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Building Strategic Alliances

It’s an adage as old as politics itself. A thread is weak, but twist several threads into a rope and it’s strong. Such is the power of alliances and teamwork.

Resource Media and other experts have urged conservationists to broaden the face of “environmentalism” for more than a decade. The success of those who have taken the advice and done the hard work to establish trust, build relationships and forge ahead toward victory has been impressive. We’ve seen groups topple giants, win ballot initiatives and cool down hostile political environments because of strategic alliances and new voices. We realized these stories and information have a lot of power and need to be shared.

The end result is “Building Strategic Alliances,” a webinar and corresponding handbook that describe practical, systematic steps and case studies to help you reach new partners and spokespeople. It’s full of the best advice from conservation leaders around the country with a proven track record of success.

Presented by Nicole Lampe, Digital Strategy Director and Lynda Giguere, former staffer.

[Stream the webinar recording](https://resourcemedia.webex.com/cmp0307l/webcomponents/jsp/docshow/closewindow.jsp)

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