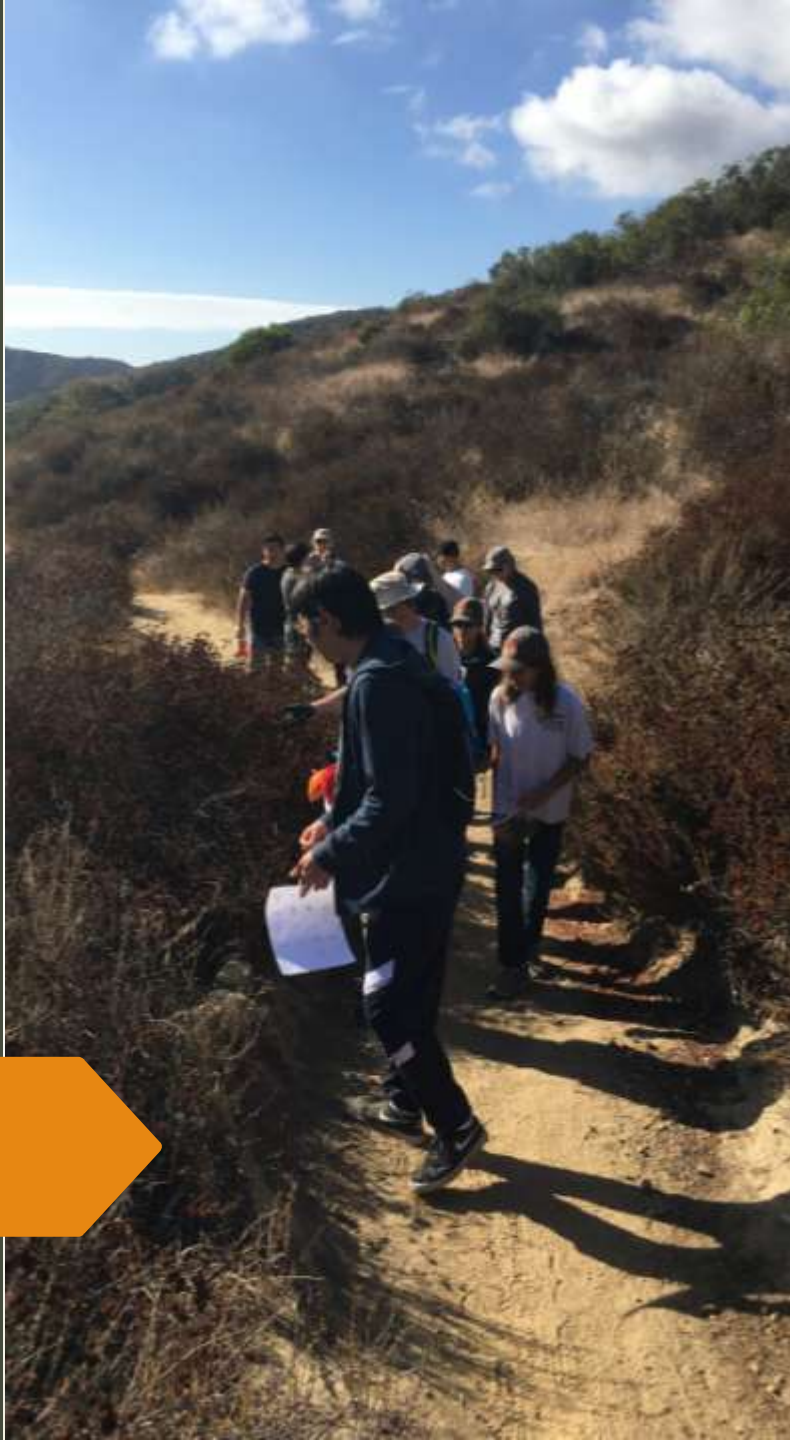
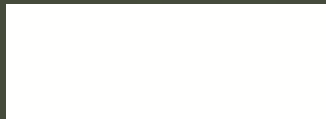


