

PRESS RELEASE

September 19, 2018

FOR IMMEDIATE RELEASE

External Stakeholder and Advisor Survey Launched

Survey results will directly impact direction for Friends of the Rouge to meet its mission for the next five years

Metro Detroit, Mich. – Last week, the Friends of the Rouge (FOTR) launched an External Stakeholder and Advisor Survey as part of their strategic planning efforts meant to assist the organization in determining direction for the next five years. The greater watershed public and associated partners, leaders, funding and governmental agencies, members and volunteers are invited to give essential feedback to the organization.

To take the survey, visit <https://www.surveymonkey.com/r/FOTR2018>

The goal of the survey is to learn about community needs and priorities related to the Rouge River and from the lens of an individual advisor, partner, or supporter's perspective of FOTR. The survey asks participants to share their familiarity with FOTR, identify and prioritize important mission-focused activities, share their experiences with FOTR, including their opinion of the organization's leadership and management, and provide feedback about FOTR's communication materials and engagement opportunities.

This fifteen minute survey will greatly impact the FOTR's ability to service the greater watershed community in a more effective and meaningful manner. The survey will remain open until 5:00 pm on September 28, 2018.

The Fred A. and Barbara M. Erb Family Foundation generously provided funds to develop an Organizational Assessment and develop a five year Strategic Plan.

The Friends of the Rouge is a local, community driven nonprofit 501(c)(3) organization founded in 1986 to raise awareness about the need to clean up the Rouge River in southeast Michigan. To learn more about the organization or take the survey, visit us at www.therouge.org

The Fred A. and Barbara M. Erb Family Foundation's mission is to nurture environmentally healthy and culturally vibrant communities in Metropolitan Detroit, consistent with sustainable business models, and to support initiatives to restore the Great Lakes Ecosystem. Since its inception in 2009, the Foundation has awarded a total of \$79 million, including \$3.5 million to watershed organizations in southeast Michigan. For more information, visit www.erbff.org.

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Media Contact:



Friends of the Rouge • 4901 Evergreen Road, APC • Dearborn, MI 48128
www.therouge.org • Phone (313) 792-9900 • Fax (313) 593-0231

Promoting restoration and stewardship of the Rouge River since 1986

Marie McCormick
Executive Director
(734) 927-4901
mmccormick@therouge.org
www.therouge.org