

Co-creating a Communications Strategy from Process to Packaging



RCP NETWORK GATHERING

November 15, 2018



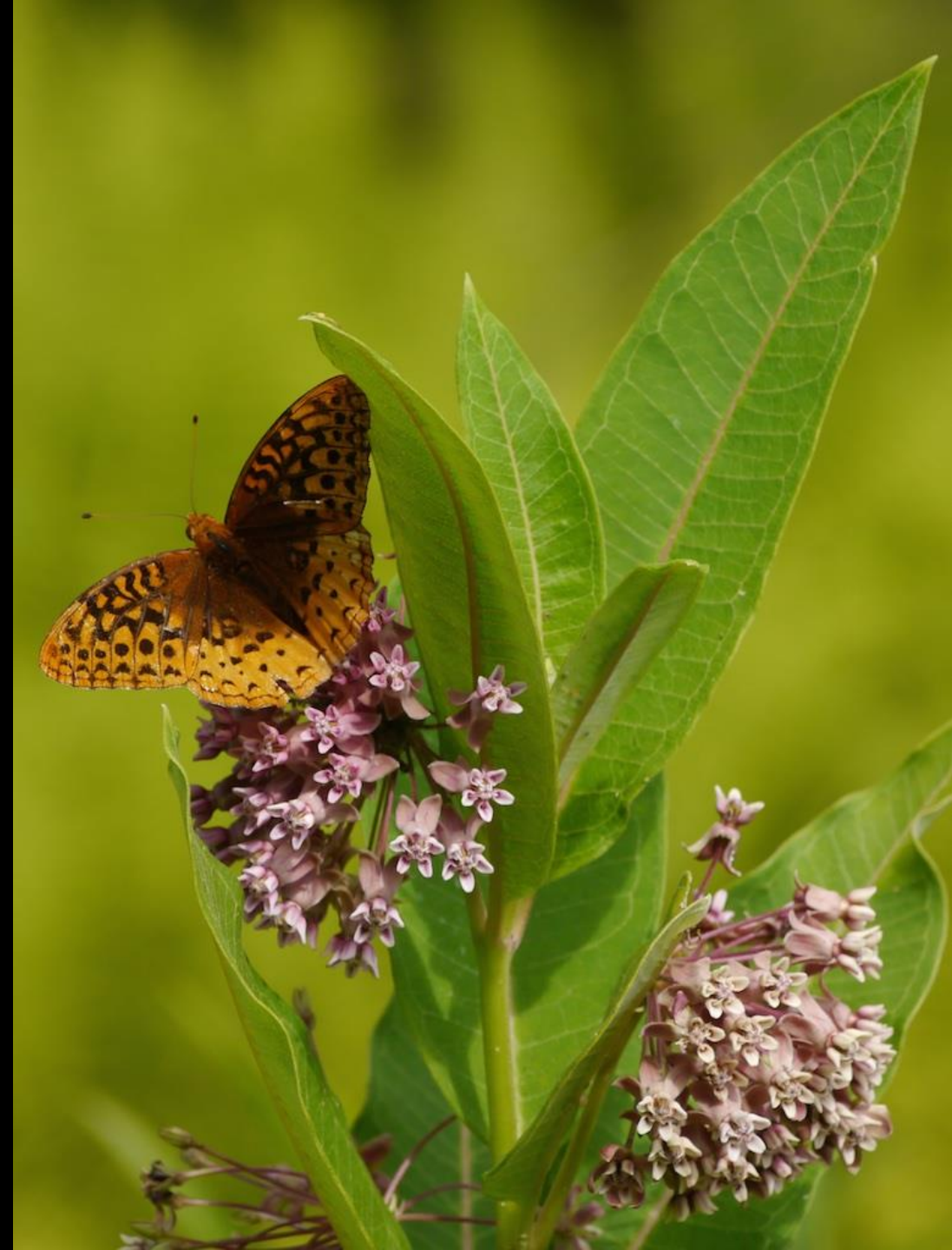
Introduction to Pollinator Pathways

