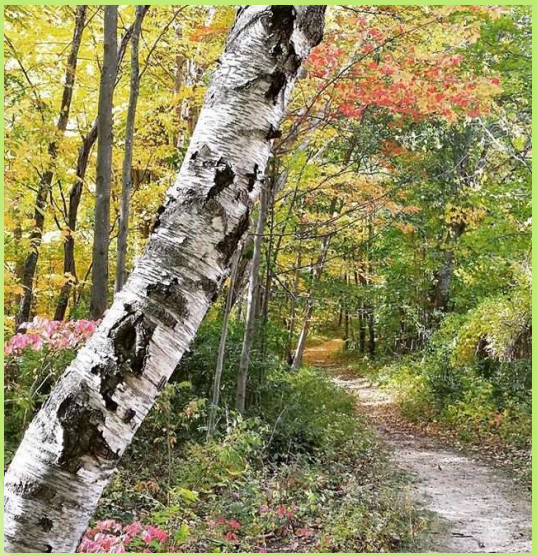
Conservation Conversations
Engagement and Marketing
Goals, Objectives & Tactics



NORTH COUNTY LAND TRUST

sented by
3.9.202

What is an Open Space Recreation Plan?

"Open Space and Recreation Plans allow a municipality to maintain and enhance all the benefits of open space that together make up much of the character of the community and protect the "green infrastructure" of the community. Planning this "green infrastructure" of water supply, land, working farms and forests, viable wildlife habitats, parks, recreation areas, trails, and greenways is as important to the economic future of a community as planning for schools, roads, water, and wastewater infrastructure." www.state.ma.us/envir

Why is an Open Space Plan important?

- Provides guidance to the town and town officials on use of open space in town.
- Eligibility for state grants.
- Reflects the values and importance that town citizens place on water, land, recreation, farming and the environmental health of their town.

Presentation Goal

How a marketing plan can benefit your committee/organization and help you recruit more volunteers.

Engagement

attract, involve, connect

Marketing

understand, plan, promote and communicate

Marketing Definitions

- **Marketing** is an ongoing communications exchange with customers in a way that educates, informs and builds a relationship over time.

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Renee Blodgett – ceo, Magic Sauce Media

- **Marketing** is creating irresistible experiences that connect with people personally and create the desire to share with others. **Saul Colt –** Head of Magic, Fresh Books

- **Marketing** is the art and science of persuasive communication.

Dave Kerpen – CEO, Likeable Media

Understanding
to whom are you marketing to?

What do your residents value, what concerns them and what are they interested in?

- Clean water
- Fresh Air
- Fresh local produce
- Wildlife
- Land Protection

- Water Pollution
- Traffic
- Climate Change
- Prevention/Protection from Urban Sprawl
- Loss of biodiversity

Walking
Hiking
Biking
Running
Swimming
Kayaking
Bird Watching
Photography
Hunting
Fishing
Golfing
Sports Fields
Playgrounds

Develop your Marketing Plan

What is the goal?

Example: To get more citizens in your town involved in a survey, land conservation, serving on an open space committee?

What are the objectives?

Example: Awareness, Education, Increase Participation, Volunteer Recruitment, Donations?

What are the tactics you plan to use?

Examples: Events, Programs, Print, Digital/Social Media, Partnerships, Collaborations, Survey's?

Promotion and Communications

Promote: Contest, Events, Programs, Partnerships, Collaborations

Communicate:

Personal Networks: Phone calls, emails

Print: Town Paper, PTA/School Paper, Council on Aging's, Church Bulletins

Digital and Social Media:

