarded in December
JCPL/First Energy	\$ 4,500.00	\$ 7,500.00	\$ 3,000.00	Environmental Education, awarded in November
Corporate Unrestricted				
Whole Foods		\$ 1,959.46		Received in December. Award was \$2K, final award reflects service fee taken by AOL Giving Platform (Goes towards Budgeted Other Corp Total \$5000)
Foundation Restricted				
Marta Hefflin Foundation	\$ 5,000.00	\$ 6,700.00	\$ 1,700.00	CMA Stewardship, awarded in August
Meerwarth Foundation	\$ 10,000.00	\$ 15,000.00	\$ 5,000.00	Environmental Education, awarded in October
Glasser Foundation		\$ 14,852.00		CMA Shed and Tools, received award in December
Hyde and Watson Foundation		\$ 20,000.00		WQ Equipment, Computers, Tables, Chairs, Tents, Received in Nov. In and out.
Unrestricted Foundation Support				
Thrivent Charitable/Edith Hahn Animal and Wildlife Preservation Fund	\$ 20,000.00	\$ 20,000.00	\$ -	General Operating Support - Awarded in August. Second payment, renewable for 3 years with a possibility of going to 5 years
Bauer Foundation	\$ 10,000.00	\$ 15,000.00	\$ 5,000.00	General Operating Support - awarded in July.
Mary Reinhart Stackhouse Foundation	\$ 15,000.00	\$ 15,000.00	\$ -	General Operating Support, awarded in November
Victoria Foundation	\$ 25,000.00	\$ 25,000.00	\$ -	General Operating Support, awarded in September *Final Year*
Fred Fatzler Foundation	\$ 4,000.00	\$ 5,000.00	\$ 1,000.00	General Operating Support, awarded in November
Cestone Family Foundation	\$ 25,000.00	\$ 25,000.00	\$ -	General Operating Support, applied in August, received in December
Tyler Foundation	\$ 20,000.00	\$ 20,000.00	\$ -	General Operating Support, applied in September, received in December
Guliford Foundation	\$ 5,000.00	\$ 5,000.00	\$ -	General Operating Support - awarded in July
<b>SUBTOTAL FOUNDATIONS/CORPORATIONS YTD</b>	<b>\$ 166,000.00</b>	<b>\$ 224,511.46</b>	<b>\$ 21,700.00</b>	
TBD - Budgeted \$76,000 for New Corporate and Foundation Funding				
Blue Foundry Bank Charitable Foundation		\$ 10,000.00		Environmental Education. Awarded in July. *New corporation* (Goes toward Budgeted Other Corp Total \$5000)
John Ben Snow Memorial Trust		\$ 10,000.00		Environmental Education and bussing to CMA for Outdoor Experiential Learning Opportunities, awarded in August. *New foundation* (Goes towards Budgeted Other \$71K)
Mimi Washington Starrett Foundation		\$ 10,000.00		General Operating Support, awarded in November. FIRST \$10,000 OF \$20,000 commitment over 2 years *New foundation* (Goes towards Budgeted Other \$71K)
William L. Gibson Foundation		\$ 10,000.00		General Operating Support, awarded in Nov/ Goes towards Budgeted Other \$71K)
<b>TOTAL FOUNDATIONS/CORPORATIONS YTD</b>		<b>\$ 40,000.00</b>		
Government Grants			<b>\$264,511.46</b>	
Workforce Development Board of Morris, Sussex, Warren	\$ 4,980.00	\$ 4,980.00	\$ -	Reimbursement for Spanish language lessons. Received in October.
Applied/Pending			<b>\$5 Request</b>	
Lillian Schenck Foundation			\$ 5,000.00	Environmental Education, applied in July, pending
E.J. Grassmann Fndtn/Union Fndctn			\$ 7,636.00	WQ Equipment, Computers, Tables, Chairs, Tents, Applied in August. Anticipated balance in addition to H&W grant.
Meatife Foundation			\$ 10,000.00	Environmental Education, applied in October, pending
State Farm Foundation			\$ 10,000.00	Environmental Education, applied in October, pending
Geico Philanthropic Foundation			\$ 10,000.00	Environmental Education, applied in October, pending
Mohawk Canoe Club			\$ 10,000.00	Environmental Education, applied in October, pending
George OHI Trust			\$ 10,000.00	General Operating Support, applied in October, pending
BASF			\$ 7,500.00	General Operating Support, applied in November, pending
Kearny Bank			\$ 10,000.00	Environmental Education, applied in August, pending
Mitsubishi Foundation			\$ 10,000.00	Environmental Education, applied in January, pending
F.M. Kirby Foundation			\$ 135,000.00	General Operating Support, \$35K. Capital Support, \$100K. Applying in February
Baycor Fund			\$ 30,000.00	Environmental Education, applying in February
Investors Foundation			\$ 7,500.00	Environmental Education, applied in January, pending
Columbia Bank Foundation			\$ 7,500.00	General Operating Support, applied in November, pending
<b>TOTAL</b>			<b>\$ 267,636.00</b>	

