



Communications Plan 2018

EXECUTIVE SUMMARY

The Communications Plan is a living document, one that can be revisited to analyze and measure progress towards our stated goals. Starting with our strategic plan, (page 4) with its stated goals of increasing recognition and investment at all levels and to build organization excellence and capacity, we have devised 3 key strategies to help us reach our goals. A key component of strategic success is brand building through communication to our audiences.

We have examined our audiences, (pages 7 to 11), and the different needs of each to best determine the campaigns and tactics (pages 12 to 16) for reaching them with our education and outreach efforts. A calendar for campaign activity is included on page 17.

A number of our tactics are ongoing efforts, and are part of the overall brand messaging. We are also undertaking other campaigns, as the need(s) arise; for example, education around the invasive shot hole borers and once again, drought awareness, as more California counties need to conserve water stocks, and use water wisely.

The 50th anniversary year for the organization also presents a number of opportunities for building brand awareness, and we are looking to maximize our brand exposure at upcoming tree planting events in the spring.



WHO WE ARE

We are a non-profit organization dedicated to supporting urban and community forestry to improve quality of life in California communities. We achieve this through education and outreach and tree planting programs addressing public, economic, and environmental health.

OUR VISION

We envision thriving and prosperous California communities transformed by healthy trees and green spaces.

OUR MISSION

Advancing investment in urban and community trees, parks and green spaces through education and outreach, community-based activities and collaborative action.



STRATEGY
Inspire & engage a
diverse network with
robust programs

STRATEGY:
Ensure financial
& programmatic
sustainability

STRATEGY:
Recruit a fundraising
board of directors

STRATEGIC PLAN

STRATEGY #1

Inspire & engage a diverse network with robust programs

ACTIONS

1. Prioritize integration of IFGU education & tree planting program
2. Strengthen existing programs
3. Collaborate with & support Regional Councils' local work
4. Identify & build relationships for successful community-based outreach efforts
5. Maintain & grow networks
6. Implement outreach to elected officials & decision makers

STRATEGY #2

Ensure financial & programmatic sustainability

ACTIONS

1. Identify potential new board members to recruit & bring to meetings
2. Increase donorship & fundraising

STRATEGY #3

Recruit a fundraising board of directors

ACTIONS

1. Establish fundraising targets to maintain fund & build capacity
2. Raise funds for increase outreach & public policy; staff retention, program continuity, developing leadership capacity & covering fundraising costs
3. Oversee resources, approve budgets, monitor finances
4. Review, approve & revise the Strategic Plan
5. Maintain legal & fiduciary responsibilities
6. Monitor organization performance
7. Promote, support, & advocate for urban greening in California

COMMUNICATIONS GOALS



#1

EDUCATE

Increase the general awareness of the importance of and benefits that are derived from a healthy urban forest with Californians in order to increase the support and success of urban forestry efforts across the state.

#2

ADVOCATE

Help decision makers, elected officials and those working with cities and the state to foster support of urban forestry in their local communities.

#3

DEVELOP

Become the leader in developing education and outreach products that can be used by various organizations to support their urban forestry efforts and programs.



AUDIENCES

CaUFC has a broad audience from urban forestry professionals to those in the general community. In order for our main messages to be received and understood, we need to identify the needs of the audience, our existing relationship with the group and what we desire from them and then determine the best ways to reach them. There may be some overlap between groups.

GROUP	NEEDS	RELATIONSHIP	DESIRED ACTIONS
URBAN FORESTRY PROFESSIONALS: <ul style="list-style-type: none"> • arborists • professional arborist organizations • for-profit arborist companies 	INSPIRATION & INFORMATION <ul style="list-style-type: none"> • continuous learning opportunities • professional & career development • networking opportunities • support materials 	KNOW THE INDUSTRY, KNOW US? <ul style="list-style-type: none"> • 6 degrees of separation would apply to many in the arboriculture industry 	BECOME A MEMBER, SPONSOR US <ul style="list-style-type: none"> • some are already members of professional organizations like WCISA & other urban forestry related nonprofits • a few are long-standing supporters that regularly sponsor our work or fundraising efforts