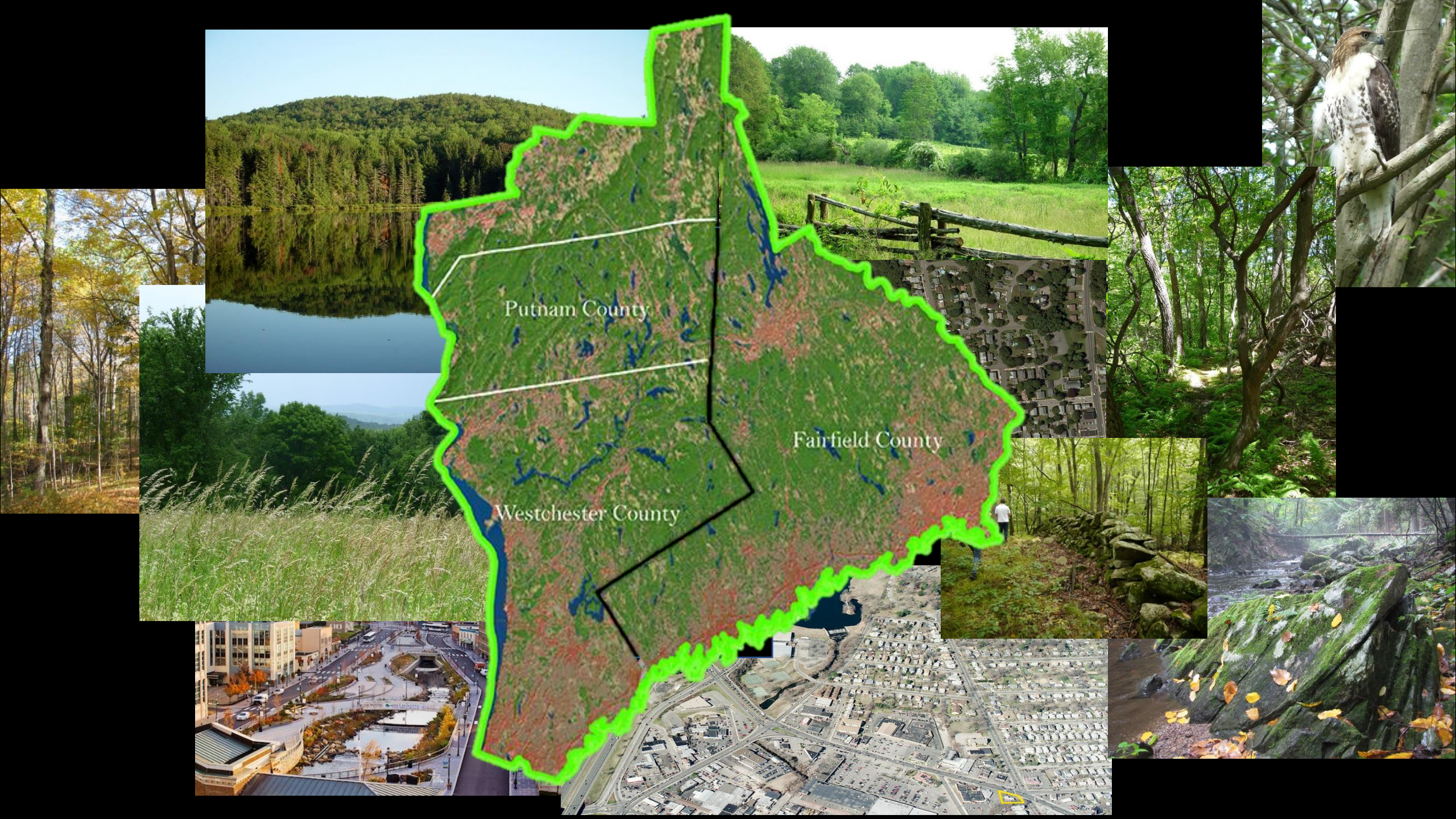
RCP Network Gathering. UMASS Amherst

November 15, 2018

Mary Ellen Lemay

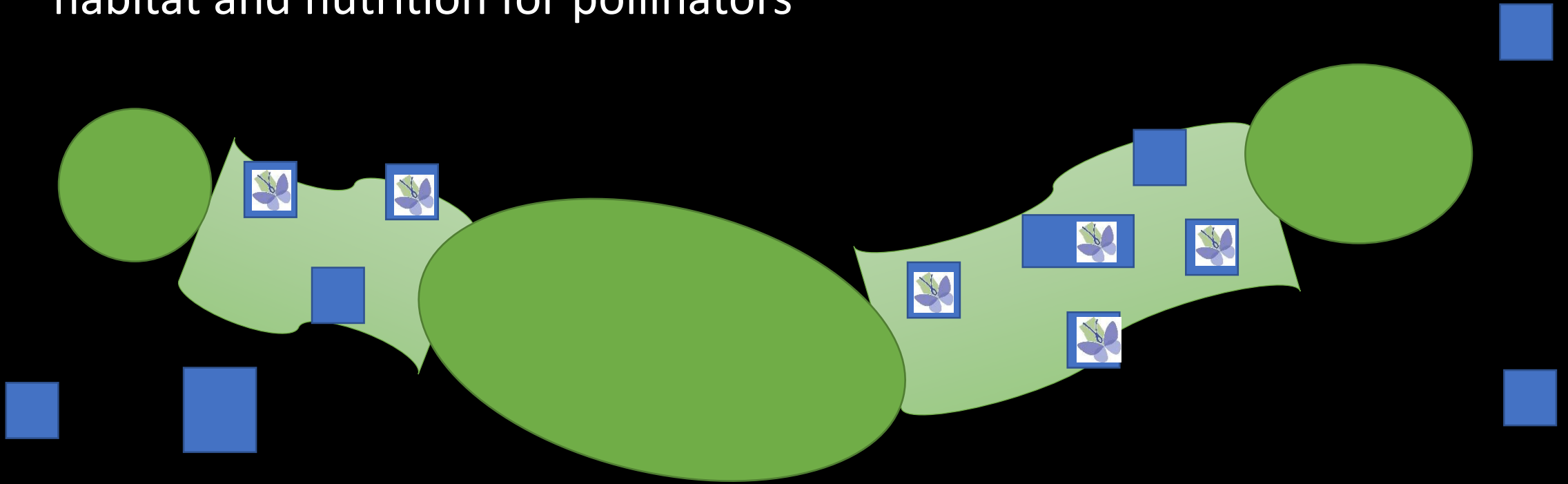
H2H Facilitator





What is a Pollinator Pathway?