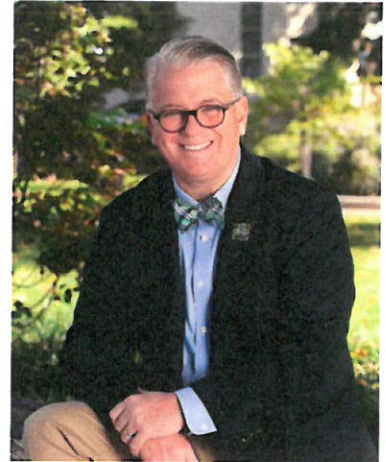
# Ryan G. Dawson

4 Knollwood Trail West  
Mendham, New Jersey  
Direct: 973-768-7468

Email: [Rdawson@Weichert.com](mailto:Rdawson@Weichert.com)

## PERSONAL

- Born Morristown, New Jersey
- Lifetime resident of Morris County
- Resident of Mendham Township (Brookside)
- Married to Wife Melinda (Harrington), originally from Long Valley



## PROFESSIONAL

- Weichert, Realtors Morristown Office - (2003-2024)
- Licensed New Jersey Real Estate Salesperson
- NAR, NJAR, NCJAR Association of Realtors
- Certified Relocation Specialist
- SRES Designation (Senior Real Estate Specialist)
- ABR Designation (Accredited Buyer's Representative)

## AWARDS AND CREDENTIALS

- Weichert, Realtors Chairman of the Board Club (Top %)
- NJAR Circle of Excellence, 2005-2022 ~ Platinum Award 2015-2022
- Over \$500,000,000 in closed transactions spanning Morris, Somerset, Union Counties

## COMMUNITY INVOLVEMENT

- Morristown Partnership (Morristown's S.I.D.) Board of Trustees (2012-Present)
  - President (2024-)
- Washington Association of New Jersey, Board of Trustees (2018-Present)
- Morristown Club (2018-Present)
  - Vice Present (2022-2024)
- Morris County St. Patrick's Day Parade, Board of Trustees (2008-2022)
  - President (2016-2018)
  - Finance Chairman (2012-2022)
  - Grand Marshal (2023)
- Friendly Sons of St. Patrick of Morris County (2008-Present)
  - President (2016-2018)
- Morris County Historical Society, Board of Trustees (2023-Present)
- Somerset Hills Historical Society (2020-Present)
- Knights of Columbus, George Washington Council, Morristown, 4<sup>th</sup> Degree (2015-Present)
- 200 Club of Morris County (2017-Present)
- General Society of Mayflower Descendants (2017-Present)
- Sons of the American Revolution (2017-Present)
- Sons of Union Veterans of the Civil War (2015-Present)
- Friends of Jockey Hollow (2023-Present)
- Pastimes Club, Mendham, New Jersey (2023-Present)

## HOBBIES & SKILLS

- Gardening/Koi pond, genealogy, RV'ing with wife & dogs and self-proclaimed "master networker"



Proposed trustee: Ian MacCallum, Jr.

Ian received a BA from Gettysburg College and an MBA from Seton Hall University.

He is a principal and portfolio manager at Cannell & Spears. From 2014 to 2023, he was executive vice president at Cannell & Co. From 1999 to 2013, Mr. MacCallum was a senior vice president at Klingenstein, Fields & Co., LLC. From 1995 to 1999, he was a senior vice president at J. & W. Seligman & Co. From 1982 to 1987, he was a portfolio manager at Cyrus J. Lawrence & Co. From 1976 to 1982, Mr. MacCallum was a securities analyst at Walter N. Frank & Co.

He is a past Trustee/Chairman Investment Committee and currently Honorary Trustee, Emma Willard School, Troy, NY  
President, Charles & Marjorie Holloway Foundation, Ridgewood, NJ  
Endowment Chairman, Presbyterian Church of Chatham Township, NJ  
Past Trustee, The Foundation for Child Development NY, NY  
Treasurer, Morristown Club  
Ian and his wife reside in Harding.

# Karlito A. Almeda

(201) 647-7748 • almeda.karlito@gmail.com

## PROFILE

Government Affairs professional with considerable experience engaging with the Governor's Office, Board of Public Utilities, Legislators, environmental advocates, trade associations, and private industry in New Jersey. Working familiarity with decision makers and advocates in New York. Team leader with strengths in developing public policy, influencing decision makers and public policy, cultivating relationships with stakeholders, executing communications strategies, and collaborating with subject matter experts.

