How Your Acts of Participation in the CO-OP are Transformational

The Colorado Outdoor Partnership is an important alignment of diverse organizations toward common goals. The need to engage broad networks of partners to enact our vision for Colorado is increasing; our competence as a collaborative is a leading-edge strategy.

We can go alone and go fast, or we can go together and ensure that Colorado’s people and economy thrive because of our healthy lands, water, wildlife, working farms and ranches, and improved hunting, angling and recreation opportunities for all. Working from our shared values of the Colorado Outdoor Principles, our leadership as an organization grows stronger as we move from the tasks of formation towards our Pathway of transformation.

Here are 6 ways you can help bring about transformation through our collaboration:

1. While your individual organization’s activities are going to focus on different things, it’s important that we’re often thinking about mutually reinforcing activities. Be asking: how might your programs support others’ initiatives? How might individual programs and actions connect and weave together in ways that you had not thought of before? How might you make sure your work is not getting in the way of other CO-OP member’s progress?

2. Maintain consistent and open communication to build trust, assure mutually reinforcing activities, and enliven our common motivation. Don’t under estimate the power of the communication between members, and the simple act of the CO-OP coming together quarterly to hear from one another about our individual efforts and perspectives.

3. Ask for the CO-OPs support on a legislative initiative, a marketing campaign, or the launch of a new program. We are at our best when we have something concrete to get behind. Across our organizations, we have a wide reach in terms of audience, influence, and impact. Utilize the CO-OP’s collective power.

4. Look for points of collaboration. For example, consider the landscape of the many statewide educational campaigns: Wilder, Leave No Trace and the Colorado Tourism Office, OREC and the impact of recreation, the Wild Life, and Colorado Proud. How are these campaigns supporting one another? How can we capitalize on all this incredible work? How might these campaigns impact your work?

5. Advocate broadly for our shared 2050 vision and the Colorado Outdoor Principles. These are powerful, paradigm-shifting tools for how diverse organizations can work together from common values to create the future we all want for Colorado. Together, let’s build a larger coalition of organizations operating under the Principles and the 2050 Vision.

6. Test ideas and develop best practices. Along with the Partners in the Outdoors Conference, the CO-OP is an incredible place to explore solutions, rally support for local projects and strategies that might be scalable state-wide, and share stories from the field about what’s working and what’s not. The CO-OP is an incubator, think tank, and catalyst ... use the CO-OP for its rich thought power and extensive influence.