Corridors of public and private properties that provide native plant habitat and nutrition for pollinators



Municipalities and property owners create healthy yards and public spaces for pollinators, pets & families

A Scalable Model

Demonstration Sites



Land Trusts, Nature
Centers, Municipalities,
Homeowners

Pollinator Gardens



Land Trusts, Schools,
Municipalities



Homeowners,
Municipalities, Libraries,
Schools, Businesses

Container Gardens



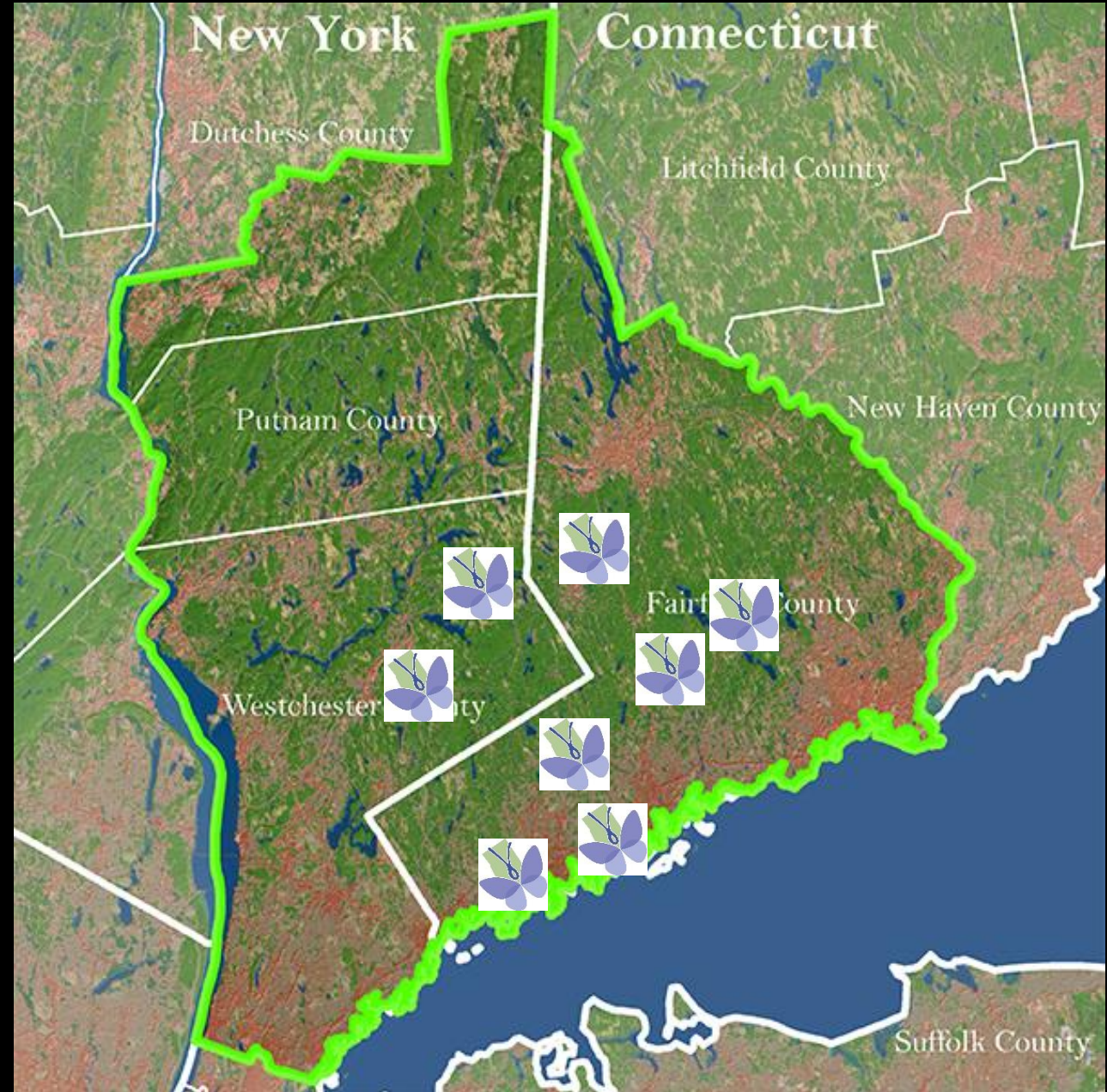
Homeowners, Businesses

Planning, Complexity, Cost

Pathway Progression



H2H Conservation Initiative 2016
Attended Educational Events 130+
Followed up with land trust or took
stewardship action 40+
Trees Planted 81+
2017 (launch in Wilton)
16 Programs, 1048 people engaged
2018 (1st quarter only) (6 towns)
19 Programs, 940 people engaged