## EXPERIENCE

### SENIOR POLICY PRINCIPAL FOR ADVANCED ENERGY UNITED

5/23 – 11/23

- Developed and implemented strategies to advance public policies that created favorable market and regulatory designs for distributed energy resources, building electrification, transportation electrification, transmission development, energy efficiency, and carbon emission reductions in New York and New Jersey.
- Interfaced with member companies, internal subject matter experts, and stakeholders to develop policy positions and coordinate regulatory comments.
- Monitored and evaluated ongoing regulatory proceedings, stakeholder meetings, and legislative hearings.
- Created presentation materials explaining and advocating public policy positions.
- Represented and communicated policy positions at external forums, with stakeholders, and with decision makers.
- Managed and fostered relationships with decision makers in the Governor's Offices, Public Utilities Commissions, Legislature, Advocacy Community, Renewable Energy Industry, and Utility Industry.

### POLICY AIDE TO COMMISSIONERS BOB GORDON & DIANNE SOLOMON, BOARD OF PUBLIC UTILITIES

5/22 – 5/23

- Led strategic review and analysis of policy recommendations targeting climate change and the delivery of 100% clean energy to NJ, including offshore wind generation incentives and transmission initiatives, competitive solar incentives, PJM interconnection queue reform, distribution grid modernization, and an investigation into generation resource adequacy alternatives.
- Managed a robust docket of adjudicated cases, including balancing the interests of parties; engaging with attorneys, stakeholders, and lobbyists; all while ensuring ethical compliance standards and adherence to ex parte rules.
- Responded to inquiries from stakeholders, community organizations, legislators, and industry regarding regulated and non-regulated issues.
- Structured, supported, and coordinated Commissioners' public appearances.
- Drafted speeches, talking points, press releases, memoranda, and Orders.

### LEGISLATIVE DIRECTOR TO SENATE MAJORITY LEADER LORETTA WEINBERG & LEGISLATIVE DISTRICT 37

1/19 – 5/22

- Principal public policy advisor to senior member of New Jersey State Senate leadership who determined State policy agenda and judicial nominations.
- Researched, analyzed, and negotiated landmark legislation, such as the Reproductive Freedom Act, sexual assault reforms, domestic violence reforms, updates to the film tax credit, and protections for students under school shooting drills; interfaced with lobbyists and coalitions on legislative matters; drafted talking points and statements for press releases; and generated digital media through CANVA for Facebook and Twitter.
- Prepared talking points for committee hearings, such as the Legislative Select Oversight Committee and NJ Transit.
- Established relationships with NJ press corps, screened press inquiries, collaborated with the Senate Majority Office on communications strategies, and contributed language to the groundbreaking *Report of the Workgroup on Harassment, Sexual Assault and Misogyny in New Jersey Politics*.
- Managed District Office staff, oversaw an operating budget over \$135,000, and was chief strategist for community outreach.

### CASEWORK REPRESENTATIVE FOR CONGRESSMAN BILL PASCRELL, JR.

11/17 – 1/19

- Managed and resolved constituent matters, with a focus on Veterans Affairs, Social Security, Immigration, and Medicare.
- Represented the Congressman at community events and organized community outreach efforts.

### FIELD ORGANIZER FOR GORDON, EUSTACE, & LAGANA FOR NJ

7/17 – 11/17

- Led an aggressive grassroots campaign that knocked on 10,810 doors and made 32,788 voter contact calls.
- Recruited 160 unique volunteers and managed 39 active volunteers.

## EDUCATION

### RAMAPO COLLEGE OF NEW JERSEY

Graduated 6/17

*Bachelor of Arts, History*

*Minor, East Asian Studies*

Phi Alpha Theta History Honor Society; Dean's List (2014-2017); Academic Excellence Award

# Communications Board Report – Val Thorpe

January 2024

## Events

### ***“Why We Love NJ’s Open Spaces” Dave Robinson, January 16***

This evening briefing was scheduled and promoted as an in-person event. The day prior we had 21 registrants. In anticipation of the snowstorm, after some debate, we opted to change it to a Zoom webinar versus rescheduling. I sent an eblast to our full list (6300+ recipients) for one final push while also promoting the native plant webinar series and, wow! The email achieved a 52% open rate and registration closed at 89! We ended up with a total of 56 participants, which is more than double the number who registered initially. I asked participants to type in the chat box which they prefer, in-person or Zoom. The majority selected Zoom and some specified that’s their preference during the winter months. Dave did a great job, as always!

