

# Regional, Coordinated Messaging Campaign For Forest Conservation and Management

New England Forest Policy Group & RCP Network



Adapted from Marketing for Change planning resources

# | WORKSHOP GOALS - AGENDA

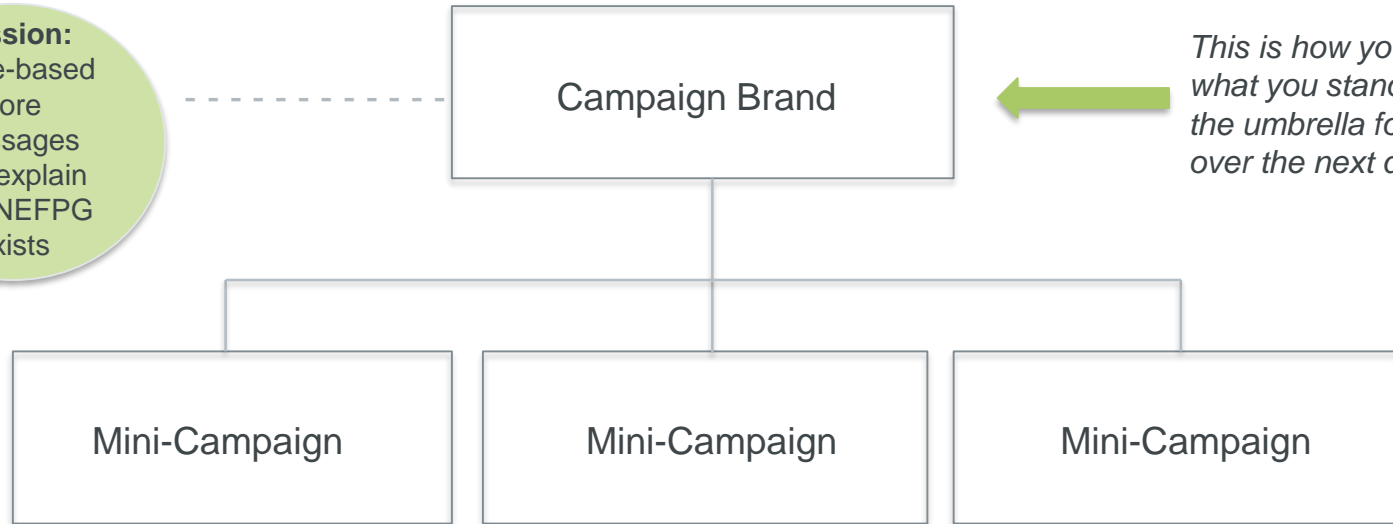
## **RCP Network Gathering Attendees Help to Co-develop this campaign:**

- ✓ Understand what we mean by a shared messaging campaign
- ✓ Provide feedback on attributes of examples of overarching brand campaigns
- ✓ Identify audiences, desired actions, and stakeholders for mini-campaigns
- ✓ Consider getting involved with our shared messaging campaign



