



# Agenda

## NHLTC Fall Workshop

8:30 Registration, Refreshments, Networking

9:00 Welcome – Duane Hyde & Ryan Owens

9:05 NH Fish and Game Informational Update

9:15 Making Your Land Trust STAND OUT – Bridget Sprague of “Be Good Branding”

10:30 BREAK - Refreshments, Networking

11:00 Workshop Continued

11:45 Questions and Answers

12:15 ADJOURN

12:15 – 1:00 Optional Brownbag Discussion - Agritourism – Ryan Owens

6,345,000

**“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”**

Marketing

=

Connection







[illegible]



< Talking

> Listening

Information →  
Relationships

**92%** of consumers trust  
recommendations from friends  
and family more than any other  
form of advertising.

100 People can generate **50,000**  
conversations about a brand.

**81%** of consumers are  
influenced by their friends' social  
media posts.

**89%** of people believe that  
testimonials are the most  
effective content

People trust people

Motivating  
+  
Distinctive



Authentic

+

Motivating

+

Distinctive

# Authentic

“People don’t buy what you do they  
buy why you do it.” Simon Sinek

# **Why a Land Trust?**

Love of nature

Love of community

Hope for future generations

**Why did you choose land  
conservation?**

**Why are you a fan of this  
organization?**



The people

The accomplishments

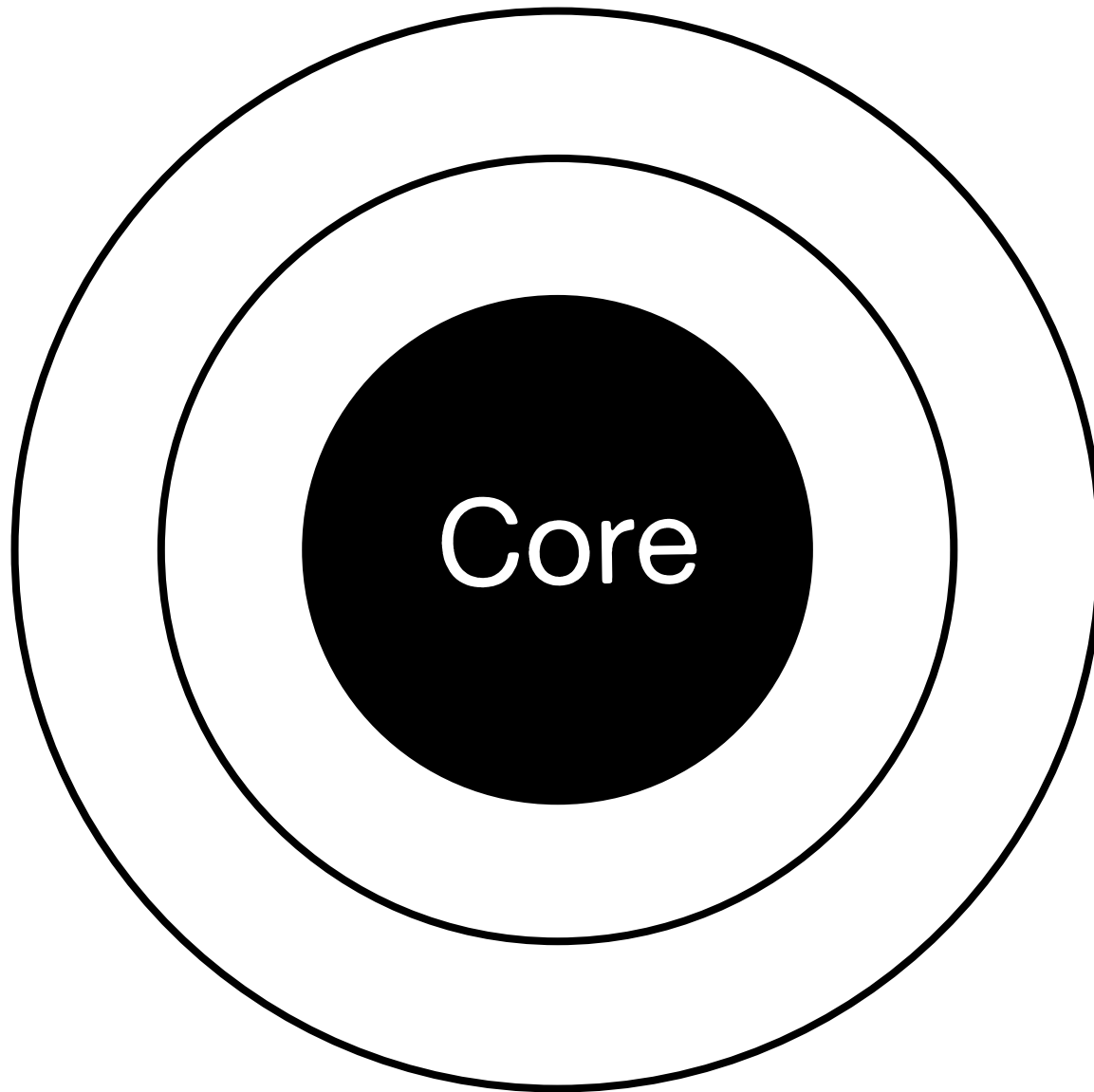
The projects

The leaders

**Why are you a fan of your  
organization?**

# Motivating

“Will I fit in?”



### **Casuals**

Those people who interact with your organization once but most often never return.

