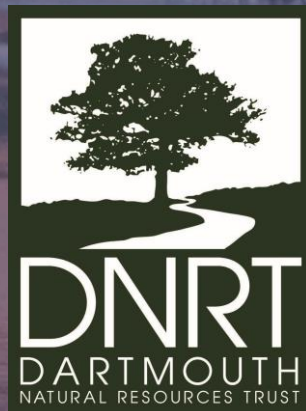


MAKING YOUR MESSAGE RELEVANT TO PEOPLE BEYOND YOUR REGULAR MEMBERSHIP/CHOIR



Kendra Parker, Dartmouth Natural Resources
Trust

Susan Dahling-Sullivan, Barnstable Land Trust



Reaching New Audiences



- Who is your current audience?
- Who do you want to reach?
- Why do you want to reach a certain group?
- Where do you find these individuals?



Understand Your Messaging Can Change!



When talking to college-aged and post-grad, climate change might be their biggest concern



Others might enjoy health benefits of being in nature or exercising outdoors



Some may like the spiritual experience of spending time in nature



Plenty of people enjoy trails for dogwalking



Older adults appreciate preserving the land they've come to know and love over the years

Trail Race



- Can expect 200+ individuals to come and run or walk
- Many participants are not members
- Offer a combination event sign up + become a member
- Discounted registration fee if you are a DNRT member



Kids Events



- We love events that get the whole family involved!
- Family walks and events – parents always included
- Self guided walks
 - Missing Mittens
 - Gingerbread Hike





Hikes for Tykes

- Designed for ages 2-5
- Great way to introduce young children to nature
- Each session features different topic
- Can sign up for one session, one season (5) or both seasons (10)
- \$10 per family



Haunted Hike



- One of our most popular events
- We can typically expect 100 people at this event
- Most people that sign up for this event are not members
- \$10 per family



Yoga & Mimosas



- Held outside at our Helfand Farm office
- Brought a group of people completely new to DNRT
- Most were in 20s and 30s
- Also raised money for us, always a plus!





USE WHAT
YOU HAVE!



Who do you want to reach through social media?



Facebook

- Number of monthly active users: 2.963 billion
- Largest age group: 25-34 (29.9%)
- Gender: 44% female, 56% male
- Time spent per day: 30 minutes

Instagram

- Number of monthly active users: 2 billion
- Largest age group: 18-24 (30.8%)
- Gender: 48.2% female, 51.8% male
- Time spent per day: 30 minutes

X (Twitter)

- Number of daily active users: 237.8 million
- Largest age group: 18-29 (42%)
- Gender: 34.1% female, 61.29% male
- Time spent per day: 34.8 minutes

TikTok

- Number of monthly active users: 834.3 million
- Largest age group: 18-24 (21%)
- Gender: 54% female, 46% male
- Time spent per day: 46 minutes



What should I share?

Facebook

- General environmental news and stories
- Events you are hosting
- Photos of your reserves
- Volunteer photos and happenings
- Other news

Instagram

- Events you are hosting
- Photos of your reserves
- Volunteer photos and happenings



Press



**GET TO KNOW YOUR LOCAL
PRESS!**



INVITE TO EVENTS



**SEND PRESS RELEASES EITHER
BEFORE OR AFTER EVENTS**



E-News

- Monthly News
- Important Updates
- Special Members Only News
- Make it easy to sign-up!
- Chose a reliable platform
- Link articles back to your website and keep your site clean and up-to-date!



