

**A05. Pulling Off a
Multichannel
Communications Campaign
to Broaden Support**
Friday, October 12 | 10:30 a.m. - Noon

Room 302

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Rally 2018: The National Land Conservation Conference
Pittsburgh, PA



Earth Week Communications Plan 2018

Purpose: To celebrate Leelanau and our work to protect it's natural resources with our current constituents as well as to reach new regional audiences with an engaging multichannel communications campaign using unique and consistent branding across channels.

Goals:

- 1) Engage new constituents and audiences, targeting the next generation through partnership, volunteer, and recreation events, social media, and mail.
- 2) Gain 250 new and lapsed donors.
- 3) Deepen our relationship with existing Conservancy donors through their participation in Earth Week activities, donating and peer-to-peer fundraising.
- 4) Test the effectiveness of P2P/Facebook fundraising as a viable strategy for the Conservancy.

Summary

Earth Week will be held between April 16 and April 22, will be promoted through email, social media, mail, press and daily events. The purpose of all the Earth Week efforts is to drive people to engage with the Conservancy to deepen their relationship with us or become a first-time donor or volunteer. We will create a unique and consistent "look" for all materials, with a focus on a high-quality online presence. Our activities will focus on engaging a young, active audience in line with our next-gen efforts. We are partnering with M22 and they will help us promote Earth Week to their customers. M22 will also donate a M22 gift certificate to the raffle winner.

Timeline

3/25 CW descriptions finalized

3/25 CW FB events created

3/29 CW Forms created

3/29 CW webpage live

4/2 CW add to IPR almanac Celebration, bike event, hikes, tree planting)

3/30 CW posters & flyers up around TC

4/1 CW Blk Mrkt/Little Fleet Collab social post

4/2 GE posters/flyers in Leelanau

4/2 CW teaser email including Earth Month drink deals Blk Mkt/Little Fleet

4/2 CW 1st social post re: drink collab

4/2 CW send press release to Enterprise

4/5 CW send Press Release to everyone else

4/9 CW/SM decide on boosting FB events

4/9 SM Follow up with P2p FB participants

4/9 CW social media campaign created

4/9 CW create FD email template

4/13 SM/GE Mail solicitation

4/13 CW change web page to include Fundraising component & add to homepage slider

4/13 CW Change FB cover photo & add image to website homepage

4/16 SM/CW Send Fundraising email

4/16 board/volunteers launch FB fundraisers

4/20 CW/SM 2nd email- bike event/celebration reminder & last chance to give

4/24 CW – update EW webpage with summary success and thank participants

4/24 CW/SM – Thank you email to donors/participants and announce raffle winner

4/24 CW – Social Media thanks

4/24 CW – remove EW images to homepage fader and EW as feature from homepage

4/30 SM draw raffle winner

Other things to consider:

- What to have at outreach booth
- How to collect people's information
- When to send board member how-to
- Bracelets to Tandem

Event Schedule:

- M: Hike it Baby 10-noon at DeYoung (Becky)
- T: Director's Hike, 10am Teichner Preserve (Tom)
- W: Whaleback Trailbuilding Workbee, 10am-noon (Stew Crew)
- Th: Wildflower Rescue Kickoff Meeting, 9:30am, Munnecke Room Leland Library
- F: Tree Planting Workbee at Palmer Woods, 10am-noon (Stew Crew)
- Sat: Guided Mountain Biking @ 45North with Bike Leelanau, 1-4pm (Claire/Sara/Cody)

- Sun: Earth Day Celebration at Tandem Ciders 3-6pm (Claire & Sara)
- Sun: Kids Earth Day at Leo Creek Preserve, 1-4pm (Docents)

Messaging: There's no place like Leelanau. Why Leelanau? Experience
Give back to Leelanau in honor of Earth Day

Website content: EVENTS

Mon. 4/16, 10am: Hike it Baby Hike, DeYoung Natural Area

Join our Natural Areas and Preserves Manager Becky Hill and her 3-year-old son Ira for a kid-friendly hour-long hike at a pace fit for toddlers and little legs. Parents, partners, grandparents, nannies and friends are all welcome! Meet up at the trail head next to the parking area along the TART trail.

Tues. 4/17, 10am: Director's Hike, Teichner Preserve

Join Leelanau Conservancy Executive Director Tom Nelson for a hike at Teichner Preserve. Get to know the Conservancy's Leader, and learn more about the history of this pristine natural area and how it was protected. Please wear waterproof boots as it can be muddy this time of year.

Weds. 4/18, 10am: Trailbuilding Workbee, Whaleback Natural Area

Join the stewardship staff during Earth Week to help restore areas of the Whaleback trail. Staff will be installing water bars along the beginning sections of the trail to improve erosion control. Expect to use an assortment of hand tools including Pulaski's, McLeod's, shovels, tamper's, and more. There may also be some heavy lifting involved. Gloves and boots are encouraged!

Thurs. 4/19, 9:45am: Wildflower Rescue Kickoff Meeting, Leland Library

Get involved with this great volunteer group that rescues native wildflowers from construction sites. Brian Zimmerman of Four Season Nursery will speak at the first meeting of the year. Digs start April 20 and will take place every Monday, Wednesday and Friday until Memorial Day Weekend. Meet at the [Leland Village Green](#) at 9:30am sharp to carpool to the dig site. Please bring a shovel, garden gloves and a water bottle.