### **Loyalists**

Those people who interact with your organization multiple times but move on to another after a couple years.

### **Your Core**

Those people who not only become members, but believe in your values and help spread the word.

**Who has attracted others to your organization?**

**What are their motivations?**

**Employees, board members,  
members, friends**



# **Demographics**

**Age**

**Income**

**Gender**

**Geographic Location**

# **Psychographics**

**What are their passions in life?**

**Like-minded values?**

“If people believe they share values with a company, they will stay loyal to you.” - **Howard Shultz**

# **What is most exciting about having conserved land in your community?**

Walking

Hiking

Trails

Biking

Running

Relaxing

Community

Family

Healthy

Escape

# An Overlooked Economic Giant

Annual Consumer Spending, in Billions



**Table 3.1: Top 25 Outdoor Recreation Activities Ranked by Number of Participants, 2012**

Rank	Activity	Number of Participants (Thousands)	% of U.S. Population
1	Running/Jogging	52,187	16.6%
2	Bicycling (road/paved surface)	39,232	12.5%
3	Fishing (freshwater)	39,135	12.5%
4	Hiking (day)	34,545	11.0%
5	Camping (within 1/4 mile of home/vehicle)	29,982	9.6%
6	Wildlife viewing (more than 1/4 mile from home/vehicle)	22,999	7.3%
7	Camping (RV)	15,108	4.8%
8	Birdwatching (more than 1/4 mile from home/vehicle)	14,275	4.5%
9	Fishing (saltwater)	12,017	3.8%
10	Hunting (rifle)	10,164	3.2%
11	Canoeing	9,839	3.1%
12	Backpacking overnight ( more than 1/4 mile from home/vehicle)	8,771	2.8%
13	Skiing (alpine/downhill)	8,243	2.6%
14	Hunting (shotgun)	8,174	2.6%
15	Kayaking (recreational)	8,144	2.6%