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GROUP	NEEDS	RELATIONSHIP	DESIRED ACTIONS
<p>RELATED NONPROFITS & COMMUNITY GROUPS</p> <ul style="list-style-type: none"> • local, regional, state-wide or nationally focused groups • local community groups & neighborhood associations 	<p>INSPIRATION & INFORMATION</p> <ul style="list-style-type: none"> • information on funding opportunities for urban forestry projects & how to apply • inspiration and information on how to successfully run a community based urban forestry project 	<p>KNOW THEIR CAUSE & OWN COMMUNITY</p> <ul style="list-style-type: none"> • some are aware of us & partner with us • others may need an introduction to CAUFC, what we do & how it could help them achieve their goals 	<p>BECOME A MEMBER, BECOME A PARTNER</p> <ul style="list-style-type: none"> • join or continue to be a member of CAUFC • develop &/or maintain a relationship or potential partnership with us either for urban forestry projects, or ongoing advocacy efforts
<p>PARTNER ORGANIZATIONS</p>	<p>PROVIDE SUPPORT & MAINTAIN RELATIONSHIP</p> <ul style="list-style-type: none"> • identify &/or create opportunities of mutual benefit • support advocacy efforts with decision makers & public officials • share education & outreach materials • help to increase & develop relationships 	<p>KNOW THEIR CAUSE, COMMUNITY & US</p> <ul style="list-style-type: none"> • maintain & continue to develop relationship for mutual benefit 	<p>MAINTAIN MEMBERSHIP, SUSTAIN PARTNERSHIP</p> <ul style="list-style-type: none"> • identify or create opportunities of mutual benefit <p>support advocacy efforts with decision makers & public officials</p> <ul style="list-style-type: none"> • share education & outreach materials • help to increase & develop relationships
<p>DECISION MAKERS & PUBLIC OFFICIALS</p> <ul style="list-style-type: none"> • members of government & their respective teams 	<p>PROVIDE SUPPORT & MAINTAIN RELATIONSHIP</p> <ul style="list-style-type: none"> • make the case for urban forestry for them that is easy to sell to their community & will help their community 	<p>KNOW THE NEEDS OF THEIR COMMUNITY</p> <ul style="list-style-type: none"> • identify advocates for urban forestry to ensure ongoing funding who identify with our cause & appreciate our work 	<p>BECOME AN ADVOCATE, HELP FUND PROGRAMS</p> <ul style="list-style-type: none"> • provide easy to sell case for why supporting urban forestry is a good thing for their communities

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GROUP	NEEDS	RELATIONSHIP	DESIRED ACTIONS
DONORS & SPONSORS <ul style="list-style-type: none"> • once-off donations • recurring donations • sponsorships of fundraising events • sponsorships of workshops, conferences, etc 	TO KNOW THEIR SUPPORT HAS IMPACT <ul style="list-style-type: none"> • donors need to see what or how their contribution is helping to make a difference • sponsors what to know their contribution makes a difference & also provides them with opportunities (brand recognition, business leads, etc) 	KNOW US & IDENTIFY WITH OUR CAUSE <ul style="list-style-type: none"> • nurture donors for life-time, continuing giving • acknowledge & show appreciation of donors & sponsors to maintain & increase giving • maintain & grow sponsor relationships 	GIVE MORE & GIVE MORE OFTEN <ul style="list-style-type: none"> • give recurring donations/ sponsorships • increase amount of donation/sponsorship • encourage their peers to also donate/sponsor
MEMBERS <ul style="list-style-type: none"> • students/seniors • individuals • nonprofits • businesses • government agencies 	RECEIVE BENEFITS, SUPPORT A CAUSE <ul style="list-style-type: none"> • receive member benefits, like discounts • see that membership fees make a difference • networking opportunities • information & inspiration • professional & career development opportunities 	KNOW US, SUPPORT US & URBAN FORESTRY <ul style="list-style-type: none"> • nurture members for the long-term, from students yet to enter the industry to retirees that want to remain connected • acknowledge & demonstrate appreciation of members 	MAINTAIN MEMBERSHIP, BECOME ADVOCATES <ul style="list-style-type: none"> • encourage their peers/ employers to become members • renew membership annually

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GROUP	NEEDS	RELATIONSHIP	DESIRED ACTIONS
REGIONAL COUNCILS <ul style="list-style-type: none"> • Sacramento Valley • Bay Area • Central Coast • Street Tree Seminar • San Diego • Inland • San Joaquin Valley 	PROVIDE SUPPORT & MAINTAIN RELATIONSHIP <ul style="list-style-type: none"> • financial support • support for education & outreach with development of materials • support in developing & maintaining relationships • networking opportunities • identify or create opportunities of mutual benefit • support advocacy efforts with decision makers & public officials 	KNOW US, OUR CAUSE & THEIR COMMUNITIES <ul style="list-style-type: none"> • give & receive support for advocacy, urban forestry programs, workshops, conferences, etc 	LOCAL GRASSROOTS, ACTION & RESULTS <ul style="list-style-type: none"> • foster & grow local community support for urban forestry • provide support for events, workshops, conferences • undertake localized & co-ordinated fund-raising & advocacy efforts • respond to action alerts & engage their & our overall support base • outreach to elected officials & decision makers • provide information for developing potential education & outreach materials • identify & recruit new council representatives • consistency & continual improvement • help those councils who need branding, social media & website assistance • posts regional council events to main CAUFC website & social media channels