Website –update and current

Email list/Newsletter

Town Website

Blog

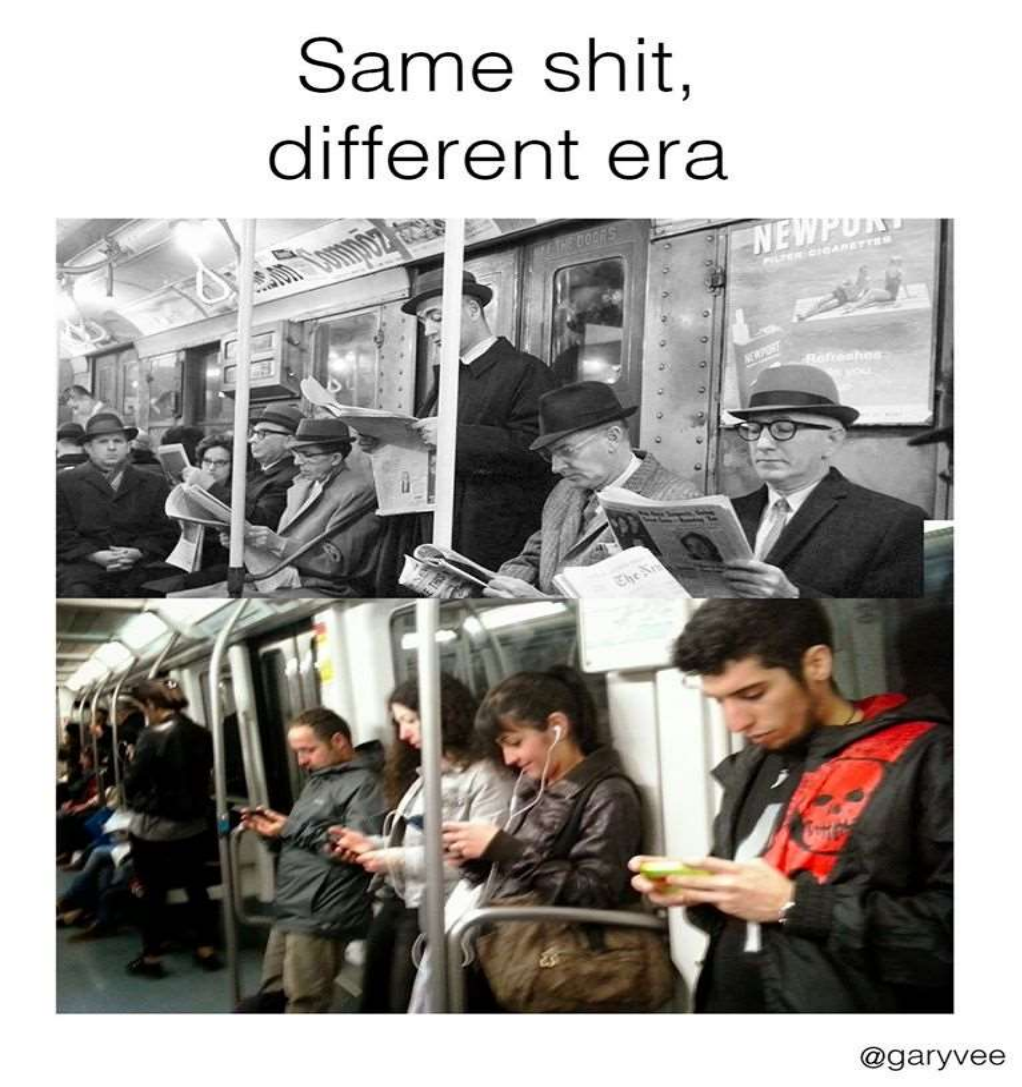
Facebook

Instagram

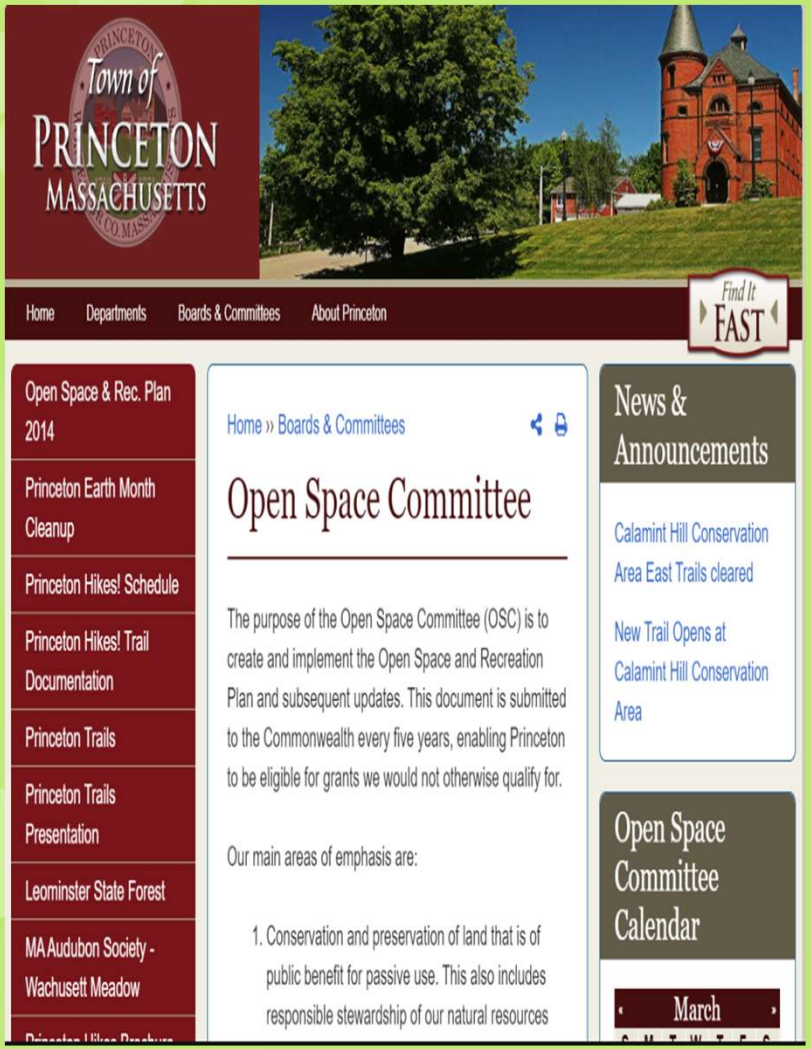
LinkedIn