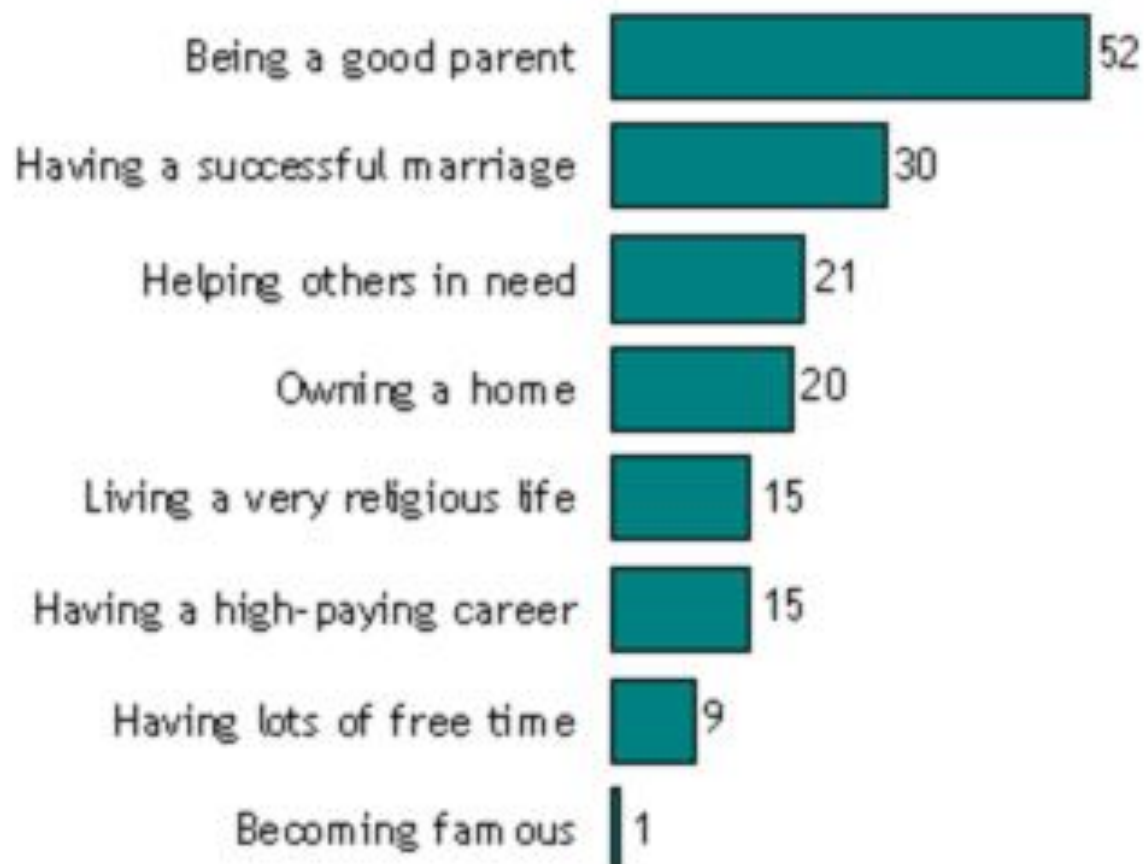
## Do you participate in outdoor activities to...?

Outdoor Participants, Ages 6 and Older

	Americans 6+
Get exercise	68%
Be with family/friends	59%
Get away from the usual demands	51%
Keep physically fit	48%
Be close to nature	46%
Observe the scenic beauty	45%
Experience excitement/adventure	43%
Enjoy the sounds/smells of nature	43%
Be with people who enjoy the same things	35%

## Millennials' Priorities

% saying ... is one of the most important things in their lives



Note: Based on adults ages 18-29.

PewResearchCenter



## **Demographics**

Female

Age 32

Income between \$40-75k

College Graduated

Full-time professional

## **Psychographics**

Strong connection to family & friends

Owns a dog

Outdoors enthusiast –hikes, bikes, runs 5 & 10ks, yoga

Design savvy

Prefers to shop local

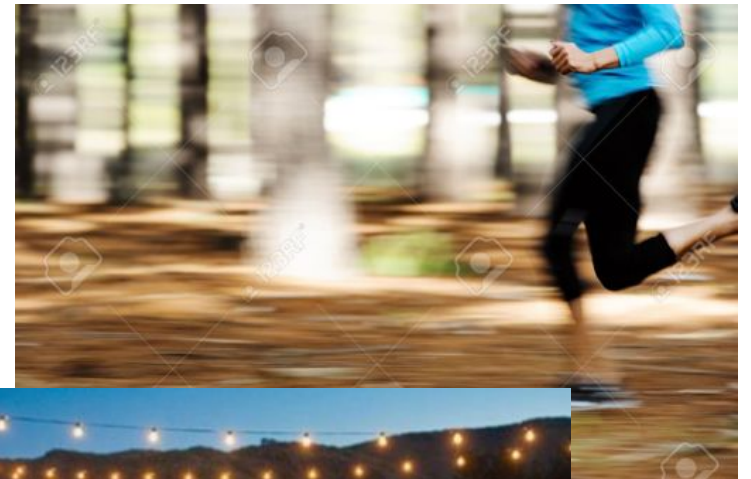
## **Non-Profit Behaviors**

Loves to participate in active fundraising events  
(i.e. 5k, Farm Walk, Farm to Table dinner)