BARNSTABLE



LAND TRUST

*Making your Message Relevant to People Beyond Your Regular
Membership/Choir*

Southeastern Massachusetts Land Trust Convocation
Saturday, February 3, 2024



Landing Your Outreach Strategy

Southeastern Massachusetts Land Trust Convocation
Saturday, February 3, 2024

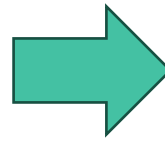
OR



Building Buzz and Growing Community

Southeastern Massachusetts Land Trust Convocation
Saturday, February 3, 2024

2021: BLT Strategic Plan Communications & Programming Opportunities



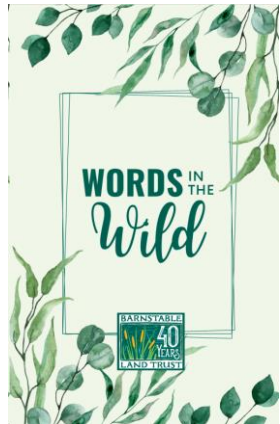
2023: 40th Anniversary Celebration



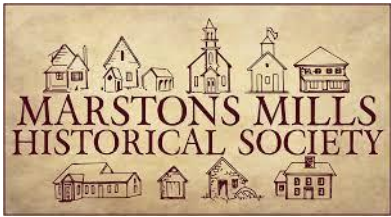
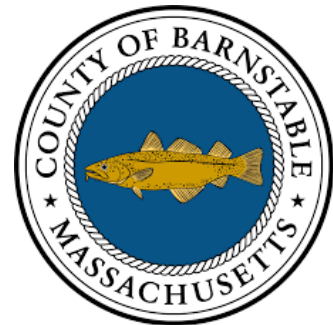
Reimagining Programs

CRITERIA

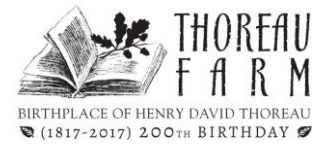
- Audience Appeal
- Location
- Logistics
- Connection to Community
- Fee vs. Free



Community Partners help us connect to MORE people in NEW ways ...