Fri. 4/20, 10am: Tree Planting Workbee, Palmer Woods Forest Reserve

Want to make a difference and volunteer during Earth Week this year? Please join us to plant trees at Palmer Woods! We will focus on planting in areas that were impacted by the beech and ash salvage harvest that happened this past fall. We will be planting desirable tree species to add diversity to this area, including tulip trees, bur oaks, and shagbark hickory. Please wear weather appropriate outdoor work clothing and sturdy boots.

Sat. 4/21, 10am: Early Spring Blooms Docent Hike, Clay Cliffs Natural Area

Honor the Earth with a guided interpretive walk to witness nature's splendid unfolding of a new season with docents Ann McInnis, Jane Gale, and Beth Chiles. Observe amazing native spring ephemerals (wild flowers) as they entice pollinators to assist in insuring the future of their species. How do Nature's systems interconnect these plants with the birth of myriad new animal species and even the awesome fungal kingdom? A breathtaking view from the Lake Michigan overlook will complement the multiple springtime discoveries....and to further honor Earth, we will reuse recycled plastic in a take-home mini-Earth system for you to nurture and make even more discoveries.

Sat. 4/21, 1-4pm: Guided Ride - Mountain Bike with Bike Leelanau, 45 North Trail

Leelanau Conservancy and Bike Leelanau are partnering with 45 North Winery to host a family-friendly guided ride on their vineyard trail. Suttons Bay Bikes will provide free mountain bikes and fat bikes to borrow. All ages and experience levels are welcome! After your ride, enjoy a glass of wine and some snacks on the patio and learn about what's to come with the future mountain bike trails coming to the Conservancy's Palmer Woods Forest Reserve, which will be the first public mountain bike trails in Leelanau County.

Sun. 4/22, 1-4pm: Kids Earth Day at Leo Creek Preserve Leo Creek Preserve has partnered with the Inland Seas Education Association, Leelanau Conservation District, Leelanau County 4-H, Leelanau Montessori, Northport Energy, and Leelanau Conservancy to help families celebrate Earth Day 2018. In addition to displays, there will be activities and demonstrations, including making oyster mushroom logs, a conifer exploration, eco scavenger hunt, and family games, and Biochar and solar system demonstrations. Plus, 100 plant seedlings will be given away! The preserve is located in Suttons Bay right off the Leelanau Trail; access is only from the trail. Park at the Fourth St. trailhead and walk about 100 yards south. Learn more about Leo Creek at the website: <https://leocreekpreserve.com/>

Earth Week Guided Bike Ride at 45 North – Saturday, April 21st from 1-4pm

Join Leelanau Conservancy and Bike Leelanau at 45 North Winery for a guided ride through the vineyard trail. Suttons Bay Bikes will have mountain bikes and fat bikes available to use for free. Enjoy a glass of wine and some snacks on the patio.

Earth Day Celebration at Tandem Ciders – Sunday, April 22nd from 3-6pm

Join us for a celebration of our special corner of the Earth on Earth Day! We'll be hanging out with friends drinking local cider and listening to live music from Appleseed Collective. No cover, but donations to the Leelanau Conservancy are welcome.

EARTH WEEK WEBPAGE FUNDRAISING TEXT TO UPDATE 4/13:

Join us in celebrating and giving back to our special corner of the planet during Leelanau Conservancy's Earth Week! The easiest way to show your support is to make a gift in honor of Earth Day to the Leelanau Conservancy.

[[Donate>>](#)]

Everyone who makes a gift of any amount between April 14 and April 22 will be entered into a drawing to win a \$250 gift certificate and other goodies from M22! You can also enter by signing up to receive our weekly e-newsletter [here](#). We will draw three lucky winners on April 30.

We also have a week full of volunteer opportunities, hikes and gatherings celebrating our special corner of the earth and the work we do to protect it. Check out our Earth Week activity list below and [Click Here] to RSVP. You can also call us at (231) 256-9665 if you have any questions or comments.

Leelanau thanks you!

[Sign-up for an Activity>>]

[That is the link we will use when we are specifically asking people to donate. Here is the donation form address: <https://leelanauconservancy.wufoo.com/forms/x1t2zfw016o5xi/>]

UPDATED EARTH WEEK SOCIAL MEDIA SCHEDULE (AFTER THE STORM)

4/18

1. FD post #1- No Place Like Leelanau because...- WATER
2. WFR Meeting Reminder/Call for Dig sites

4/19

1. Joanie Beach Cleanup photo/ Volunteer Ideas for Earth Day
2. Appleseed Tandem Event share/carpool

4/20 (2nd email going, include Boardman Review vid link, cancel docent hike)

1. Promote 45 N. Event
2. M22 22% sale share
3. Little Fleet Drink Promo

4/21

1. 2nd FD Post- No Place Like Leelanau Because... FARMS
2. Live Posts from 45 N
3. Promote Appleseed PM

4/22

1. M22 share (early AM)
2. Live posts from Tandem
3. ?3rd donation post/raffle reminder?
4. Hike it Baby reminder
5. Share what you're doing for Earth Day

4/23

1. Share Hike-it-Baby photos
2. Recap/thank you message

4/30

1. Announce Raffle Winner