Discovers an organization through a friend

Has volunteered multiple times a year

Donates \$100-\$300/year supporting non-profits



**Who are her influencers?**



# **Biggest prospect challenges**

**What do you do?**

**Who are you?**

**Will I fit in?**

# **Distinctive**

How to stand out



# Land Trust Messaging

Conservation

Protection

Preserving

Stewarding

Sustainability

Restore

Outreach

Education

# **What is most exciting about having conservation land in your area?**

Walking

Hiking

Trails

Biking

Running

Relaxing

Community

Family

Healthy

Escape

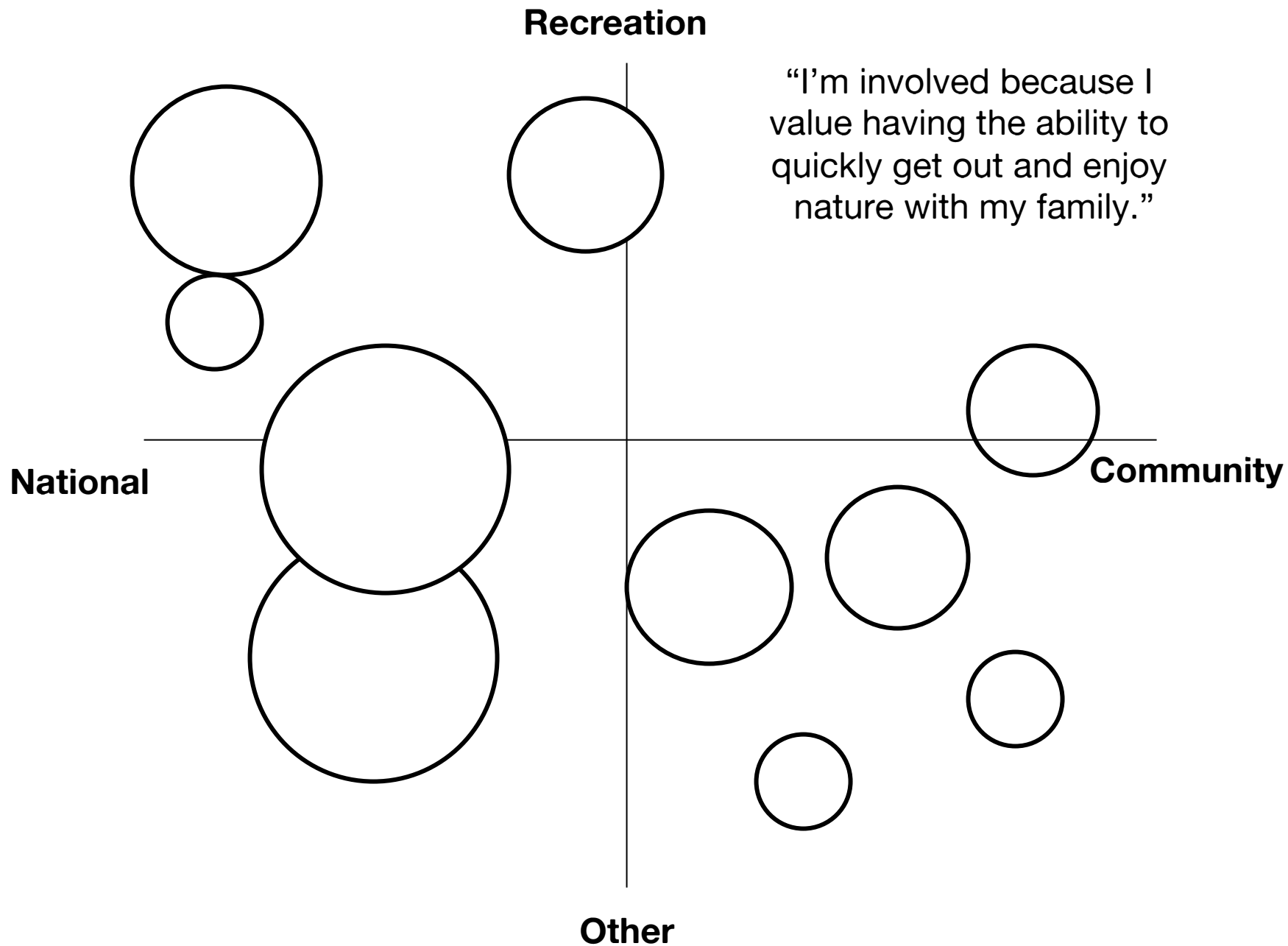


What are your biggest  
advantages

Local Focus

Recreational Use Focus

Youthful Target Audience

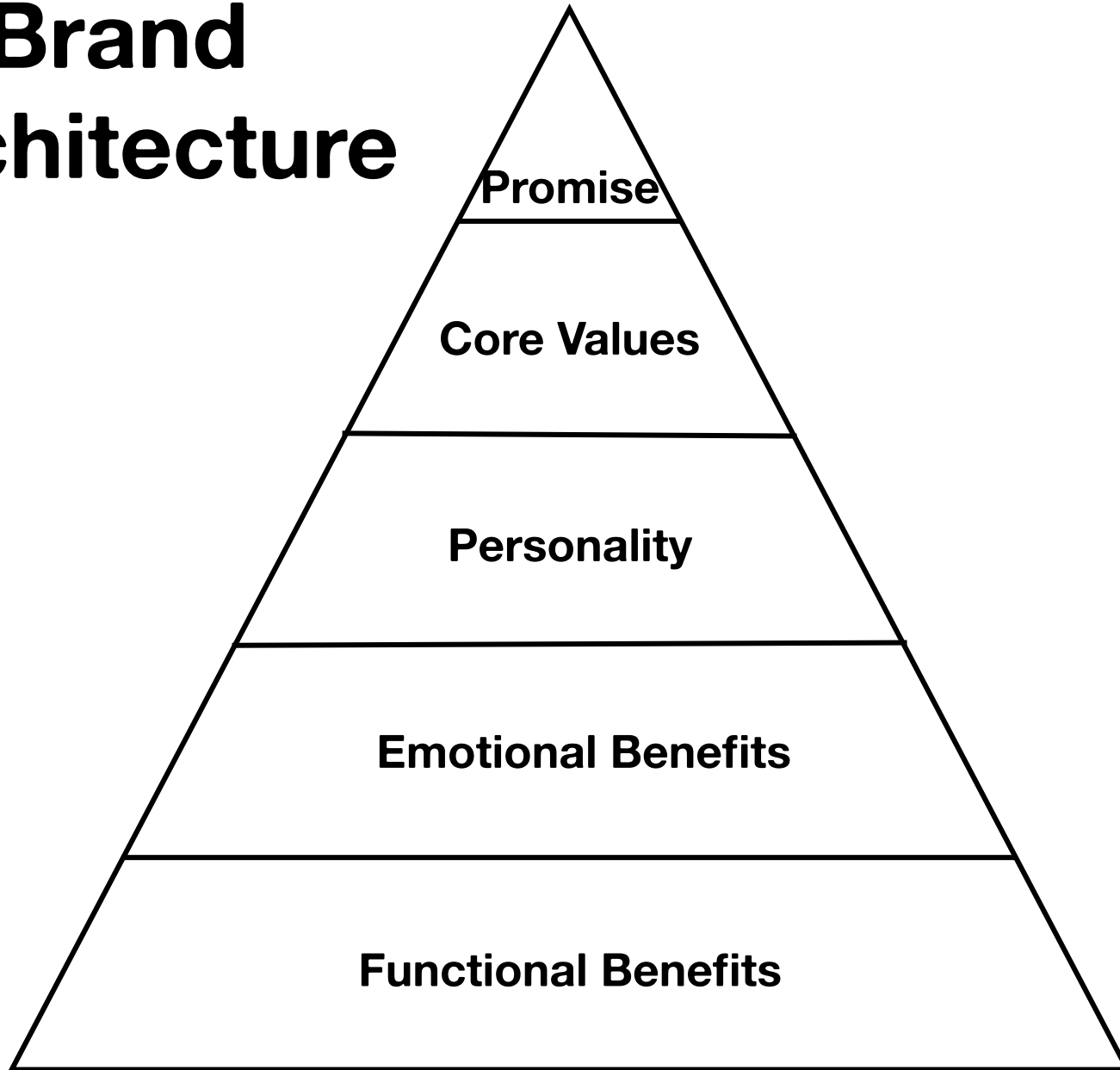


Brand Strategy

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Brand Consistency

# **Brand Architecture**



# **Functional Benefits**

What rational benefits are you offering your members/community?

## **Emotional Benefits**

What positive words can your members say about herself after interacting with/using your organization?

# **Personality**

Using human characteristics, how do you want your customers to feel about you?

# **Core Values**

What do you passionately and consistently adhere to no matter what the circumstances?



# **Brand Promise**

A simple statement that describes how  
you're going to change the world.

## **Brand Vision**

To make certain future generations have the chance to enjoy the same outdoor experiences we enjoy today in Southeastern New Hampshire.

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## **Core Values**

Save the most important land (forest, water, food, wildlife)  
Maintain and manage our natural resources  
Educate the community about our forest, water, food, and wildlife.  
Encourage participation – both recreation and volunteer  
Promote healthy lifestyle connecting people to the outdoors

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## **Personality**

Bold, Smart/Clever, Unpretentious, Fun

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## **Emotional Benefits**

Excited, Positive/Happy, Connected, Proud, Inspired

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## **Functional Benefits**

Recreational resources, Educational resources, Land protection, Food “protection,” Wildlife protection, Water protection, Focused plan, Community connections