### ***Plant Sale Webinar Series***

The programming team has scheduled four free monthly Zoom webinars with established speakers leading up to our 4<sup>th</sup> annual Plant for Pollinators online program in April. These have proven to be very popular webinars. The first of the series took place January 18. Registration closed out at nearly 300 with. These are similar to the numbers we saw in 2023 which is a great indication that our online plant program will be another big success!

## Acquisition Mailings

As noted in my last board report, we are sending direct mail pieces to targeted neighborhoods with the sole purpose of prompting awareness and donations versus memberships. This was on the recommendation of Judith Hazelwood. Industry standard suggests a minimum of three separate contacts is required to engage a potential new supporter/donor. Following is the status:

### **Chatham and Summit Mailings (Postcards mailed to 3000 residents )**

- **First mailing:** mid-September 2023 – This direct mail piece focused on climate change-related weather events in New Jersey while promoting GSWA’s mission. (You can view it on my December 2023 board report.) This piece yielded four gifts totaling \$750 (one of which was \$500!)
- **Second mailing:** mid-December 2023 – This piece was sent to the same residents with a winter/holiday theme. (See next page.) To date, this has not yielded any donations.
- **Third mailing:** mid-February 2024 – I’m in the process of crafting this piece. The theme will be GSWA’s Native Pollinator plant webinar series and online program.



Great Swamp National Wildlife Refuge



**Chatham & Summit residents . . .**

let's work on solutions together!

Great Swamp Watershed Association  
PO Box 300, New Vernon, NJ 07976  
568 Tempe Wick Rd., Morristown, NJ 07960  
973-538-3500 | GreatSwamp.org

**Great Swamp Watershed Association (GSWA)** is a Morristown-based environmental nonprofit *energetically* working to **protect** and **improve** the health of the **Great Swamp** watershed and the **Passaic River** region through science, education, land preservation and stewardship, and advocacy. Your support helps us do more.

This holiday season, **invest in the health of our community with a gift to GSWA.** Let's make the new year better together!



*With gratitude and best wishes from,*  
**Great Swamp Watershed Association, your neighbor in Morristown**



## Harding Twp. Mailings (Mailed to 30 residents )

As recommended by Adam Psychos, we selected 30 Harding Twp. residents whose properties back up to the Great Swamp National Wildlife Refuge. This piece was printed in-house.

- **First mailing:** early-December 2023 – This holiday-themed notecard that was mailed to 30 targeted Harding Twp. Residents. Yield: one gift of \$100.
- **Second mailing:** early-January 2024 – This piece was a postcard mailed to the same 30 residents. The theme focused on open space and promoted Dave Robinson’s January 16, 2024 talk. To date, this has not yielded any donations, but we will cross-check to determine if any of the recipients registered for this program. (see below)
- **Third mailing:** early February – forthcoming



**Great Swamp Watershed Association (GSWA)**  
568 Tempe Wick Rd., Harding, NJ 07960  
973-538-3500 | GreatSwamp.org

How fortunate we are to have this incredible refuge right in our backyard! The GSNWR is one of several NJ geologic gems providing a natural oasis and preserving the wilderness character of this sensitive area. Did you also know these open space help mitigate the effects of climate change?

### Why We ❤️ NJ's Open Spaces

Tue., Jan. 16, 6-7:30pm @ GSWA HQ, 568 Tempe Wick Rd., Harding

Join **Dave Robinson**, NJ State Climatologist and distinguished Professor of Geography at Rutgers University, and learn why these open spaces are more than just beautiful places to hike and relax. Learn more and register at [GreatSwamp.org/events](http://GreatSwamp.org/events) or:



### Your Neighbor in Harding

GSWA is an environmental nonprofit tirelessly working to protect and improve the health of the Great Swamp watershed and the Passaic River region through science, education, land preservation and stewardship, and advocacy.



GSWA is a charity you can trust.

## ***Event Planning for 2024's Two Largest Fundraisers: Music Festival & Gala***

**7<sup>th</sup> annual Great Swamp Great Music festival** – We are in the early planning stages for this event. The goal is to secure an outdoor venue with an indoor option in case of poor weather. We have not had any luck yet but are looking into places such as the Armory, Forest Lodge, and colleges: St. Elizabeth, FDU, and Drew. Suggestions are welcome! Once the venue is secured, we can then select the date.

**Gala & Silent Auction** – We fear people may be suffering from Gala fatigue. In hopes of breathing new life into our largest annual fundraiser, we are considering some radical changes. One idea we are investigating is Casino Night. This would entail hiring professionals to bring in gaming tables and run the games on our behalf. This type of fundraiser has proven to be lucrative for other non-profits. We are also considering hiring a professional game show company to run the event. Additionally, we are looking at different venues. We will need to determine what the event will be before we can select a venue and date. Again, suggestions are welcome.