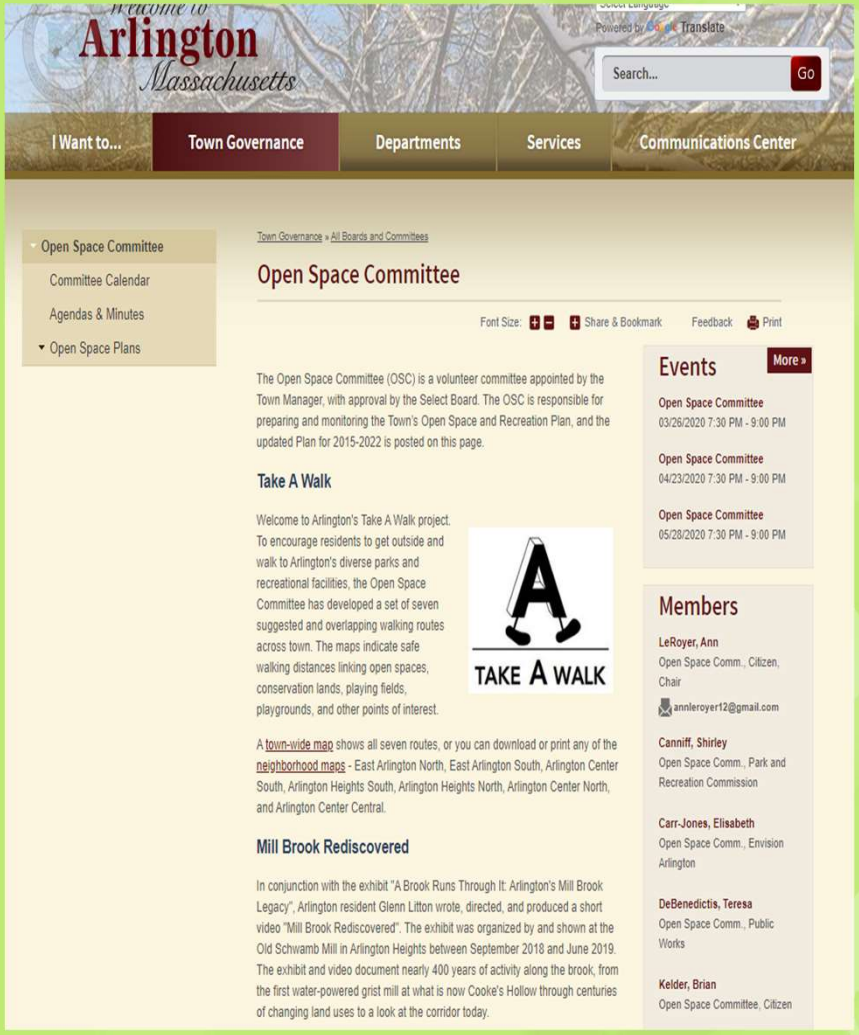
NextDoor

Make the commitment to digital and social media marketing



Comprehensive Website Content & Links



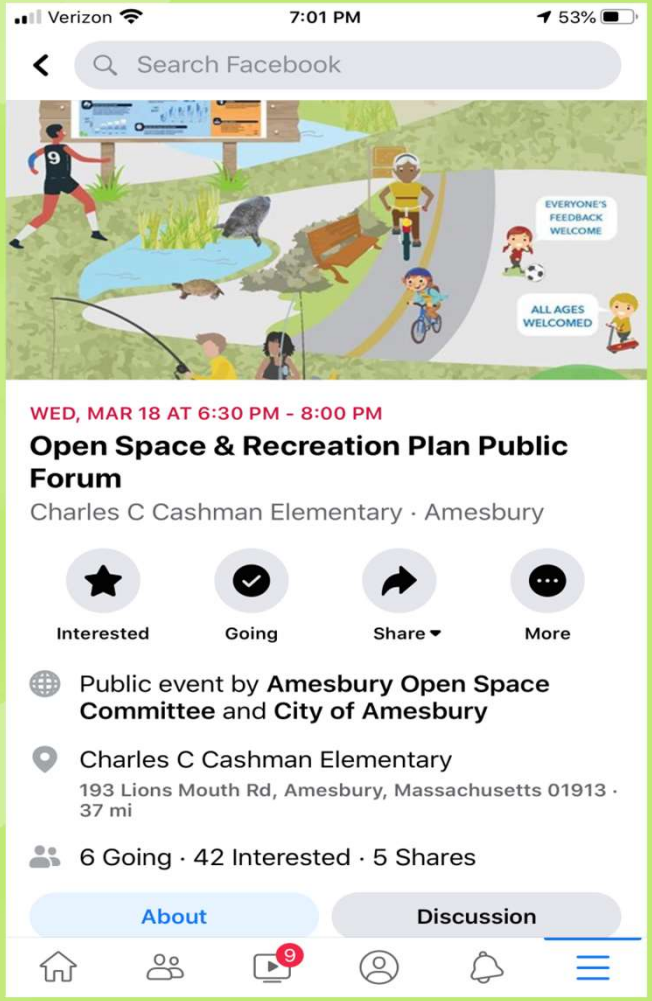


Facebook, Instagram, LinkedIn, NextDoor

Marketing through digital and social media is the most cost effective and versatile strategy that an organization can use to reach their target audience, engage, and connect with.