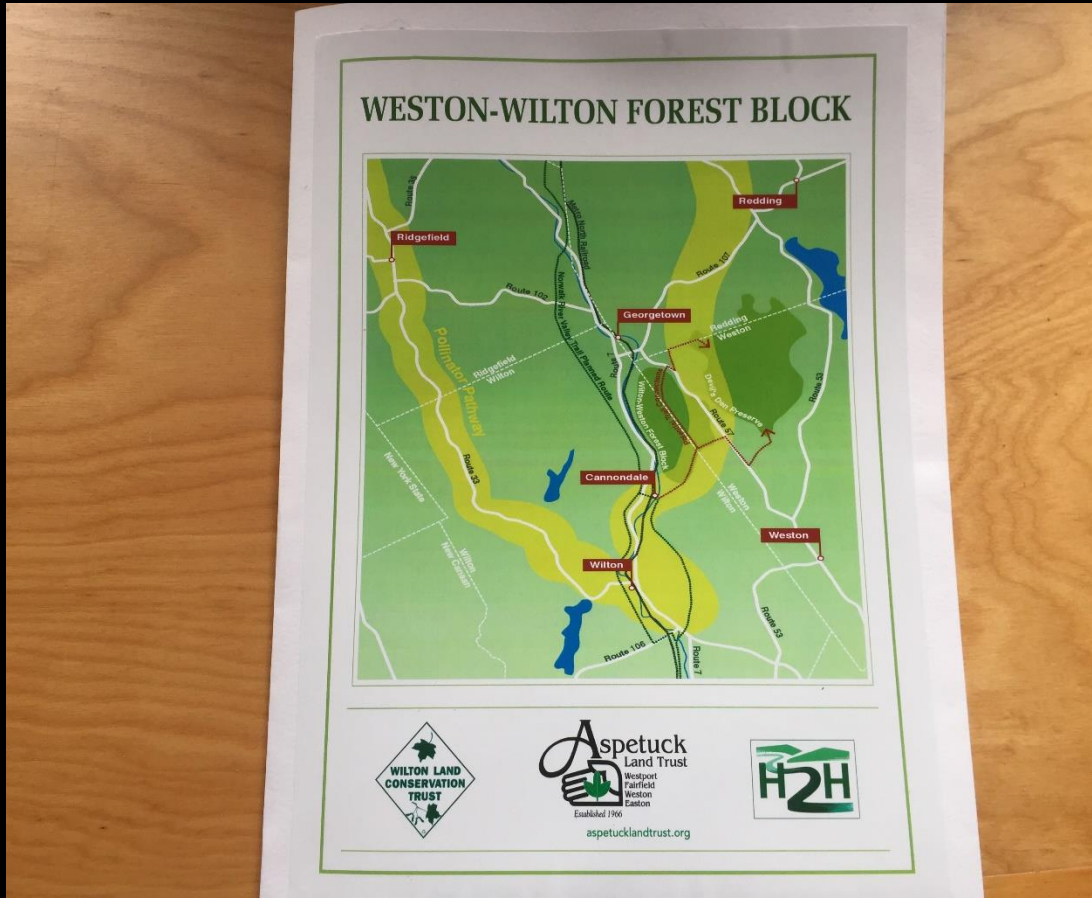


Starting a Pollinator Pathway in Your Town

1. Convene Your Team
2. Plan Your Route
3. Hold a Kickoff Event
4. Engage Community Members
5. Spread the Word with Branding
6. Stay Connected



Create Customized Pollinator Information Packets



Convene Your Team

- Land Trusts
- Nature Centers
- Conservation Commissions or Advisory Boards
- Garden Clubs
- Master Gardeners
- Watershed Associations