# SELT Brand Positioning

**(Target Audience)** To outdoor enthusiasts who love our community

**(Our Company)** SELT (The Southern New Hampshire Land Trust)

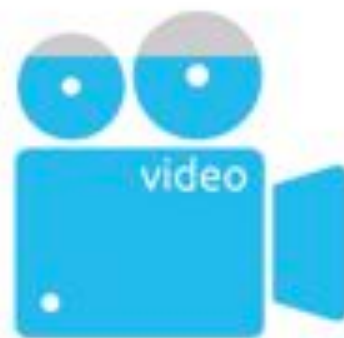
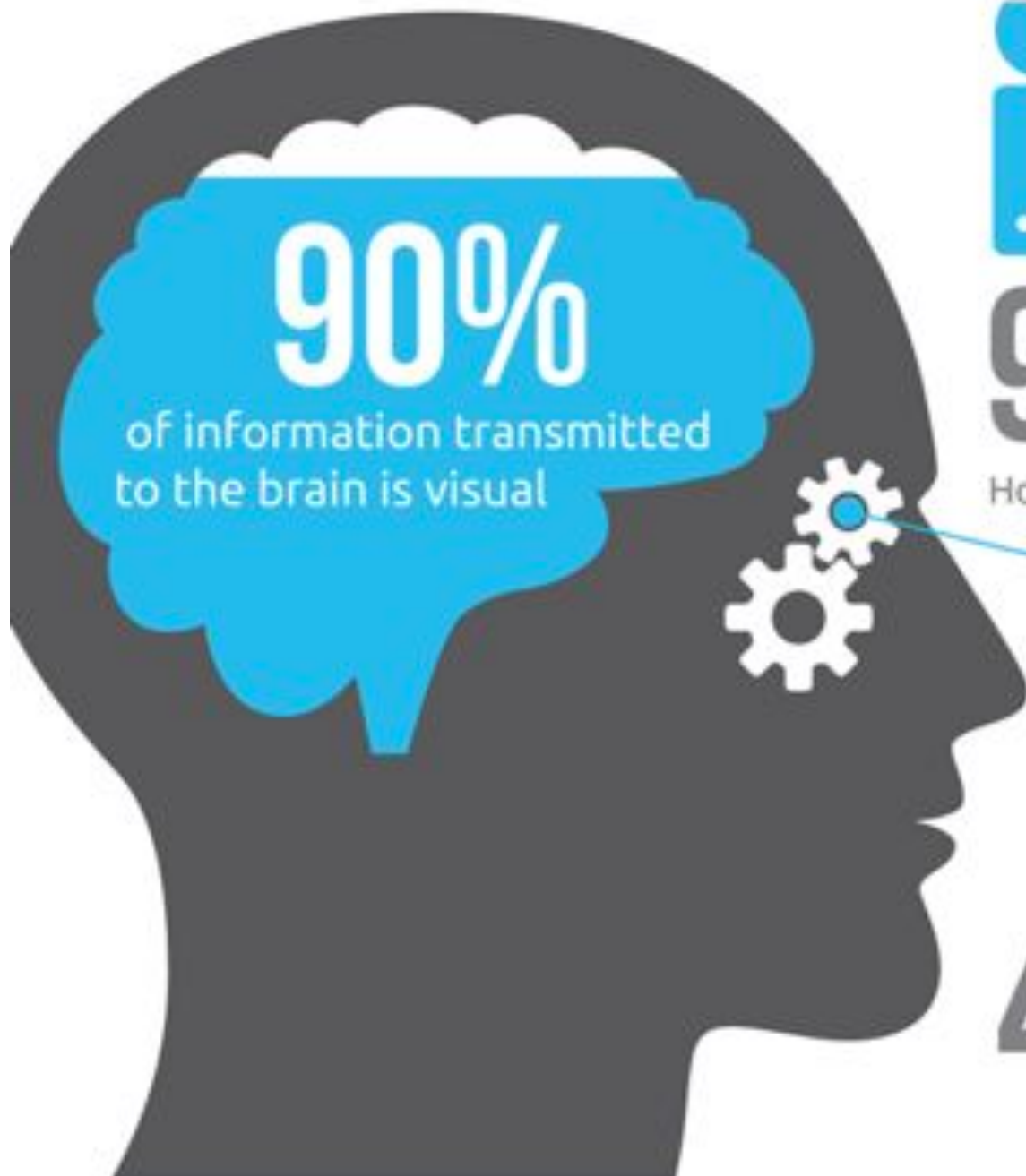
**(Frame of Reference)** Is a non-profit organization

**(Point of Difference)** that makes certain outdoor