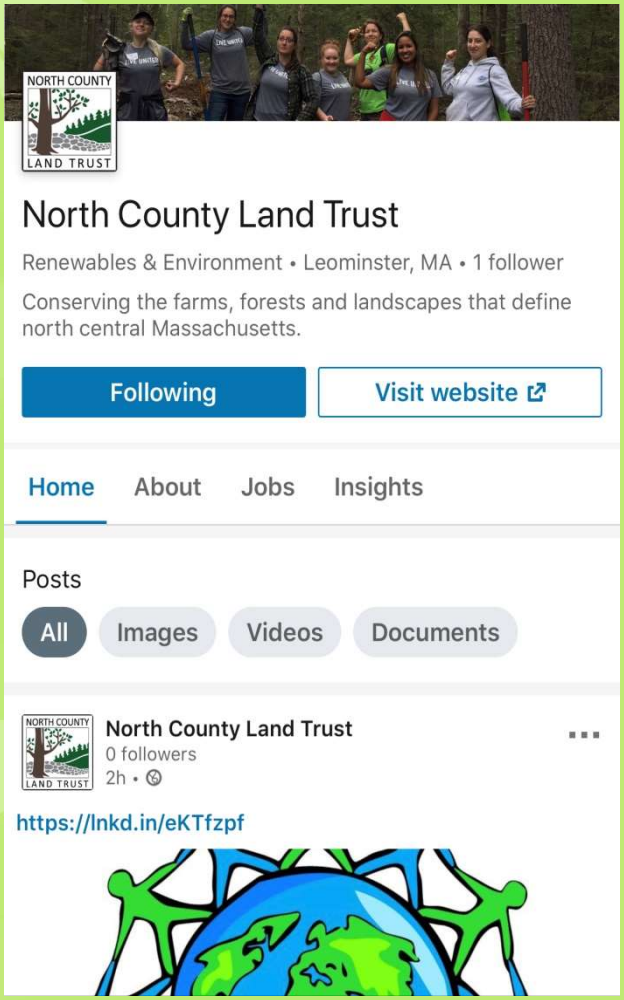
- Facebook is the third most visited website in the world
- 52% of Americans get their news from Facebook
- Seniors (65 & up) are the fastest growing group of FB users

Meetings, Events, Programs need to be on Facebook



- Create meetings as events
- Tag geographic location in "about" section @ashburnham,ma
- Tag community partners, sponsors
- Share in local community "groups"
- Ask a local resident for permission to use a beautiful photo and give them photo credit and tag
- Follow tagged organizations
- Shares- like/comment the share

LinkedIn



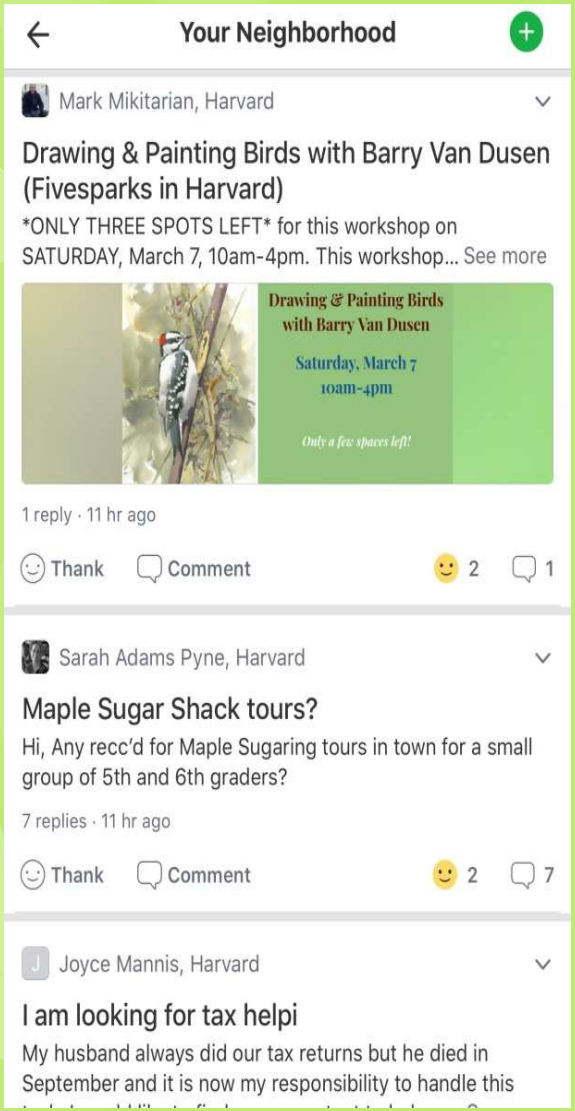
- Mission
- Announcements
- Job Posting
- Connecting