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GROUP	NEEDS	RELATIONSHIP	DESIRED ACTIONS
CAUFC BOARD MEMBERS	<p>PROVIDE SUPPORT FOR FUNDRAISING</p> <ul style="list-style-type: none"> • provide support & support materials to increase donations & fundraising 	<p>KNOW US, OUR CAUSE & CAPABILITIES</p> <ul style="list-style-type: none"> • enable the board members to actively fund-raise with support materials 	<p>INCREASE FUNDING & BUILD CAPACITY</p> <ul style="list-style-type: none"> • identify & recruit new board members • increase donations & fundraising • provide support for relationship building • identify new opportunities
<p>GENERAL PUBLIC</p> <ul style="list-style-type: none"> • home owners & landlords • tenants • business owners • property owners • property managers 	<p>HEALTHY ENVIRONMENT TO LIVE & WORK IN</p> <ul style="list-style-type: none"> • how the benefits of the urban forestry can benefit them directly • why they should care about urban forestry • what they can do if they want to help 	<p>KNOW THEIR COMMUNITY, DON'T KNOW US</p> <ul style="list-style-type: none"> • may know Invest From the Ground Up program from previous campaigns • relationship with CAUFC varies across this board target audience & requires further segmentation 	<p>SUPPORT US, SUPPORT URBAN FORESTRY</p> <ul style="list-style-type: none"> • become informed about the benefits of urban forestry • become interested in urban forestry & follow us on social media, sign up to our newsletter, attend events, etc. • participate in events, like tree plantings • care for their trees & those in their communities • demonstrate to public officials & decision makers that they value urban forestry • become a member or make a donation • encourage support from peers



CAMPAIGNS

A number of communications campaigns have been developed in order to address the needs of the identified audiences and to meet our communications goals.

CAMPAIGN	AUDIENCE(S)	TACTICS	CHANNELS
GROWING TREES MAKE GREAT NEIGHBORHOODS (ONGOING EDUCATION & OUTREACH CAMPAIGN)	<ul style="list-style-type: none"> • General Public • Decision Makers & Elected Officials • Related Nonprofits & Community Groups • Partner Organizations • Members • Funders, Donors & Sponsors • Regional Councils • CAUFC Board Members • Urban Forestry Professionals 	<ul style="list-style-type: none"> • Demonstrate benefits as “what’s in it for me” • Support & nurture cause evangelists • Blogger outreach • Develop education & outreach materials • Share related links on social media • Write blog posts • Animations explaining urban forestry benefits • TreeTrivia social media • Invoice from street tree 	PRINT & DIGITAL <ul style="list-style-type: none"> • Flyers & Infographics • Social media • Our website • Enewsletter • Regional councils sites • Partner organizations • Editorial - through sites like Huff Post • Wikipedia articles • Letters to editor & local news agencies

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CAMPAIGN	AUDIENCE(S)	TACTICS	CHANNELS
SAVE OUR SHADE (AWARENESS OF VARIOUS THREATS TO THE URBAN FOREST; PESTS, DROUGHT, ETC)	<ul style="list-style-type: none"> • General Public • Decision Makers & Elected Officials • Related Nonprofits & Community Groups • Partner Organizations • Members • Donors & Sponsors • Regional Councils • CAUFC Board Members • Urban Forestry Professionals 	<ul style="list-style-type: none"> • Produce materials to educate the public on the importance of continuing to water & care for trees during the drought • Waterwise landscaping advice & flyers • How to water trees in a drought flyers/videos • Use our “everyday heroes” to demonstrate simple methods to help trees survive while saving water • Customize materials to local conditions • Undertake outreach to cities, & agencies for sharing materials 	PRINT & DIGITAL <ul style="list-style-type: none"> • Flyers & Infographics • Social media • Video sharing sites • Website • Email • Regional councils websites • Partner organizations • Editorial - through sites like Huff Post • Local news sources • Localized workshops & events through regional councils
MEMBERSHIP – SIMPLIFY MEMBERSHIP	<ul style="list-style-type: none"> • Members • CAUFC Board Members • Urban Forestry Professionals • Related Nonprofits & Community Groups • Partner Organizations • Regional Councils • General Public 	<ul style="list-style-type: none"> • Simplify members to one category only “member” • Send out regular member news updates (monthly/quarterly) • Create membership pack with annual limited edition item 	DIGITAL & PRINT <ul style="list-style-type: none"> • Social media • Website • Email • Direct Mail • Membership pack promotional items • Promotion of membership at events, workshops & the annual conference