Wilton Land
Conservation Trust



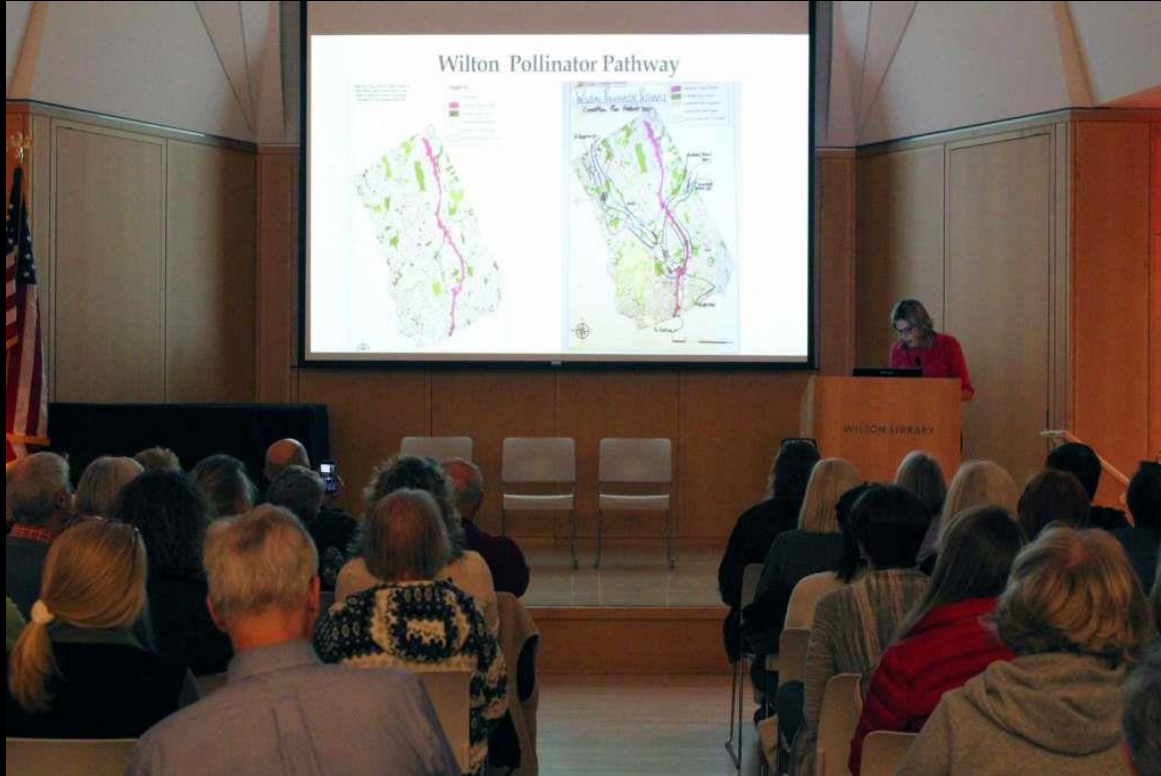
WOODCOCK



NATURE CENTER



Hold a Kickoff Event with national, state, or local speaker



Plan Your Route with RCP support



Engage Community Members



Spread the Word:

using local newspapers, social media,
town events



Wilton
Weston
Ridgefield
Norwalk
Greenwich
Pound Ridge
Darien
Yorktown



Norwalk River Watershed Association: Doorknob hangers Strong corporate support



**Help Us Build
a Pollinator
Pathway!**

Bring bees, birds and butterflies
to your corner of the Norwalk River Valley. ➡
Find out how

NRWA
Norwalk River Watershed Association, Inc.



Stay Connected with Websites



[About H2H](#) [News](#) [Resources](#) [Events](#) [Contact Us](#) [Get Updates](#)

About H2H



Who We Are



What We Do



Where We Work

h2hrpc.org

Pollinator Pathways

Establishing pollinator-friendly habitats and food sources for bees, butterflies, hummingbirds and other pollinating insects and wildlife

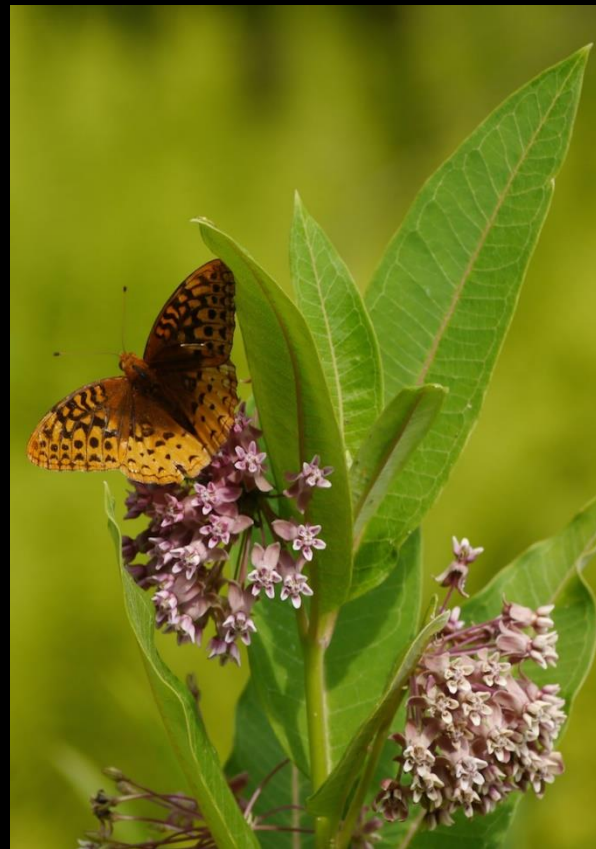
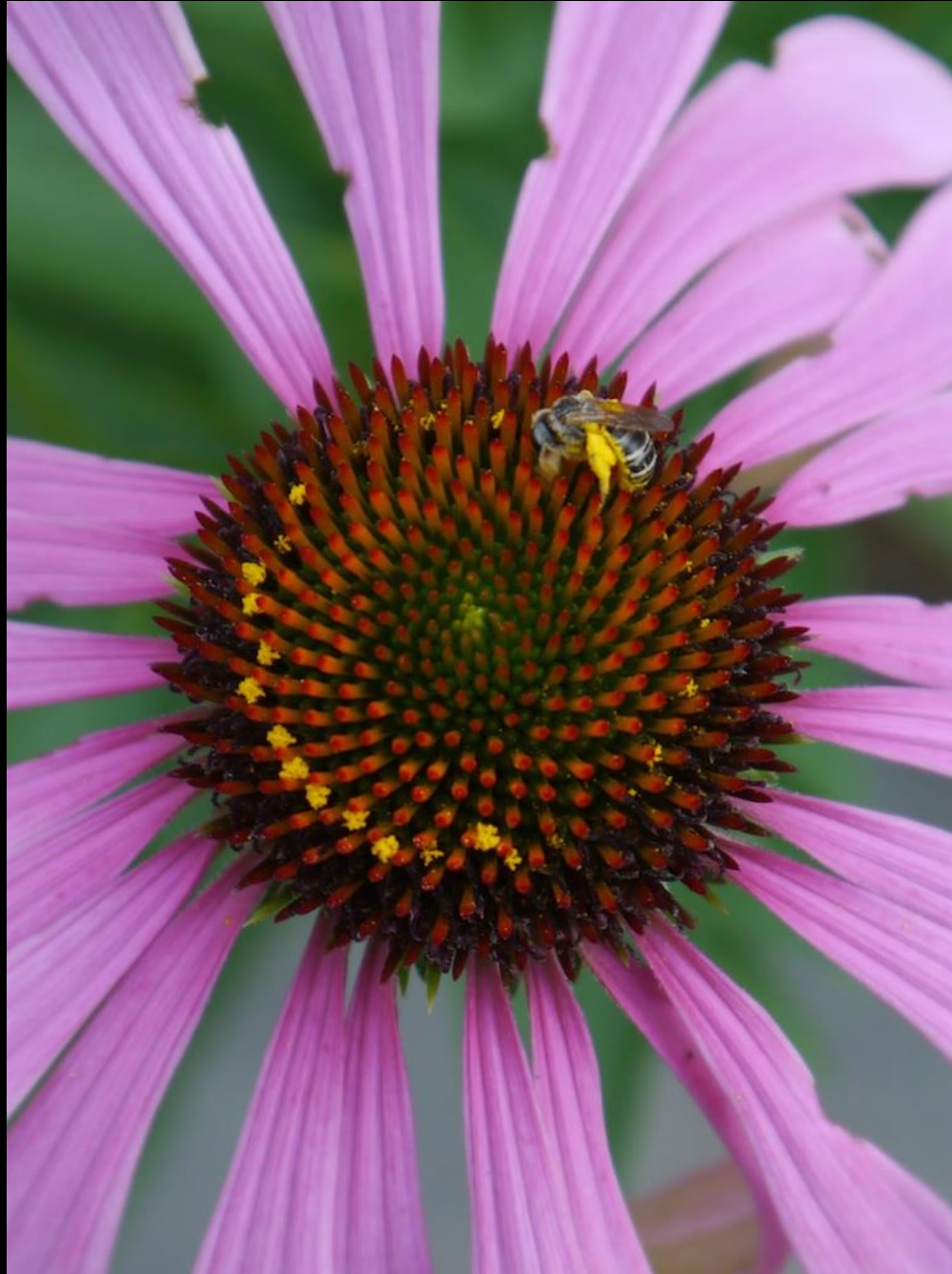
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Photos courtesy of Dana Cronin

