



Strategy Assistance

Effective, Focused Strategy to Help You Win!

Talk to us before you hire an attorney! We'll find effective ways to use your resources that could save you money.

Helping people protect the Great Lakes

We help you map out a strategy to achieve your goal so you know how and when to use your financial, volunteer and other resources. Here are three options to get you started:

Grow Your Organization

Our most comprehensive strategy development opportunity that will give your group a clear, focused, effective plan on how to win and the steps to get there. This service includes:

- One-hour phone consultation
- Six hours of in-depth strategy training and development
- Implementation assistance



"If we could have had Freshwater Future staff help us with strategy assistance in the beginning, we would have saved much time and better anticipated future hurdles."

- Mary Jo Cullen, Gravel Watch Ontario



Grow a Leader

Designed for a single leader, this training will help you win. We'll teach you how to:

- Develop a strategy
- Give you the framework you need for your most immediate need

You can then apply this framework to future issues. Via a three-hour training you will be taken through the process of strategy development and applying it to meet your needs.

"It is easy to get caught up in the details of the issue and not see what the best next steps are. Freshwater Future staff helped us identify what the best next steps are – who to talk to and what to talk about."

- JoAnne Beemon, Friends of the Jordan River



Support a Leader

Call us, we'll help keep you from drowning and put you back on a productive path. Members – you get one hour free!

"We needed inspiration and new ideas, and turned to Freshwater Future. Thanks to their strong support and helpful expertise, we were able to identify additional steps we could take to effectively move forward."

- Carol Drake, Friends of Jean Klock Park

Freshwater Future

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Experience You Can Trust

With a combined 40 years of experience, Freshwater Future has helped grassroots groups achieve success in protecting the lakes, rivers, and wetlands that make this region so special. We understand what it takes to win and can help. Our coaching is available at a very reasonable cost - Call us today at 231-348-8200 or send an email to info@freshwaterfuture.org to learn more.

As an added bonus with all of our consulting services, you'll learn how to use technologies for communications that will enhance your efforts with your team!