Please email me at [vthorpe@greatswamp.org](mailto:vthorpe@greatswamp.org) if you would like to join the planning committee for either of these events!

### **GSWA in the News**

I compose press releases that are published in some or all local news media outlets including New Jersey Hills Media (14 local newspapers), The Daily Record, InsiderNJ.com, The Patch, TapInto, and more. Press releases and GSWA blogs can be found at [GreatSwamp.org/publications](http://GreatSwamp.org/publications) (click "Watershed Blog")

- January 16, 2024: [Free Native Pollinators Webinar Series](#)

# Board Report: Membership and Social Media Overview

Nancy Rago, 1/18/2024

In FY 2024 Q2, I managed mailing lists, gift entries, and financial reporting for GSWA's second appeal, the Year-end Appeal. We sent appeal letters to 1567 names and emails to 6889 addresses, securing 135 gifts, totaling \$70,849 net after expenses, with \$8,899.50 from pure membership appeal.

Looking forward, the Communications, Membership, and Admin team is executing 2024 Q1 tasks outlined in our Strategic Plan. January focuses on Water Quality in the first 20 miles of the Passaic, February on Stewardship in the second 20 miles, and March on Education in the third 30 miles. I'm exploring partnerships for broader social media engagement.

Over the past two years, I have contributed to the Plant Sale Website, addressing technical issues that led us to consider a third-party site for the e-commerce segment. Currently, my focus in January and February is on rebuilding content on the Give Smart Fundraising platform. Collaborating closely with Give Smart, we anticipate a smoother experience for our Native Plant purchasers.

I'm scheduling a brief meeting with Board Adoptees, Marilyn Dee & Eric Inglis. My agenda includes detailing our 2024 Strategic Plan for Communications, Membership, and Admin goals and tasks. This proactive approach ensures that we align efforts and foster a coordinated approach towards our objectives.

## Membership FY2024 Q3 - 01/01/2024 to 03/31/2024

- Q3 Member Count and Individual Giving Spreadsheets (See pages 4 & 5)
- Q3 Mailings: January - Renewals - FY24 Q3 R1, Lapsed - FY21 Q1, February - Renewals - FY24 Q3 R2, Lapsed - FY21 Q2, March - Renewals - FY24 Q3 R3, Lapsed - FY21 Q3.