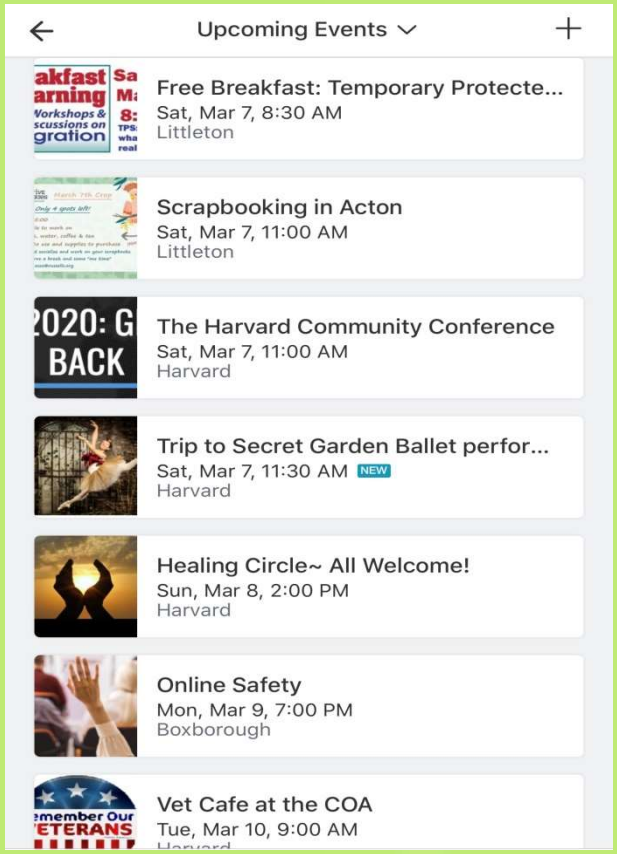
Directors, Employees, Volunteers, Potential Donors

- Milestones/Retirement

Board and volunteer development

NextDoor

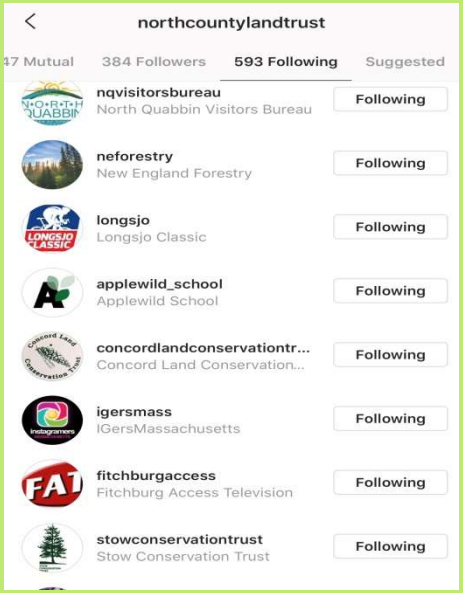

Your Neighborhood
Mark Mikitarian, Harvard
Drawing & Painting Birds with Barry Van Dusen (Fivesparks in Harvard)
ONLY THREE SPOTS LEFT for this workshop on SATURDAY, March 7, 10am-4pm. This workshop... See more
Drawing & Painting Birds with Barry Van Dusen
Saturday, March 7
10am-4pm
Only a few spaces left!
1 reply · 11 hr ago
Thank
Comment
2
1
Sarah Adams Pyne, Harvard
Maple Sugar Shack tours?
Hi, Any recc'd for Maple Sugaring tours in town for a small group of 5th and 6th graders?
7 replies · 11 hr ago
Thank
Comment
2
7
Joyce Mannis, Harvard
I am looking for tax helpi
My husband always did our tax returns but he died in September and it is now my responsibility to handle this