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CAMPAIGN	AUDIENCE(S)	TACTICS	CHANNELS
TURN OVER A NEW LEAF (PEER-TO-PEER FUNDRAISING CAMPAIGN)	<ul style="list-style-type: none"> • General Public 	<ul style="list-style-type: none"> • Activate peer-to-peer fundraising opportunities with a campaign beginning in the new year to “turn over a new leaf” (for example; learn a new skill or language, make a change in your life that would usually be a new year’s resolution) and ask for sponsorship from your peers to achieve the goal. This sponsorship becomes a donation to CAUFC. 	<p>DIGITAL</p> <ul style="list-style-type: none"> • Social media • Website • Email
FRIEND-RAISING (CAUFC BOARD MEMBER RECRUITMENT)	<ul style="list-style-type: none"> • CAUFC Board Members • Urban Forestry Professionals • Decision Makers & Elected Officials • Related Nonprofits & Community Groups • Partner Organizations • Regional Councils 	<ul style="list-style-type: none"> • Hold an event where current board members can bring someone they think would be a good fit for the CAUFC board to meet others • Identify individuals who could potentially become board members & look at how to contact & woo them 	<p>IN-PERSON</p> <ul style="list-style-type: none"> • Telephone calls, emails & face-to-face meetings • Use professional social media, like LinkedIn to reach out & make initial contact • Hold events

CAMPAIGN	AUDIENCE(S)	TACTICS	CHANNELS
TREE JOBS (PROFILES OF INDIVIDUALS & THEIR JOBS THAT ARE RELATED TO URBAN TREES)	<ul style="list-style-type: none"> • General Public • Members • Urban Forestry Professionals • Decision Makers & Elected Officials • Related Nonprofits & Community Groups • Partner Organizations • Regional Councils 	<ul style="list-style-type: none"> • Ask create audience to either be interviewed or fill out a questionnaire on their tree related job & send us a picture • Edit & share tree jobs as weekly posts to promote the overall industry & to demonstrate the economic benefits of urban forestry providing jobs in communities • Opportunity to feature & recognize long-standing supporters from within the industry 	DIGITAL <ul style="list-style-type: none"> • Email to members asking for volunteers • Posts asking for volunteers on social media • Blog on websites as weekly feature • Blog shared on social media & links included in newsletter
TREE CARE (NOT DROUGHT FOCUSED)	<ul style="list-style-type: none"> • General Public • Members • Urban Forestry Professionals 	<ul style="list-style-type: none"> • “Crimes against trees” posts to be written by arborists to demonstrate “what not to do” by showing examples & explaining why for tree care to open dialogue with the general public & to increase the appreciation/respect of urban forestry professionals, like arborists • “Ask an arborist” blog posts • As follow up to tree planting events 	DIGITAL <ul style="list-style-type: none"> • Social media • Website - blog • Email

CAMPAIGN	AUDIENCE(S)	TACTICS	CHANNELS
2018 CONFERENCE (TBD)	<ul style="list-style-type: none"> • Urban Forestry Professionals • Partner Organizations • Related Nonprofits & Community Groups • Regional Councils • Members • Donors & Sponsors 	<ul style="list-style-type: none"> • Promote the conference to encourage attendance & grow memberships 	DIGITAL <ul style="list-style-type: none"> • Website • Enewsletters • Share on social media
50th ANNIVERSARY & TREE STORIES	<ul style="list-style-type: none"> • General Public • Decision Makers & Elected Officials • Related Nonprofits & Community Groups • Partner Organizations • Members • Donors & Sponsors • Regional Councils • CAUFC Board Members • Urban Forestry Professionals 	<ul style="list-style-type: none"> • Hold a gala event • Hold tree planting events • Have regular blog posts to showcase the history & accomplishments, featuring people who have been involved in the past • Blogger & media outreach • Showcase supporter stories with videos; Tree Stories 	DIGITAL, PRINT, EVENTS <ul style="list-style-type: none"> • Social media • Website - blog • Email • Branding • Video (Tree Stories) • Local news • Advertise in the Marin Scope nonprofit feature magazine

CALENDER 2018

CAMPAIGN

J F M A M J J A S O N D J

GROWING TREES MAKE GREAT NEIGHBORHOODS
(ONGOING EDUCATION & OUTREACH CAMPAIGN)



CIRCLE2.0
(PLANTING EVENTS COMMS)



SAVE OUR SHADE
(DROUGHT AWARENESS)



TURN OVER A NEW LEAF
(PEER-TO-PEER FUNDRAISING)



FRIEND-RAISING
(BOARD RECRUITMENT)



MEMBERSHIP RENEWAL



TREE STORIES



TREE CARE
(NOT DROUGHT FOCUSED)



CONFERENCE

50th ANNIVERSARY



TREE JOBS



caufc.org