## Social Media as of 11/30/2023 to 01/19/2024:

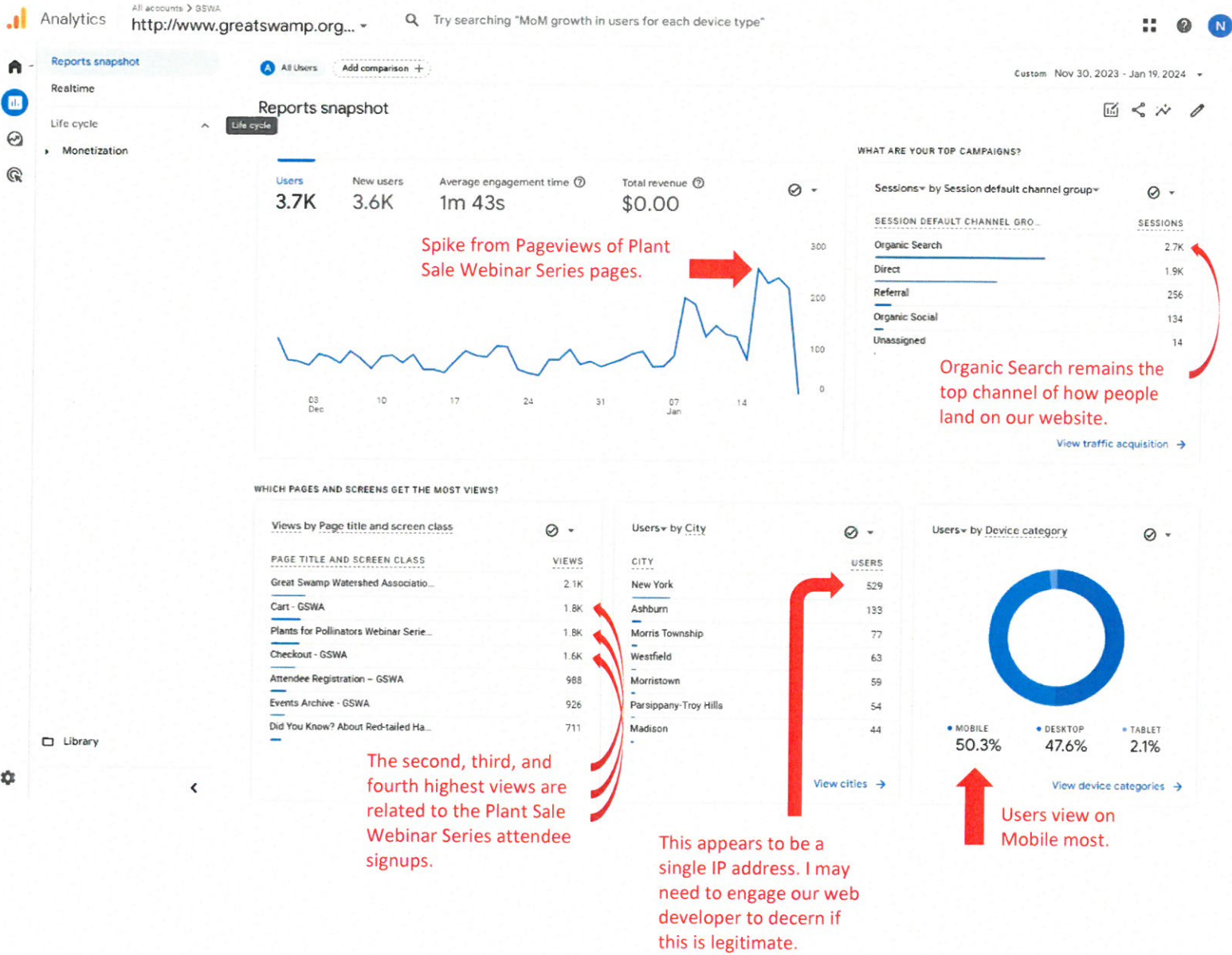
- Audience Analytics – Audience growth and Demographics:
  - Facebook.com/GreatSwamp: 4,051 followers (+1.2%/44 of new followers)
  - Instagram.com/greatswampnj: 3,054 followers (+1.2%/40 new followers)
  - Twitter.com/greatswampnj: 2,385 Followers (+0.4%/8 new followers). Hootsuite reports Twitter usage numbers have grown.
  - LinkedIn.com/company/great-swamp-watershed-association: 326 Followers (+4%/13 new Followers).
  - Gender: Women 67%, Men 33%. (Remains the same)
  - Top Five Cities: Chatham, Morristown, Madison, New York, NY, Basking Ridge. (Remains the same)
- Content Analytics – Top Three Content that yielded the best reach, like and replies:
  - 🌿 *Exciting News for our Environment!* 🌍 *Sherrill Leads Bipartisan, Bicameral Efforts to Prevent Flooding and Protect Pollinators Through the Use of Native Plants!* 🌸🦋 *Check out the details: <https://bit.ly/3Tq5pCW>. ... (Instagram Post Published on: Dec 20, 2023)*
  - *The cascading beauty of the Great Falls in Paterson unfolded gracefully on Monday following the mid-December heavy rain event. The video was captured by Sarah Hunt, Education, Land Steward & Water Quality Associate for the ... (Instagram Reels Post Published on: Dec 20, 2023)*
  - 🌿 *GSWA's 4th Annual Plants for Pollinator Webinar Series is here!* 🌱🦋 *Building a "Jersey-friendly yard" creates a healthy foundation of soil, conserves water, attracts and supports wildlife, and adds beauty and interest to your home ... (Instagram Post Published on: Dec 21, 2023)*

- Looking Ahead to Social Media Post Content:
  - *ONGOING POSTS*
    - Sustainable Sunday, Water Wednesday, Charity Navigator/GuideStar, Volunteer, PayPal Giving Fund, Email List Signup, Native Plant Gardens.
  - *JANUARY POSTS*
    - Jan 5 - National Bird Day
    - Jan 15 - MLK Day of Service
    - Jan 28 - National Seed Swap Day
  - *FEBRUARY POSTS*
    - Black History and National Bird Feeding Month
    - Feb 7-Apr 30 - National Green Week 2024
    - Feb 2 - World Wetlands Day
    - Feb 11 - International Day of Women and Girls in Science
    - Feb 14 - Valentine's Day
    - Feb 17 -20 - Great Backyard Bird Count
    - Feb 17 - Random Acts of Kindness Day
    - Feb 25 - National Skip the Straw Day
  - *MARCH POSTS*
    - Feb 7-Apr 30 - National Green Week 2024
    - Mar 3 - World Wildlife Day - 2024 Theme: (#WWD2024): "Connecting People and Planet: Exploring Digital Innovation in Wildlife Conservation.
    - Mar-Apr - Bears coming out of hibernation in New Jersey. (remove bird feeders)
    - Mar 18 - Global Recycling Day - 2024 Theme Creative Innovation.
    - Mar 19 - First Day of Spring
    - Mar 22 - World Water Day 2024 Theme. Leveraging Water for Peace.
    - Mar 18 - 24, 2024 - EPA's Fix a Leak Week
    - Mar 23 - Earth Hour 8:30 pm - 2024 Theme: TBA?
    - Mar 28 - National Weed Appreciation Day
    - Mar 31 - Founders Day- GSWA was established on this day in 1981.



