



Renaming The

Wetlands Initiative

NGRREC CODES Summer Interns

Wetlands Initiative!

- Research
- Education
- Community Outreach





THE WETLANDS
INITIATIVE

- Trademark in Chicago
- Established in 1994
- Fellow Nonprofit

<http://www.wetlands-initiative.org/>



— Drafting —



Possible Names



- Saving Our Wetlands
- Aqua Sense
- Touching the Wetlands
- Working Our Wetlands
- Community Wetlands Engagement (CWE)
- Learning Our Wetlands
- Wetland Exploration, Teaching, Conservation, Outreach, and Research Project (W.E.T C.O.R.P)

———— The 3 Names We Settled On ————

**WETCORP
Initiative**

Wetland Exploration,
Teaching, Conservation,
Outreach, and Research
Project

S.O.W.

Saving Our Wetlands

DW:REO

Discover Wetlands:
Research, Education,
Outreach



— WETCORP —

Wetlands Exploration, Teaching,
Community Outreach, and
Research Project

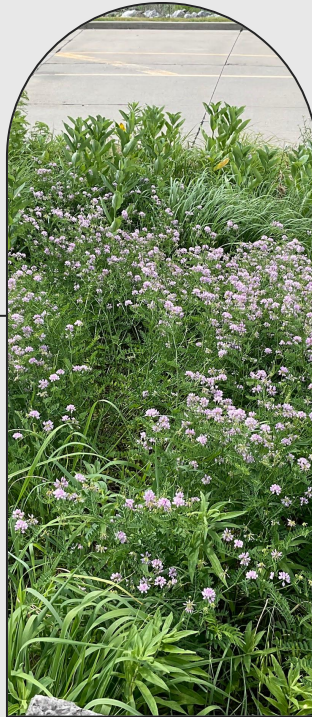
A photograph of a stone wall made of stacked, irregular grey stones. To the left, there is a green bush with small white flowers. In the foreground, there is a garden bed with various green plants, including tall grasses and leafy herbs, growing in a bed of dry straw or mulch. A white banner with rounded ends is overlaid on the middle of the image, containing the text 'What is WETCORP' in a bold, black, sans-serif font.

What is WETCORP

Positive / Negative

Strengths

Unmistakable and unique.
Highlights the activism
aspect, and how “community
engagement” plays a role.



Weakness

Acronym is wordy, and there
are several connotations with
other “Corp” initiatives.

Extra Information

Google Search

Westcorp - Financial
Management LLC

Extent

The name allows the
project to be as broad as
possible



"Corp" Connotation

Peace "Corp", Ameri "corp":
Citizen Engagement

Outcome Overall

Highlights activism and
community science

Potential Branding Example

*Inspired by the Americorp
logo, model*





03

S.O.W.

Saving Our Wetlands

A person wearing a light-colored shirt and a hat stands in a field of tall grasses, looking towards a dense forest of green trees under a clear blue sky. The scene is bright and sunny.

S.O.W.

Sowing the seeds for a better future

Web results

Saving Our Wetlands

- What You Can do to Protect Coastal Wetlands | US EPA
- 10 Things You Could Do To Help Our Wetlands
- 3 Ways to Save the Wetlands
- Saving the Nation's Wetlands
- Save The Wetlands | Possible Solutions to Save Wetlands - FOS (Friend of the Sea)



SOW

- Sow Definition
 - Plant a seed by scattering it on the earth
 - Plant a (piece of land) with seed
- What is sow in buisness?
- Sow management
- Is sow a pig?

Acronym Usage

Statement Of Work

A contract between employer and company outlining what is expected for a project

Save Our World

An organization that raises awareness of global environmental issues



SOW

A female pig who has had a litter of piglets

Shadow of War

A 2017 video game sometimes referred to as SOW by fans

Branding



04

**Discover
Wetlands**



A photograph of a wetland landscape. In the foreground, several clumps of tall, green, blade-like plants (likely reeds or sedges) grow out of the water. The water is a deep, clear blue. In the background, there are dark, bare tree branches, suggesting a late autumn or winter setting. The lighting is bright, creating a high-contrast scene.

Discover Wetlands

Research, Education, Outreach

Web Results

- Name of curriculum used in Washington State
- Discovery Wetlands Cruise
- Wetlands Discovery Program
- No project or organization has the name



Acronym Usage



DW: REO

No usage

REO

Stands for real estate
owned

D.W.

A German news website,
stands for Deutsche Welle

05

— Choosing —



06

S.O.W.

Discover Research,
Education, and Outreach





Why?

- Covers the 3 pillars
- Targets our main audience



07

— Professional —
Name



Wetlands Research Collaborative

W.R.C.



S.O.W. Discover R.E.O.

Public Name
Used at Events
Used for Branding

W.R.C.

Used for formal events
Grant writing
Conferences

Thanks!

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