pollinator-pathway.org



Co-creating A Communications Strategy From Process To Packaging

Alissa Young

Massachusetts Coastal Pine Barrens Partnership
Southeastern Massachusetts Pine Barrens Alliance
TerraCorps Service Member
Regional Collaboration Coordinator



Massachusetts Coastal Pine Barrens Partnership



Mission

- To bring about broad recognition of the unique qualities and intrinsic value of the Massachusetts Coastal Pine Barrens
- To ensure the protection of its most endearing cultural and environmental attributes and its amazing diversity of plants and animals
- To continually celebrate the Pine Barrens' important contributions to our quality of life, to the landscape's resiliency, and to the Barrens' enduring appeal to residents and visitors alike.

Our Steering Committee



Heather McElroy, Natural Resource Specialist, Cape Cod Commission

Paul Gregory, Management Forester, Massachusetts Department of Conservation & Recreation (DCR)

Tim Simmons, Restoration Ecologist

Mary Griffin, Regional Director Southeast, Cape and Island, Massachusetts Audubon Society

Eric Walberg, Senior Program Leader, Climate Services, Manomet



James Rassman, DCR Stewardship Coordinator Waquoit Bay National Estuarine Research Reserve

Tonna-Marie Rogers, Coastal Training Program Coordinator, Waquoit Bay National Estuarine Research Reserve

Lee Pulis, Herring Pond Watershed Association

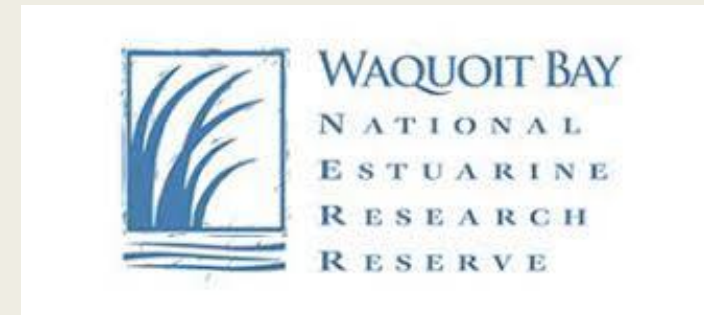


Bill Labich, Senior Conservationist Highstead; Consultant, Pine Barrens Partnership