# Website Analytics, Updated to GA4 Reporting – Date Range 11/30/2023 to 01/19/2024.

Details including metrics like page views, unique visitors, and user engagement.



**Great Swamp Watershed Association  
Member Count Fiscal Year by Quarters\***

	30-Sep	31-Dec	31-Mar	30-Jun
FY Ending	Q-1	Q-2	Q-3	Q-4
2024	2147	2236	1997*	
2023	2017	2144	2108	2431
2022	1999	2017	2000	2081
2021	1370	1350	1413	1916
2020	1547	1487	1421	1389
2019	1639	1633	1599	1585
2018	1687	1726	1659	1673
2017	1767	1734	1738	1778
2016	1686	1783	1732	1792
2015	1668	1727	1664	1771
2014	1514	1561	1500	1682

\* Count Records based on all donors who have given in the 14 months prior to the end of the quarter.

\*\*Q3 numbers as of 1/19/24.

**Great Swamp Watershed Association  
Individual Giving (GI: General Member + Major Donor + Trustee Giving)**

Quarter Ended	New	No. Donors	No. Gifts	Renew (Plus SBL, WOP)	No. Donors	No. Gifts	Appeal	No. Donors	No. Gifts	Donation	No. Donors	No. Gifts	Total General Membership	Major Gifts	No. Donors	No. Gifts	Trustee Giving**	No. Donors	No. Gifts	Total Membership	
<b>Q4</b>																					
6/30/2024†				\$ 100	1	1							\$ -								\$ 100
Q3																					
3/31/2023	\$ 1,485	34	34	\$ 21,675	243	275	\$ 3,495	41	41	\$ 3,512	37	37	\$ 30,166	\$ 99,675	49	49	\$ 714	4	6	\$ 130,555	
Q2																					
12/31/2023	\$ 190	3	3	\$ 8,296	101	135	\$ 2,095	26	26	\$ 992	16	16	\$ 11,573	\$ 10,700	6	0	\$ 9,964	6	9	\$ 32,236	
<b>FY 2023</b>	<b>Total</b>	<b>3</b>	<b>3</b>	<b>\$ 30,070</b>	<b>345</b>	<b>411</b>	<b>\$ 5,590</b>	<b>67</b>	<b>67</b>	<b>\$ 4,504</b>	<b>53</b>	<b>53</b>	<b>\$ 41,839</b>	<b>\$ 110,375</b>	<b>55</b>	<b>49</b>	<b>\$ 10,677</b>	<b>10</b>	<b>15</b>	<b>\$ 162,891</b>	
<b>Q4</b>																					
6/30/2023	\$ 1,151	25	25	\$ 13,628	157	188	\$ 2,226	23	23	\$ 4,346	59	59	\$ 21,951	\$ 56,250	38	40	\$ 2,545	6	9	\$ 80,146	
Q3																					
3/31/2023	\$ 1,839	29	29	\$ 9,374	139	165	\$ 180	4	4	\$ 1,547	41	45	\$ 12,921	\$ 77,383	13	14	\$ 2,064	3	6	\$ 92,367	
Q2																					
12/31/2022	\$ 1,985	29	29	\$ 23,263	263	289	\$ 6,684	64	64	\$ 3,000	35	35	\$ 34,931	\$ 87,401	57	59	\$ 16,137	7	7	\$ 138,469	
Q1																					
9/30/2022	\$ 694	12	12	\$ 12,319	155	180	\$ 3,095	13	13	\$ 816	14	14	\$ 16,924	\$ 31,628	14	14	\$ 7,135	8	13	\$ 55,687	
<b>FY 2023</b>	<b>Total</b>	<b>95</b>	<b>95</b>	<b>\$ 58,584</b>	<b>714</b>	<b>822</b>	<b>\$ 12,164</b>	<b>104</b>	<b>104</b>	<b>\$ 9,709</b>	<b>135</b>	<b>139</b>	<b>\$ 86,127</b>	<b>\$ 252,662</b>	<b>122</b>	<b>127</b>	<b>\$ 27,880</b>	<b>26</b>	<b>35</b>	<b>\$ 366,669</b>	
<b>Q4</b>																					
6/30/2022	\$ 893	21	21	\$ 8,013	92	117	\$ 3,782	52	52	\$ 3,816	76	78	\$ 16,504	\$ 28,560	21	22	\$ 5,120	12	20	\$ 50,183	
