

Communications

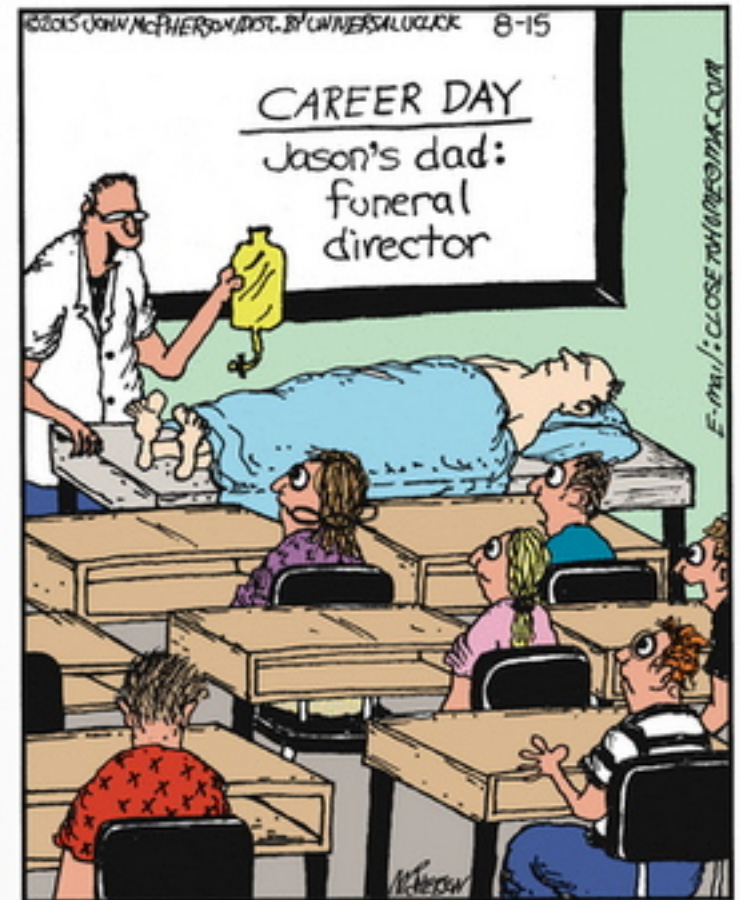
Oliver Bass, Vice President of
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Natural Lands

How to share the Keystone story

1. Identifying your audience
2. Making the case
3. Striking the right tone
4. Using the tools

Identifying Your Audience

- Who are you trying to reach?
- What are they interested in?
- What do you want them to do with the information?



"Next you take your embalming fluid..."

Making the Case

Local Impact and Success Stories

- Statistics are great but **people care about stories** to which they can relate.
- **Keep it local.** Share how Keystone is benefitting your local community.
- Use <https://keystonefund.org/success-story/> to find success stories in your area.

Making the Case

Local Impact and Success Stories



Making the Case

- Environmental Benefits
- Economic Benefits
- Health Benefits
- Ongoing Need
- Popular and Far Reaching

Striking the Right Tone

- Be respectful
- Be accurate
- Keep it simple (watch the lingo)
- Share your passion
- Say thank you



Using the Tools

- Letters and emails to elected officials
- Press Releases
- Letters to the Editor
- Email alerts
- Social Media

Using the Tools

Letters and emails to elected officials

- Use proper title and salutation
- Be succinct and clear about the action you want her/him to take, if any
- Explain why Keystone is important in her/his district
- Send emails if you know the person well
 - Follow same guidelines as for letters

Using the Tools

Press Releases

- Write it like you'd like the story to appear (many papers will print it as is)
- If celebrating a project, be sure to include thanks to elected and agency officials and quotes from them
- Be clear who it came from and when it's OK to print
- Follow up

Using the Tools



MEDIA ALERT

February 4, 2014

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Conquering a Steep Conservation Challenge in Berks County 234-Acre Gibraltar Hill Protected Forever

Media, Pa. – Driving north on Interstate 176 in Robeson Township, Berks County, Gibraltar Hill rests on the horizon like a sleeping giant. Just a short time ago, the fate of this local landmark was grim; an approved subdivision plan would have cleared the dense woodlands and forever altered the skyline. Now, thanks to Natural Lands Trust, Gibraltar Hill is protected forever and will become part of Pennsylvania's State Forest system.

The 234-acre hill is situated within the Schuylkill Highlands, a region at the nexus of two landscapes that have been prioritized for protection: the Highlands and the Schuylkill River Watershed. Allegheny Creek—designated a "High Quality" stream by the PA Department of Environmental Protection—winds around the foot of this densely wooded mountain as it makes its way to the Schuylkill River.

"Every land protection success is a cause for celebration, but this one is particularly special," said Molly Morrison, Natural Lands Trust's president. "Gibraltar Hill will stand proudly as a physical reminder—quite literally—of how important open space is to us all. We are grateful to the many funding partners who helped make this achievement possible."

Natural Lands Trust purchased the property last week and will transfer it to the Department of Conservation and Natural Resources Bureau of Forestry, whose mission includes the long-term protection of the Commonwealth's forests.

"This will be the first forested property in Berks County managed by our William Penn Forest District to demonstrate best practices to local residents looking to wisely manage and conserve their woods," PA Department of Conservation and Natural Resources (DCNR) Acting Secretary Cindy Adams Dunn said. "This is a great example of a non-profit organization and state and federal governments working together to conserve a piece of land in an increasingly developed area." Grant funds from DCNR's Community Conservation Partnership Program helped support the purchase of the property.

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Using the Tools

Letters to the Editor

To the Editor:

Next Tuesday, May 17, Pennsylvania voters will decide the fate of one of the most essential tools in local open space conservation efforts, the state's Growing Greener environmental funding program. The "Growing Greener Bond Question" that will appear on the primary ballot would, if approved, authorize a \$625 million investment in open space preservation and environmental clean-up across the state.

For residents of southeastern Pennsylvania, this ballot question is especially important. Over the past fifteen years, counties and municipalities in this region have set aside an impressive \$467 million for open space protection, agricultural preservation and downtown revitalization.

The success of these popular programs is greatly enhanced when the state's Growing Greener money is added to local efforts. By bringing state funds into our region, Growing Greener enables each local dollar to save more than a dollar's worth of land. Without it, local investments accomplish much less.

The critical elements for conservation success in this region are falling into place. Here in the southeastern part of the state, we have a focused, coordinated effort to save the best natural areas and agricultural lands and to direct development where it is most appropriate. And, thanks to overwhelming public and political support, we have more resources to invest in preserving open space than ever before.

It has taken more than a decade to reach this point. The moment of opportunity is here, right now. The choice before us is clear – vote yes on May 17 to keep conservation in our region moving forward. With your help, we can ensure that our region's remarkable natural resources are more than just a memory for future generations.

Molly Morrison
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Using the Tools

Email Alerts

- Be succinct and clear about action needed
- Create urgency, but don't overhype
- Be clear who sent it
- Make it easy to act

Questions?

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