Sharl Heller, Coordinator, SEMPBA

Frank Mand, Coordinator, SEMPBA

Evelyn Strawn, Coordinator, SEMPBA



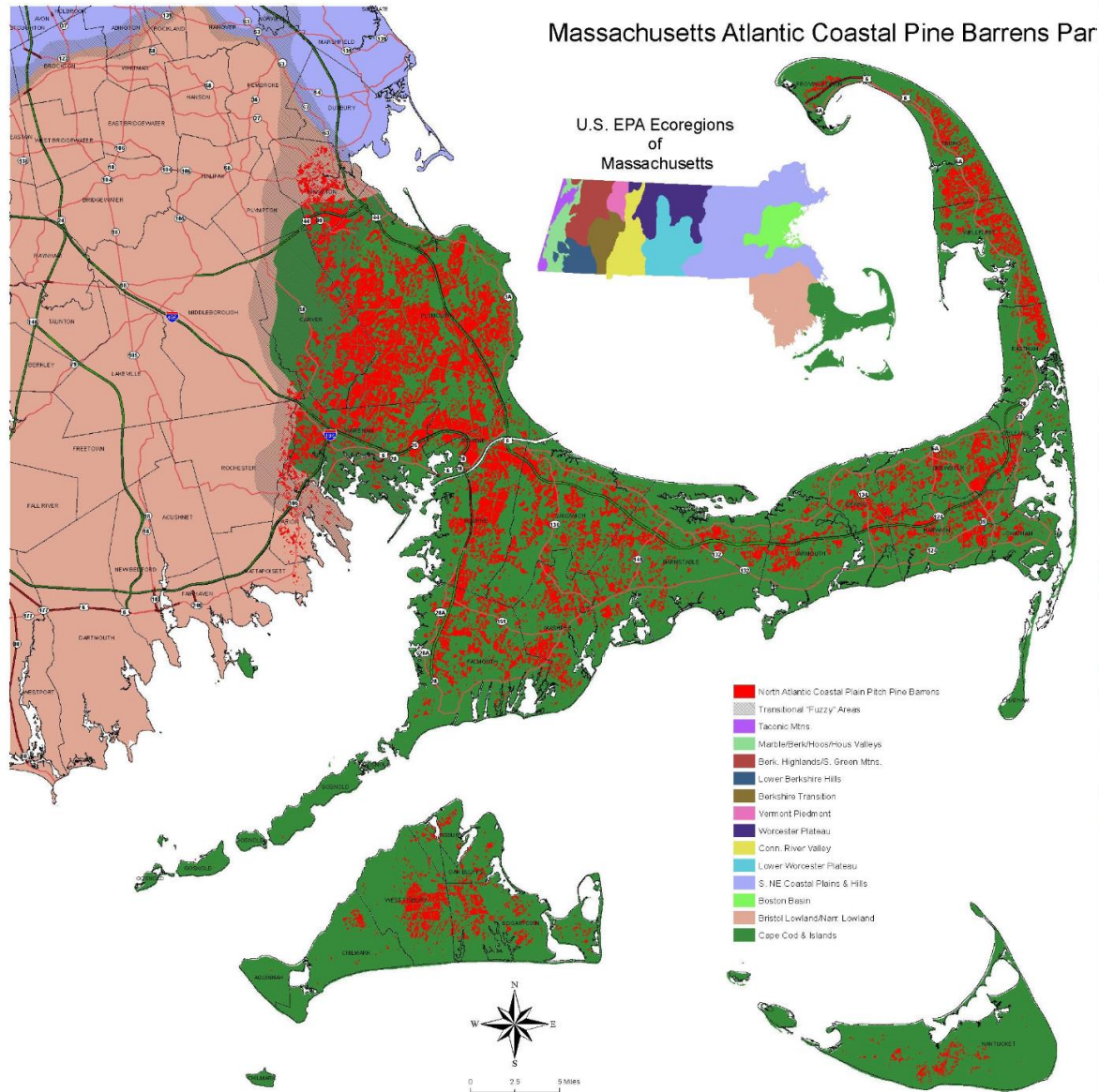
Modern Marketing Misconceptions

Social media is an effective tool for non-profits

- Ubiquitous
- Expensive
- Time Consuming



Pine Barrens Partnership Survey





Picture Post



Sponsoring Organization:
University of New Hampshire

State:
Maine, New Hampshire, Vermont, Massachusetts,
Rhode Island, Connecticut, New York

Commitment:
Ongoing, Seasonal

[Program Website](#)

Picture Post is a part of the Digital Earth Watch (DEW) network. DEW supports environmental monitoring by citizens, students and community organizations through digital photography and satellite imagery.