Q3																					
3/31/2022	\$ 1,843	41	41	\$ 11,577	107	132	\$ 94	3	3	\$ 4,090	72	80	\$ 17,604	\$ 76,780	15	16	\$ 625	4	6	\$ 95,008	
Q2																					
12/31/2021	\$ 1,289	20	20	\$ 22,544	224	250	\$ 4,903	52	53	\$ 3,340	35	36	\$ 32,075	\$ 71,365	51	56	\$ 15,048	12	19	\$ 118,488	
Q1																					
9/30/2021	\$ 492	9	9	\$ 6,164	77	92	\$ 4,850	56	56	\$ 2,027	16	16	\$ 13,533	\$ 35,330	19	19	\$ 11,090	5	13	\$ 59,953	
<b>FY 2022</b>	<b>Total</b>	<b>91</b>	<b>91</b>	<b>\$ 48,298</b>	<b>500</b>	<b>591</b>	<b>\$ 13,628</b>	<b>163</b>	<b>164</b>	<b>\$ 13,273</b>	<b>199</b>	<b>210</b>	<b>\$ 79,716</b>	<b>\$ 212,035</b>	<b>106</b>	<b>113</b>	<b>\$ 31,882</b>	<b>33</b>	<b>58</b>	<b>\$ 323,633</b>	
<b>Q4</b>																					
6/30/2021	\$ 1,909	32	32	\$ 14,163	175	187	\$ 4,180	48	48	\$ 2,349	70	72	\$ 22,601	\$ 35,365	23	23	\$ 14,111	12	21	\$ 72,077	
Q3																					
3/31/2021	\$ 2,200	45	45	\$ 12,708	155	168	\$ 426	6	6	\$ 3,027	45	48	\$ 18,361	\$ 93,240	26	28	\$ 13,745	17	30	\$ 125,345	
Q2																					
12/31/2020	\$ 2,168	24	24	\$ 20,829	217	234	\$ 5,387	66	66	\$ 2,404	22	22	\$ 30,788	\$ 64,083	51	53	\$ 8,841	9	14	\$ 103,712	
Q1																					
9/30/2020	\$ 1,247	14	14	\$ 8,968	105	116	\$ 1,050	12	12	\$ 883	21	21	\$ 12,148	\$ 26,000	17	17	\$ 621	3	5	\$ 38,769	
<b>FY 2021</b>	<b>Total</b>	<b>115</b>	<b>115</b>	<b>\$ 56,668</b>	<b>652</b>	<b>705</b>	<b>\$ 11,043</b>	<b>132</b>	<b>132</b>	<b>\$ 8,664</b>	<b>158</b>	<b>163</b>	<b>\$ 83,898</b>	<b>\$ 218,688</b>	<b>117</b>	<b>121</b>	<b>\$ 37,317</b>	<b>41</b>	<b>70</b>	<b>\$ 339,903</b>	
<b>Q4</b>																					
6/30/2020	\$ 309	7	7	\$ 16,615	201	209	\$ 6,939	82	82	\$ 122	7	7	\$ 23,984	\$ 29,500	18	19	\$ 19,370	18	26	\$ 72,854	
Q3																					
3/31/2020	\$ 957	22	22	\$ 10,324	137	148	\$ 250	2	2	\$ 1,365	15	16	\$ 11,531	\$ 66,015	12	12	\$ 6,786	9	13	\$ 84,332	
Q2																					
12/31/2019	\$ 2,130	30	30	\$ 18,535	218	231	\$ 6,025	72	73	\$ 1,268	22	22	\$ 11,466	\$ 73,400	45	46	\$ 2,450	3	5	\$ 103,905	
Q1																					
9/30/2019	\$ 745	15	16	\$ 8,356	94	103	\$ 1,097	16	16	\$ 1,268	22	22	\$ 11,466	\$ 25,500	10	11	\$ 1,150	4	6	\$ 38,116	
<b>FY 2020</b>	<b>Total</b>	<b>74</b>	<b>75</b>	<b>\$ 53,831</b>	<b>650</b>	<b>691</b>	<b>\$ 14,311</b>	<b>172</b>	<b>173</b>	<b>\$ 2,755</b>	<b>60</b>	<b>62</b>	<b>\$ 75,037</b>	<b>\$ 194,415</b>	<b>85</b>	<b>88</b>	<b>\$ 29,756</b>	<b>34</b>	<b>50</b>	<b>\$ 299,207</b>	

Notes: Donors may appear in multiple columns if they've given in different quarters and for multiple purposes.

\*Renew plus Sustaining Members and Workplace Matching Gift

\*\*Does not include Music Fest & Gala Giving.

†General Ledger Analysis of Q3 numbers as of 1/19/24.