



Insider's Update: Educate, Celebrate, Activate
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Megan Desrosiers, CEO

"You don't have to be great to start, but you have to start to be great." – Zig Ziglar

Lately, the news about the environment hasn't been so great. From threats to our local treasures, like Ebenezer Creek and Cumberland Island, to disappointments over changes to our federal policies, it feels like important protections for our environment and public health are constantly being pushed aside. We all know that when our current situation is unsatisfactory we must act to change it. But that can be easier said than done.

Since our inception, One Hundred Miles has worked to give a voice to people who love our coast. Rather than speaking on behalf of our members and activists, over the past four years we have helped tens of thousands of people find their own voice for our coastal resources. Some have followed the traditional path of advocates by talking to elected officials and testifying in court cases. Others have stepped out of their comfort zones and shared their love for the coast in their own way: by telling a story, inviting friends to experience a favorite place, or by educating others on why coastal Georgia is so important – to individuals, to the state of Georgia, and to our planet.

In just four short years – with your help – One Hundred Miles has gained a reputation as the go-to destination for people who want to make a difference for our coast.

But this email isn't about what we have done. It is about what we have yet to do. For OHM to achieve our goals, it is time to take it up a notch.

That's why, over the next year, you will notice a few changes. We will increase our efficiency - and therefore our efficacy - to help you send the message, loud and clear, that coastal Georgia is an important place worth protecting. Our "Educate, Celebrate, Activate" initiative will help thousands more connect to our movement. By 2020, we hope to have an army of 25,000 advocates with the knowledge, skills, and motivation to act. From planting a garden and teaching an ecology class to banding shorebirds and traveling to the Capitol, there will be something for everyone.

Through all of these projects, our first priority is to provide you, our supporters, with even more ways to speak up, meet others who share your passion for our coast, and otherwise take action to protect the places you love most. These opportunities will range from coastal community charrettes to a new, interactive website, and expanded educational programs for residents and visitors of all ages. We will help business leaders, journalists, and local elected officials better understand and

advocate for our coast through a series of immersive retreats and workshops.

And we're already planning next year's Coastal Conservation in Action: Choosing to Lead conference for Saturday, January 13, 2018. Thanks to your feedback from our inaugural conference, we will include even more sessions and activities to help you create your own action plan for our 100 miles. Please mark your calendars – we can't wait to see you at our bigger and better-than-ever event!

Taking action is difficult. In times like these, the biggest hurdle is often knowing what to do and how to start. That's our job – and we're excited to help more people get started. As our "Educate, Celebrate, Activate" initiatives roll out, stay tuned for even more opportunities to act. Please let me know if you are interested in learning additional details about opportunities to help fuel our work.