HISTORICAL SOCIETY OF SANTUIT & COTUIT

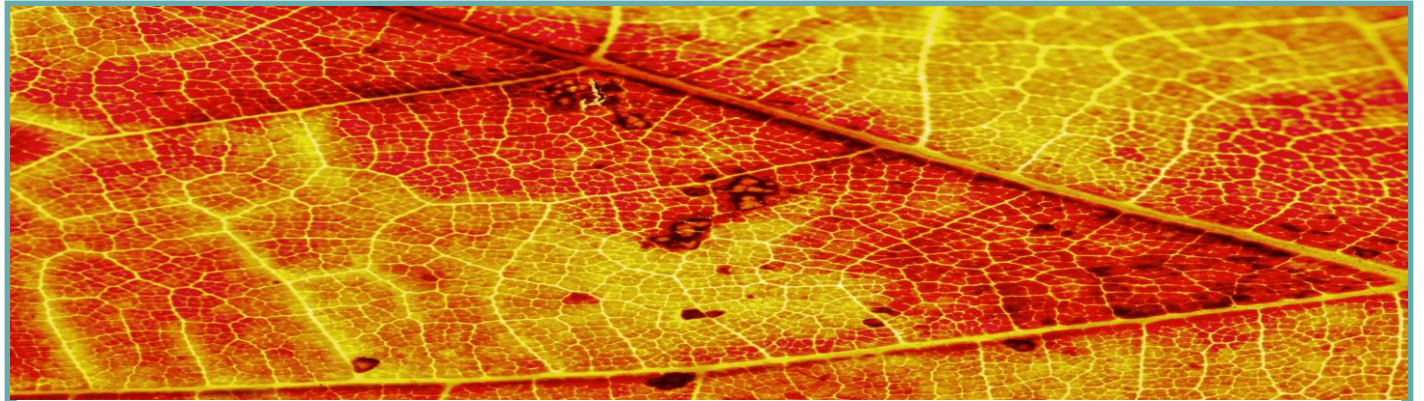


Barnstable Land Trust | 1540 Main St, West Barnstable, MA 02688 | www.bltr.org

Packaging, Presentation, and Promotion



make a
difference

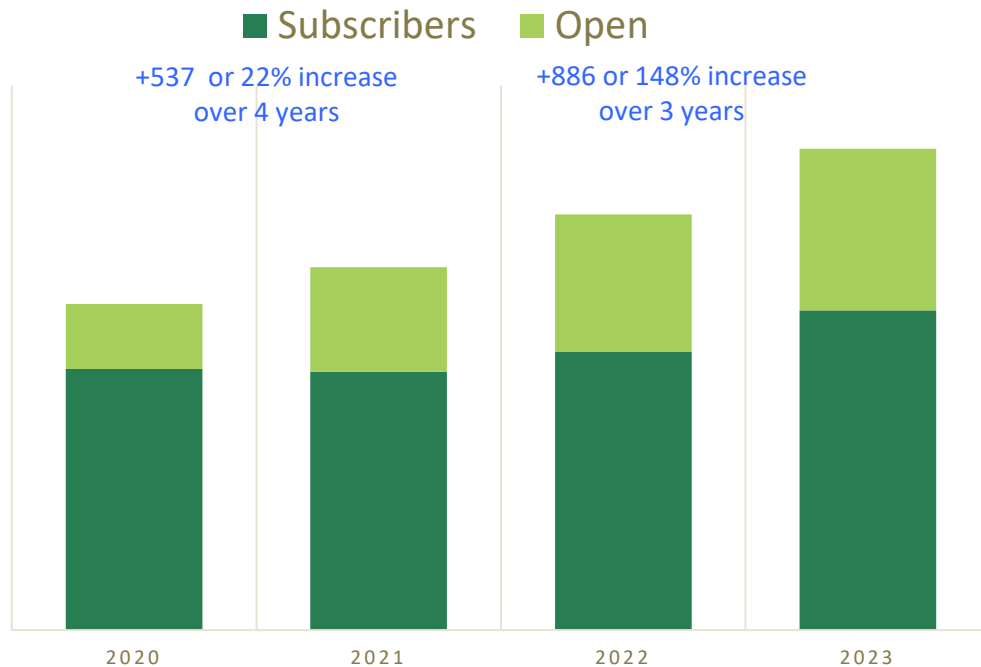


- Website
- Social Media
- Print/Direct Mail
- Special Events
- Signage
- Program themes, series, titles
- E-blasts: content and schedule
- Blogs
- Press
- Fundraising Campaigns
- Sponsorships
- Partnerships
- Speaking Engagements
- Government Outreach
- Internal Communications:
Board, staff, volunteers
- Visuals: Photography,
videos/YouTube, graphics

YouTube Short Example:
click [here](#)

By The Numbers: Big Increases in Impact and Engagement

BLT E-NEWSLETTERS 2020-2023



	Change #/%
E-news per year <i>(since 2017)</i>	+35/+270%
Programs <i>(since 2017)</i>	+54/+245%
Direct Engagement <i>(since 2017)</i>	+1,457/+445%
Website Visits <i>(since 2021)</i>	+20,468/+85%
Social Media Followers (FB/IG) <i>(since 2021)</i>	+1,307/+38%

BLT is valued as important to the Community

PRESS/PUBLICITY

ON AIR

- 2023 was an im-press-ive year with 100+ different spotlights
- Examples: WCAI, Cape Cod Times, Cape Cod Chamber plus Boston Globe, Boston.com, MassLand, Mass NonProfit News, Yahoo.com, etc.
- Coverage included: Land and trails, Housing/Environment, Programs, Leadership (board, staff, volunteers, conservation sector), and 40th celebration

RECOGNITION



- Town of Barnstable 40th Proclamation
- Young Professional Awards: 40 under 40 (Cape Cod), Massachusetts NonProfit Network statewide finalist
- Panelists and Conference Presentations: Massland, Convocation, Philanthropy

FINANCIAL SUPPORT



- New Grant Sources/Awards: Mass Cultural Council, Arts Foundation, Mass Service Alliance, Barnstable Tourism
- Program Sponsors: Rockland Trust, Cape Cod 5, Cape Cod Healthcare, CCB Media, Cape Cod Package
- Individuals: Engaged new, lapsed, and current member/donors

2023: BLT is building “buzz”



“Thank you for the impetus for getting to know and appreciate the natural beauty of my town and for encouraging healthy lifestyle habits.” (*Hike Barnstable*)

“We have been slammed with visitors this season and your Trail Maps have been a BIG hit with the tourists, so your trails must be getting some good exposure!” (*Trail Maps*)

“I am so fortunate to be a part of your mission to keep this beautiful place beautiful ... and (leading a) workshop with all of us writing together about the natural world that sustains and inspires, nurtures and nourishes.” (*Wild with Words Workshop*)

“Look forward to working with you and the Trust in the future - a great organization with great staff and a great mission.” (*Land Donor*)

I'm really enjoying your newsletter. Should have signed up years ago. (*Thoreau Readathon*)



Thank You!

Sue Dahling Sullivan
Director of Communications and Programs,
Barnstable Land Trust
sue@blt.org



Thank You!

Kendra Parker
Development & Outreach Specialist, Dartmouth
Natural Resources Trust
kendra@dnrt.org

