



EMERGING LEADERS ENGAGEMENT INITIATIVE 2013 EMERGING LEADERS FELLOWSHIPS REQUEST FOR APPLICATIONS

Fellowship Focus: Appalachian Forests Conservation

Introduction: The Emerging Leaders Fellowship program is a 15-month program for 10 select young professionals interested in career development and leadership opportunities within the conservation movement. The program is an extension of NWF's successful [Campus Ecology Fellows Program](#). Throughout the fellowship term, selected applicants will be provided with leadership opportunities through NWF and our state affiliates, seed funding for their entrepreneurial efforts, additional leadership and skills trainings, and a diverse support network of peers and mentors. 2013 is the inaugural year of this Fellowship program.

About the Appalachian Forest Conservation Campaign: Stretching more than 2,500 miles from Alabama to Maine, within a day's drive of roughly 140 million Americans, the Appalachian forests provide an invaluable supply of healthy air and water, outdoor recreation, spiritual renewal, and wildlife resources, including globally-significant freshwater aquatic biodiversity. Yet the Appalachians are threatened by suburban sprawl, air pollution, damaging energy extraction activities, and unsustainable forestry. National Wildlife Federation aims to protect and restore carefully selected Appalachian habitats that are at risk from these threats. As a result of this campaign, a first-ever network of activists and partner organizations from Alabama to Maine will become engaged in a range-wide effort to save "America's Backyard." New private and public funding will be available for land conservation, key habitat areas will be conserved, new policies will be enacted to protect terrestrial and aquatic habitats from irresponsible development and carbon pollution will be significantly reduced through forest conservation. Black bears, bobcats, moose, brook trout and the American black duck will be among the fish and wildlife species that will benefit.

Goal: In an effort to protect forests and wildlife in the Appalachian region, NWF Appalachian Fellows will work with NWF staff and state affiliates on projects that will help restore the Appalachian forests, making an on-going investment in education and leadership to protect these natural resources and the essential ecosystem services they provide. Project examples may include, but are not limited to: creating community certified wildlife habitats in the region, organizing media events featuring the Appalachian Trail, working with outdoor industry executives to "profile" recreational opportunities in the Appalachian mountains, building a schedule of "partner events" with major league baseball, organizing a Community Wildlife Corridor program in which trees are planted to build a "biodiversity pathway" connecting community open spaces and serving as a demonstration corridor, arranging Appalachian forest listening sessions in the region, reigniting awareness and drive to address climate change within communities or clubs within the Appalachian region (sportsman, outdoor recreationalists, communities of faith, etc.)



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Fellowship Program Requirements:

- Develop a work plan for proposed project that includes clear, measurable goals and objectives, a timeline, and an outreach and media plan
- Participate in phone check-ins with NWF staff about project status and responsibilities
- Submit bi-monthly project updates throughout the Fellowship detailing the progress made and plans for the duration of the Fellowship via various mediums including written reports, video documentation, photographs, blog entries, etc.
- Post at least two entries on NWF's Wildlife Promise blog
- Secure at least 2 local, regional or national media hits on the project, acknowledging NWF's Emerging Leaders Fellowship program. Provide NWF with digital or printed copies of the articles
- Provide NWF with a minimum of eight high-resolution digital action images depicting yourself and your project. Include captions for each photo, names of people depicted and photo release information for each person depicted for use in NWF annual report and other media
- Serve as an member of the Emerging Leaders Council, which meets every other month

Perks and Privileges:

- In-Person intensive leadership training, held August 11-15, 2013 in West Virginia
- Professional development training and networking throughout the fellowship
- Opportunities to represent NWF at conferences and events related to your fellowship, if applicable
- \$2000 stipend for your work
- Support in identifying additional funds for your proposed project
- Strategic and administrative support for your project from NWF staff
- One-on-one coaching sessions with the training facilitator(s)

Eligibility: The Fellows will be selected through a competitive application process. Requirements include:

- Must be age 21 to 35 and not a current, full-time student.
- Commitment to attend the Leadership Training, held August 11-15, 2013 in West Virginia. (travel support will be provided)
- Applicants will have demonstrated a commitment to conservation and previous leadership successes
- Applicants will be located in and around the Appalachian Mountains and nearby lands from Alabama to Maine.
- Preference will be given to individuals with an existing affiliation with NWF including existing or former staff members, interns, volunteers, or members of NWF, NWF state Affiliates, and partner organizations



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The name on the application must be limited to **one individual** and the Fellowship reporting, training, or other requirements cannot be transferred to or shared with another individual. Additional involvement of other individuals should be noted in the proposal.

Grant Terms:

The Fellowship is for a term of 15 months. Fellows spend various amounts of time on their projects each week. The average amount of time spent is 10 hours weekly or 40 hours monthly. The fellowship project is a labor of love not a job. Fellows are expected to put in enough time for successful completion of their project, but NWF is flexible to account for employment, other commitments, and the working style of each Fellow. Fellows will receive a stipend for their work. Any Fellowship-related expenses accrued during the Fellowship period should be covered by the stipend, with the exception of the in-person training, for which expenses will be covered by NWF.

Fellows will receive a \$2,000 stipend. Payments are dispersed in two installments: First installments of grant awards are made within two weeks of awarding the fellowship, upon receipt of the signed grant agreement. Upon receipt and approval of the final report the final grant payment will be released. Grant funds may be taxable; consult your tax advisor for U.S. Internal Revenue Service reporting requirements.