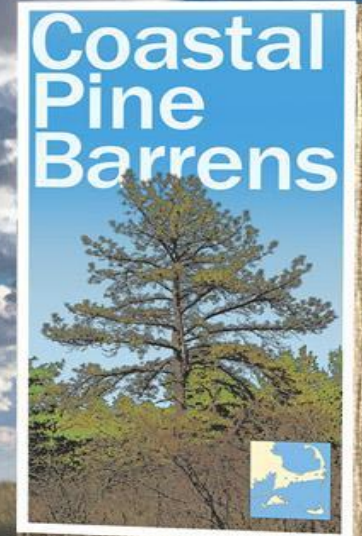
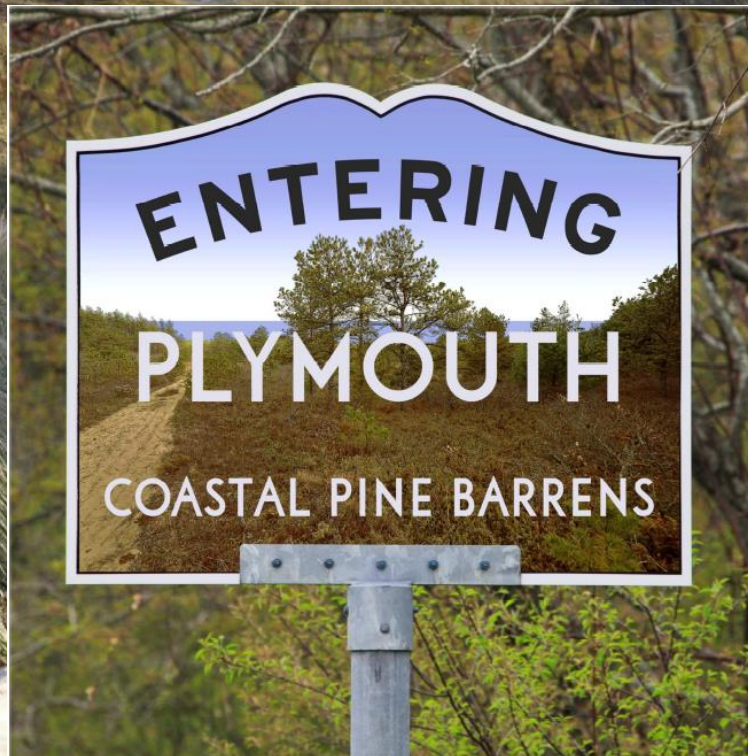
You can...

- contribute photographs to any Picture Post
- add your own Picture Post
- measure environmental change in your neighborhood, and
- contribute to science networks.

Topics:

Citizen Science & Research, Land Management

Pine Barrens Signage



WICKED LOCAL PLYMOUTH

Cubs got hot at right time to win Plymouth Little...

PACTV community channel: Oct. 27-Nov. 3

CTI COMMUNITY TELE

Plymouth sports update for Monday, Oct. 29

STATE HOUSE ROUNDUP -- Against all odds

Sellers, growers not alone in marijuana business

Black Feather Horse Rescue to the rescue

Re-Elect MATT MURATORE NOVEMBER 6th

STATE REPRESENTATIVE FIRST PLYMOUTH DISTRICT Your Voice on Beacon Hill

Are Plymouth's bats threatened by disease?

2018 Hyundai Santa Fe SE 4x4 \$296 /mo. 36 mos

2018 Hyundai Sonata SEL \$232 /mo. 36 mos

Hyundai Of Plymouth 356 Court St. Plymouth 508-503-1293



MOST POPULAR

Taste of the Town

Taste over 100 wines & sample from over 20 local restaurants.

Information

SOUTHEASTERN MASSACHUSETTS PINE BARRENS ASSOCIATION: Environmentalist celebrates elimination of plantations

WICKED LOCAL PLYMOUTH

Black Feather Horse Rescue to the rescue

Search Birth Records

Manomet woman charged with third OUI after weekend...

Police investigating break-ins in South Plymouth

H.S. FOOTBALL: Player of the week

slack Reduce your email by 48.6% Get Started

Fourth annual Pine Fest happening in Plymouth

WICKED LOCAL PLYMOUTH

Black Feather Horse Rescue to the rescue

Search Birth Records

Manomet woman charged with third OUI after weekend...

Police investigating break-ins in South Plymouth

H.S. FOOTBALL: Player of the week

PHOTO: Scott Power

Bridgewater CREDIT UNION

AUTO LOAN SPECIAL Rates As Low As 2.44% APR* UP TO 60 MONTHS PLUS 90 Days No Payments** PLYMOUTH : 800.897.0343

Plymouth environmental coalition asks for 1,500 acres assessment

SOUTHEASTERN MASSACHUSETTS PINE BARRENS ALLIANCE: Mass Maritime students help create new green tool

The 365-day effort to protect Plymouth's environment

Consular Corps tours Plymouth

ROUNDUP -- Against all odds

eliminate Plymouth North from football...

Plymouth South football team

Republican Party headquarters...

Re-Elect MATT MURATORE NOVEMBER 6th

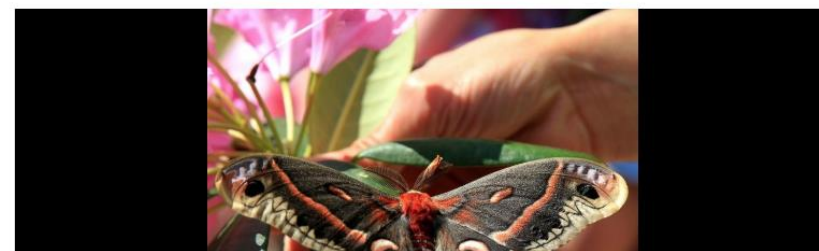
STATE REPRESENTATIVE FIRST PLYMOUTH DISTRICT Your Voice on Beacon Hill

Plymouth students witness dramatic life cycle of cecropia moth

2018 Hyundai Santa Fe AWD Sport \$290 /mo. 36 mos

2018 Hyundai Tucson SE AWD \$183 /mo. 36 mos

Hyundai Of Plymouth 356 Court St. Plymouth



Closing Thoughts

- Mix human values with science
- Inexpensive, resource-efficient communications methodologies must be part of the mission not just a strategy of nonprofits
- Value of conservation must be seen and communicated in language that reflects the broadest possible audience, using common, non-scientific language

Thank You!



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