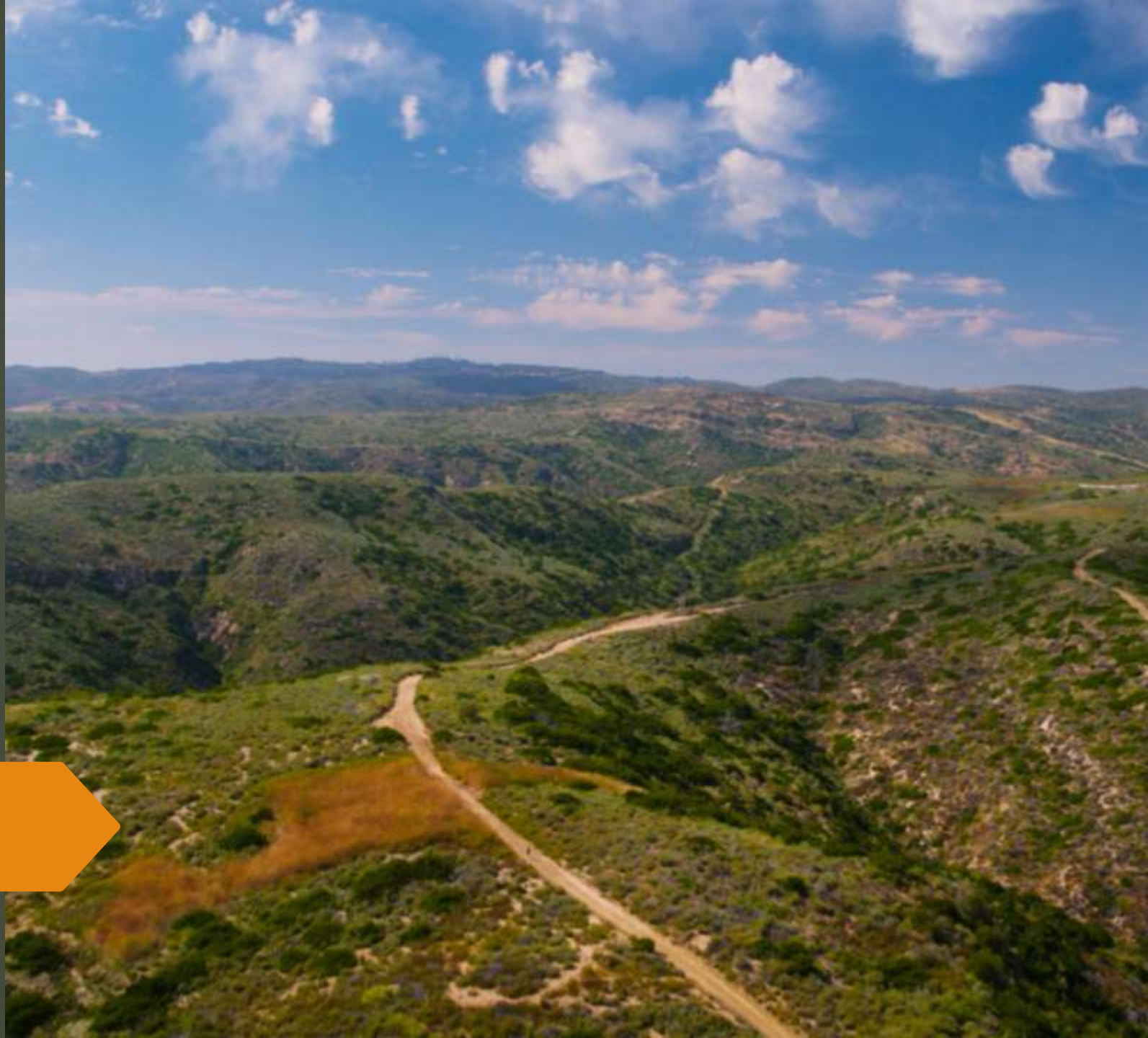
# How to Inspire People to Pull Weeds

Josie Bennett  
Restoration Manager





# Laguna Canyon Foundation







What is  
Stewardship?





Instructions for  
living a life:  
Pay attention.  
Be astonished.  
Tell about it.

- Mary Oliver



What Motivates a Stewardship Volunteer?



Restoration Ecologist

Stewardship Volunteer



# Managing Expectations



## Goals of a Stewardship event



Novice



Learner



Proficient



Independent







Native Plant  
Nursery



Saturday  
KIW Events



Wednesday  
KIW Events



Stewardship  
Team

Keep it Wild Stewardship Program

Let's get to work!





# Adopted Sites





Did you know  
that every 24  
hours 150 animal  
species go  
extinct?







Communicating Complex Ideas



# Tell a Story that Connects

Aliso Creek starts in  
your backyard!

- Learn about the importance of riparian habitat and watershed health

Wildfire and the  
Land: A Story of an  
Ancient Friendship

- Learn about the relationship of wildfire and coastal sage scrub in Southern California

The Superpowers of  
an Acorn.

- Learn about the mighty oak tree and how it creates a home for wildlife





Success!



36 Events



522 Public  
Participants



137  
Volunteer  
Shifts



1,670 Native  
Plants + 110  
Acorns

Last Year's Stats



Keep it  
Wild!

Thank You!

