

Communication/Marketing Plan

History:

- EC suggested website update 2014 Annual Meeting
- Decided need for outreach plan prior to new website
- RFP sent out to develop CMP (2015)
- Bids received from 3 firms
- Selected Arment Dietrich (\$23,000)
- Communication Committee met with A-D May 2016

Communication/Marketing Plan

Caveats:

- Goals were to increase FOR membership and funding
 - What appeals to national audience?
 - Youth involvement in conservation
 - 2 examples of youth involvement in FOR projects
 - Elephant Butte
 - Livingston

Youth Ambassador Challenge

- Develop competition among high schools to develop innovative approach to reservoir fisheries habitat restoration (intended to be extracurricular activity, i.e., science club, FFA)
 - Directed by local FOR member
 - Pre-qualification
 - Determine if applicant is capable of meeting requirements of the program
 - Identify leader
 - Properly organized
 - Support system in local community (fundraising)

Educational Component:

- Developed by FOR (with input from local biologists) and given to all prescreened applicants
 - Cover local habitat issues and national overview
 - Seek local sponsorship (businesses get logos on material) to aid in fundraising
 - Class room
 - Detail project development methods, i.e., identify issue, define objectives, develop methods, determine costs, evaluate results
 - Resulting in project proposal

Application Guidelines:

- Lead project development and fundraising efforts
- Rules of conduct
- Cost limitations
 - \$ FOR can contribute
 - Local fundraising goals
- Identify site specific restrictions on activities
 - T&E
 - Operating agency

Fundraising:

- FOR develop sponsorship packages for local fundraising
 - Conducted principally by students
 - FOR provide “widget” to assist with fundraising
 - Local fundraising events (FOR assist with logistics)
 - FOR apply for grants/sponsorship for long-term administration of program
- Fund distribution
 - “X” for project
 - “X” for school
 - “X” for FOR

Marketing:

Paid:

- FOR email list content distribution and updates
- Content distributed through partner organizations
- Paid social media updates and sponsored posts

Earned:

- Outreach to local and state media and niche specific media

Earned (con't):

- Interviews with youth participants and project leaders
 - Spotlight stories on youth involved, project leaders, habitat issues (generate local interest)

Shared:

- Social updates through FOR, partner , sponsor sites
- Participant social pages

Owned:

- Blog content for FOR website
- Videos of participants and project activities posted on FOR site
- Infographics of local reservoirs
- Fact sheets on issues to be distributed to local community
- “My Reservoir” spotlight on youth participants on what local reservoir means to them

Ultimate marketing goal
is to get program, FOR
and habitat issues kicked
up to the national scale

Plan was to use NM (Earl Conway) to test the concept

As usual Earl was enthusiastic

- Discussed project concept with school system contacts
 - Non-starter as presented
 - Difficult to incorporate into curricula
 - Schools will not raise funds for FOR
- Program concept is workable
 - FOR staffing not adequate
 - Would need sponsor to make program viable