

Case Study: PUBLIC RELATIONS

Non-Profit Land Trust Organization: Public Relations and Community Outreach Campaign

BUSINESS NEED

Gathering Waters Conservancy (GWC), is a statewide service center for Wisconsin's land trust community and works to help communities, land trusts and landowners protect the places that make Wisconsin special. GWC's goal is to increase the amount of protected land in the state through private voluntary action and build awareness about the land trust community through public education, consulting and policy advocacy.

THE SOLUTION

The Communication Team was asked to develop a public relations/community relations outreach plan and implement it. The plan suggested strategies that included inviting local businesses, government representatives, community leaders, non-profits and others, to participate in local advisory groups to discuss important land trust/preservation and environmental issues, that would lead to local "town hall" meetings. Those meetings, subsequently called The Gatherings, were held in Green Bay, Mequon, Sheboygan and Milwaukee, and included a panel of experts who discussed national and statewide policy issues as well as local land use activities. TCT invited the media to cover the events to build awareness in each community.

TCT developed message points, press releases, multiple bios, Q & A's, fact sheets, new content for the GWC Website, radio PSA's, secured a video producer for a special opening video, media trained GWC staff and spokespersons, notified the media – trade, online, TV/Radio, print and bloggers, facilitated interviews and produced a final report for the GWC Board of Directors and the Joyce Foundation, who provided a grant for the grass-roots campaign.

RESULT

GWC was pleased with the professional public relations campaign TCT conducted on their behalf. Stories appeared in *Green Bay Gazette*, *Milwaukee State Journal*, *Sheboygan Press*, local TV/radio stations in Green Bay and Milwaukee, on blogs and online sites. In addition, a Letter to the Editor, written by TCT, was sent to both Sheboygan and Milwaukee papers and produced subsequent interviews with local spokespersons and Mike Strigel, Executive Director of GWC.

“Working with TCT helped us explore some new and more thorough ways of connecting with the media and other constituencies. We'll take the things we learned with them and apply them in our work going forward in ways that will allow us to be more effective sharing our message.”

— Mike Strigel
Executive Director,
Gathering Waters Conservancy