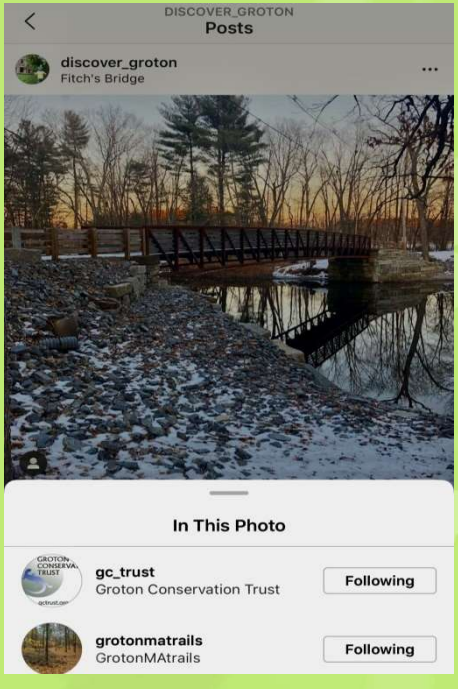

Upcoming Events
Free Breakfast: Temporary Protecte...
Sat, Mar 7, 8:30 AM
Littleton
Scrapbooking in Acton
Sat, Mar 7, 11:00 AM
Littleton
The Harvard Community Conference
Sat, Mar 7, 11:00 AM
Harvard
Trip to Secret Garden Ballet perfor...
Sat, Mar 7, 11:30 AM NEW
Harvard
Healing Circle~ All Welcome!
Sun, Mar 8, 2:00 PM
Harvard
Online Safety
Mon, Mar 9, 7:00 PM
Boxborough
Vet Cafe at the COA
Tue, Mar 10, 9:00 AM

Volunteering
Follow
Invite
1221
Stephanie Opalka, Harvard 3
Volunteer Fair Saturday, hosted by Harvard League of Women Voters
Curious? Helpful? Lonely? These are all reasons to come and check out the Volunteer Fair this Saturday from 1-3 in Volunteer Hall at the Harvard Public Library. There is something for everyone! Get involved! Here is a list of
See more...
League of Women Voters
of Harvard Massachusetts
LWVHARVARD.ORG
6 Feb · Volunteering
Thank
Comment
4
4
See 2 previous comments
Stephanie Opalka, Harvard
Today's the day! Lots of organizations looking for more people to share their missions! Check it all out from 1-3 today!
8 Feb
Thank
Reply