How to Apply:

1. Carefully review the RFP
2. Review the proposal template (included at the end of this document)
3. Submit the following items as Word or PDF attachments via email to Fellows@nwf.org
 - Fellowship Proposal, using the template provided
 - Letters of recommendation as outlined in the proposal template

****Please include the following in the subject line of your email: Appalachian Forest Emerging Leader Fellowship Application**

The deadline to submit applications is Sunday, March 31, 2013

Applications are reviewed by a committee to determine which meet the selection criteria and fall within NWF Emerging Leaders Fellowship Program. All applicants will be notified of their status within one month of their application deadline.

Applications will be evaluated based on the following:

- Demonstrated interest in and experience working within or with diverse constituencies
- Interest in conservation of wildlife and habitat
- Strong written and interpersonal skills



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- Motivated and self-directed with initiative to overcome barriers and seek alternative avenues when necessary
- Proactive research and outreach skills
- Commitment to advancing environmental initiatives on personal, and professional levels
- Desire to remain an active member in NWF after the conclusion of the Fellowship
- Project Evaluation:
 - Are the goals clear, concise, and measurable?
 - What is the expected impact of the proposed project?
 - Is there a realistic timeline for achieving the project?
 - Is the project aligned with the goals of NWF's Appalachian Forest Conservation Campaign?
 - What are your plans for outreach and media?

2013 EMERGING LEADER FELLOWSHIP APPLICATION: WHAT THE PROPOSAL SHOULD INCLUDE

Proposal Length: 2-3 Pages:

1. Date
2. Header: Name, Full Mailing Address, Contact Information, Current Employer and Position
3. Are you currently, or have you been, affiliated with National Wildlife Federation or a state affiliate organization (i.e. staff, intern, volunteer, member, program participant, etc). If yes, please describe.
7. Project Summary: Title and project synopsis (2-5 sentences)
8. Purpose: Why is your fellowship project a priority for your organization and/or community? How would your project support the goals of the Appalachian Forest campaign?
9. Short-term Results: Provide general information and 3-5 bulleted points explaining the specific and measurable results you expect from the project within the grant period.
10. Long-term Results: What specific and measurable environmental, social and economic benefits will the project provide for your campus and community? (2-3 bulleted points)
11. Participation and Support: What other roles and support do you anticipate needing to complete this project? Are there plans to ensure this project will become a lasting part of your work, focus, or community? (one short paragraph)



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12. Nomination Process: Were you nominated by a formal group or committee to pursue this project? If yes, please list the group and main contact and briefly describe the nomination process. (2-3 sentences).

13. Education and Documentation: Explain your plans to strengthen community awareness of your project issue. Include plans to ensure successful implementation of short and long-term results. (one to two short paragraphs)

14. Timeline: For each month of your project grant period, outline your specific goals and objectives. Include estimated number of hours you plan to work on this project. (quarter page)

15. Evaluation: Provide information as to how you will assess your project. (one paragraph)

16. Qualifications and Interests: Provide a brief personal biography, explain your qualifications for the fellowship and include a photo of yourself. Include information about your familiarity with National Wildlife Federation (NWF), interest in working with NWF during and after your fellowship, as well as future professional and personal goals. (one paragraph)

17. Project Budget (half page) must include:

- a) If you are requesting funds to cover project expenses, include line item(s) specifying anticipated expenses.
- b) If you are requesting funds to convene other organizations, include line item(s) specifying anticipated expenses.
- d) Indicate other sources of funding. Clarify if noted funds are "pending", "secured/committed" and/or "received."

18. Please confirm your availability to attend and participate in a mandatory, in-person fellowship training in West Virginia August 11 – 15, 2013.

Travel, hotel, and associated costs will be covered by NWF.

***Please note, that in applying for an Emerging Leader Fellowship you are agreeing to be a part of this training as a part of your fellowship requirements.**

Please insert the following statement into your application:

"I, _____, will be able to attend the fellowship training, August 11 - 15, 2013 if chosen as an NWF Emerging Leader Fellow."

SUBMIT FELLOWSHIP PROPOSAL AND LETTERS OF RECOMMENDATION TO FELLOWS@NWF.ORG. CALL 703-438-6265 WITH ANY QUESTIONS **Please include the following in the subject line of your email: Appalachian Forest Emerging Leader Fellowship Application



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Voluntary Self Identification Form

National Wildlife Federation considers all applicants for positions based on individual merit and without regard to race, color, religion, sex, marital status, Veteran status, national origin, disability, sexual orientation or any other similarly protected status.

In an effort to comply with legal record keeping requirements we invite you to complete this applicant data survey. Your submission of the information is optional. The information provided in this section will not become part of your Applicant profile. Inclusion or exclusion or requested data will not influence the hiring decision.

Please choose the appropriate answer below. Note that if you have identified yourself as Hispanic or Latino/Latina, you may, but are not required to, select an additional category in Race.

Race/Ethnicity:

White – a person having origins in any of the original people of Europe, Middle East, or North Africa

Black or African American – A person having origins in any of the black racial groups of Africa

Hispanic – All persons of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture origin, regardless of race.

Asian or Pacific Islander – All persons having origins in any of the original people of the Far East, Southeast Asia, the Indian subcontinent, or the Pacific Islands. This area includes, for example, China, India, Korea, the Philippine Islands, and Samoa.

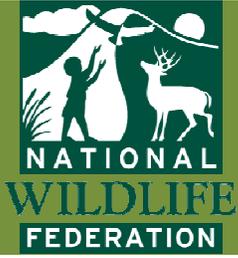
American Indian or Alaskan Native – All persons having origins in any of the original people of North America, and who maintain cultural identification.

Gender:

Female

Genderneutral

Genderqueer



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Male

Other

Date of birth: