

Station Stewardship Program

Can you imagine the entire coastline of the United States being equipped with clean up stations that enable community members to make positive environmental change?



Relic's Coastal Collaborative is focused on providing people who WANT to make a difference with the infrastructure NEEDED to make it happen. As we look to help solve the widespread issue of beach pollution, we cannot accomplish this mission without the help of local organizations. In an effort to further the collaborative nature of our program, we have created the *Station Stewardship Program*.

The Station Stewardship Program:

The SSP provides organizations the ability to join us in the mission to further grow our network of beach clean up stations. As a program Steward, you are adopting a chapter of Relic's Coastal Collaborative. Relic will act as the central spokesperson of the collaboration, providing the Steward with the infrastructure and materials needed to grow the initiative further in their local area. The Steward acts as the bridge connecting Relic's Coastal Collaborative mission to their local communities.

Relic Sustainability's Responsibilities:

- **Building Municipal Relationships:** Leading the formation of municipal relationships, leveraging our 501c3 resources and prior relationship credibility.
- **Station Establishment & Maintenance:** Provision of Infrastructure/equipment (Initial Station + Maintenance Materials)
- **Communication:** On-Demand Communication/Advising of Steward
- **Marketing:** Creation of Sustainable Marketing Resources for the Steward's use.
- **Management:** Overseeing the full scope of the collaboration.

Station Stewardship Responsibilities:

- **Sponsorship Sourcing:** Networking with local businesses to find sponsors for stations
- **Municipality Outreach:** Helping find government decisions makers who can approve our program in new locations.
- **Maintenance:** Reporting of station status (basket count, structure integrity)
- **Expansion:** Joint effort in growing our network of stations.

Stewardship Benefits:

- **Direct Station Advertisement:** Every station we put up together will feature a section containing marketing information about the steward's organization.
- **Stewardship Website Page:** Website presence on our programs site, featuring information about our collaboration and the changes it's helped make.