Instagram

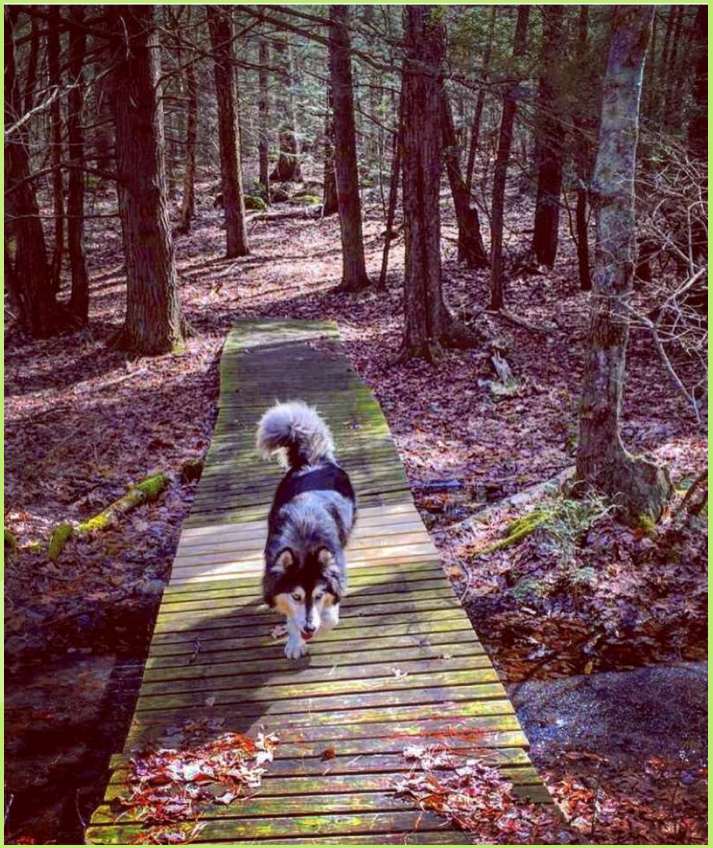
image, follows, hashtags, tags, location





Instagram Search

#princetonlandtrust
#princetonma



Volunteer Recruitment

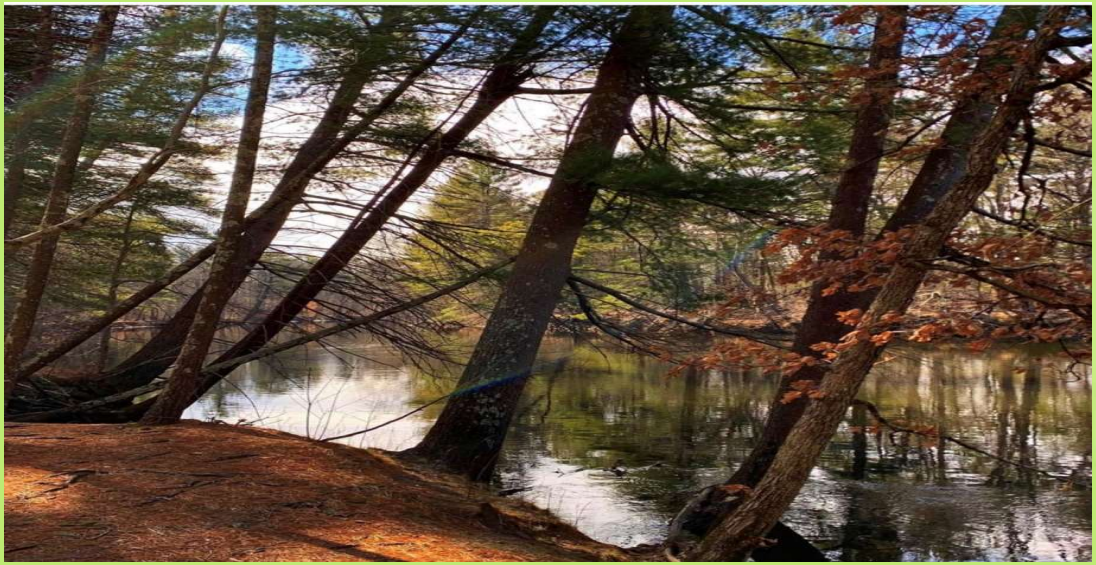
Inspire

Connect

Communicate Expectations

Build relationships

- Explore “micro” volunteering
- Offer “online” volunteering
- Clearly communicate expectations
- Make it Fun & Enjoyable
- Recognize



"Alone we can do so little; together we can do so much."
– Helen Keller

Special thanks to: (use linked accounts to view their content, photo's, follow)

Princeton Land Trust

North County Land Trust

@northcountylandtrust

@Discover_Groton

@Ashbyredeftfarm

@Sean7stevens

@5_green_acres

@periniphoto