# | BUILDING OUR CAMPAIGN

**Mission:**  
Value-based  
core  
messages  
that explain  
why NEFPG  
exists

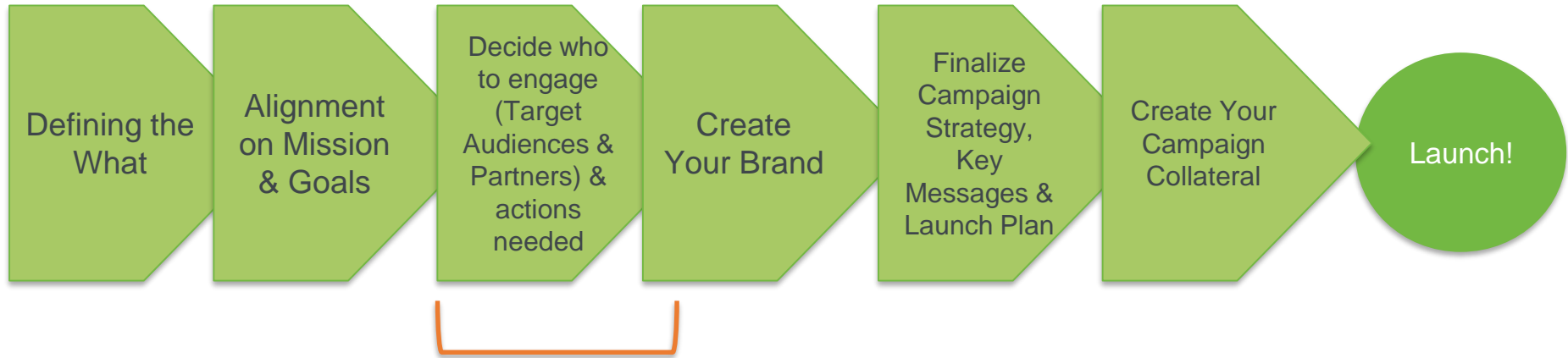


*This is how you express what you stand for & will be the umbrella for your work over the next decade +*

*Your mini-campaigns can be very targeted efforts to reach specific audiences on a variety of specific needs across the region.*



# | CORE CAMPAIGN ELEMENTS



Today's workshop is focused here



# Collective Impact via Regional Coordinated Communication Network

- 20+ conservation organization that together >500,000 members
- RCP Network with 42 RCPs and over 450 organizations and agencies
- Engage people at the state and municipal-level and landowners and residents
- Improve campaign messages over time with feedback





**Exercise #1: Exploring What  
Resonates in a Brand Name**

# NEW ENGLAND STARTS HERE

1. What does this name remind you of?
2. Which of the following descriptions do you associate with this name?
3. How does this name make you feel: Joy, trust, surprise, hope, worry, sadness, pride, anticipation?
4. Thinking about what you as an RCP might benefit from this type of shared campaign, how well does this brand name fit? Very good fit, good fit, poor fit, very poor fit? Why?



# OUR FORESTS, OUR LEGACY

1. What does this name remind you of?
2. Which of the following descriptions do you associate with this name?
3. How does this name make you feel: Joy, trust, surprise, hope, worry, sadness, pride, anticipation?
4. Thinking about what you as an RCP might benefit from this type of shared campaign, how well does this brand name fit? Very good fit, good fit, poor fit, very poor fit? Why?





# FORESTS FOR US

1. What does this name remind you of?
2. Which of the following descriptions do you associate with this name?
3. How does this name make you feel: Joy, trust, surprise, hope, worry, sadness, pride, anticipation?
4. Thinking about what you as an RCP might benefit from this type of shared campaign, how well does this brand name fit? Very good fit, good fit, poor fit, very poor fit? Why?



# STAND TALL NEW ENGLAND

1. What does this name remind you of?
2. Which of the following descriptions do you associate with this name?
3. How does this name make you feel: Joy, trust, surprise, hope, worry, sadness, pride, anticipation?
4. Thinking about what you as an RCP might benefit from this type of shared campaign, how well does this brand name fit? Very good fit, good fit, poor fit, very poor fit? Why?



# NEW ENGLAND FOREVER

1. What does this name remind you of?
2. Which of the following descriptions do you associate with this name?
3. How does this name make you feel: Joy, trust, surprise, hope, worry, sadness, pride, anticipation?
4. Thinking about what you as an RCP might benefit from this type of shared campaign, how well does this brand name fit? Very good fit, good fit, poor fit, very poor fit? Why?



# Mini-Campaign Themes Previously Explored

1. Drinking Water Supply Protection
2. Recreation
3. Build-it-with-wood
4. Wildlife – Get to Know Your Neighbors





**Exercise #2: Mini-Campaigns:  
Audience, Action, Stakeholders**

# Mini-Campaigns: Audience, Action, Stakeholders

1. What is the goal of the mini-campaign?
2. Why is this mini-campaign important now?
3. Who cares about this now? (who are the stakeholders)
4. Who are we targeting? Why?
5. What do we want the audience to do?
6. Why will this interest the audience?
7. Who is the influential messenger?
8. What communication tools would be most effective?



# Be Part of the Action

1. Fill-out the Survey
2. Hand it in
3. We'll contact you within the next two weeks
4. You can participate at whatever level you'd like

