

Considering a Conservation Ed Communication Plan

Questions to answer before getting started:

1. Would this be a regional campaign or a framework for municipalities/counties to adopt and use?
 - a. Preference for regional campaign, with three different communication plans targeting specific audiences. Regional would certainly be more difficult, but are able to use stakeholders of the project as your liaisons to gather community buy-in (city council, village board, county board, etc.).
 - b. Audiences: Agriculture, Residential, Commercial
2. The specific objectives for the campaign would need to be vetted through the Stakeholder Committee, including prioritization, and should be based on the conclusions from Phase I.
3. The campaigns should be a little different per audience to avoid “diluting” the brand and confusing the audience. If the mission or goals are not clear or there are too many, people tend to brush it off.
4. Is the goal awareness or behavioral change?
5. Are there existing resources in the region? If so, how can we bring the effort together without reinventing the wheel?
 - a. Galena, Rockford, Sterling, Rock Falls, Rock Island, and Moline all have some sort of conservation-related information on their website.

Communication Plan Template:

1. Create a Logic Model (example)

Inputs	Outputs		Outcomes/Impact		
	Activities	Participation	Short	Medium	Long
What we invest: -Staff -Volunteers -Time	What we do: - Brochures - Workshops - Bill stuffers	Who we reach: - Farmers - Residents - Businesses	Short term results:	Medium term results:	Ultimate impacts:
Assumptions:			External Factors:		

2. Establish Goals
3. Engage Stakeholders
4. Identify Target Audiences
5. Audience Research
6. Establish Specific Objectives and Measurable Outcomes
7. Implementation
8. Monitoring and Reporting