experiences in Southeastern NH are enjoyed today and by generations to come.

**(Reason to believe)** because we have experienced first hand how nature can transform your life and community.

# **Contact Strategy**

80/20



10%



95%

How much of messages people retain

Visuals are processed

60,000X

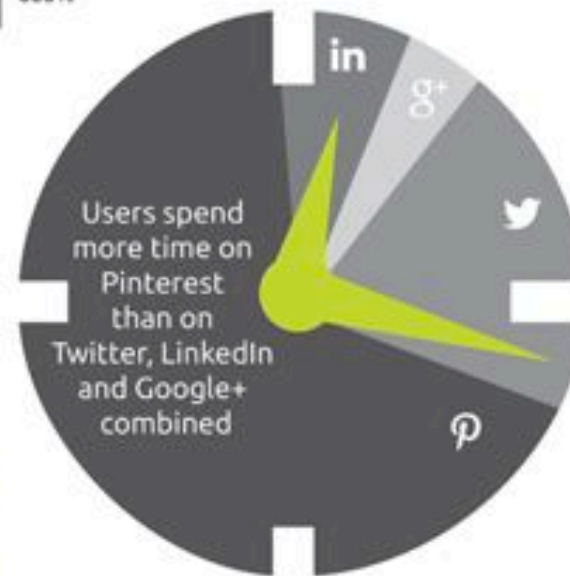
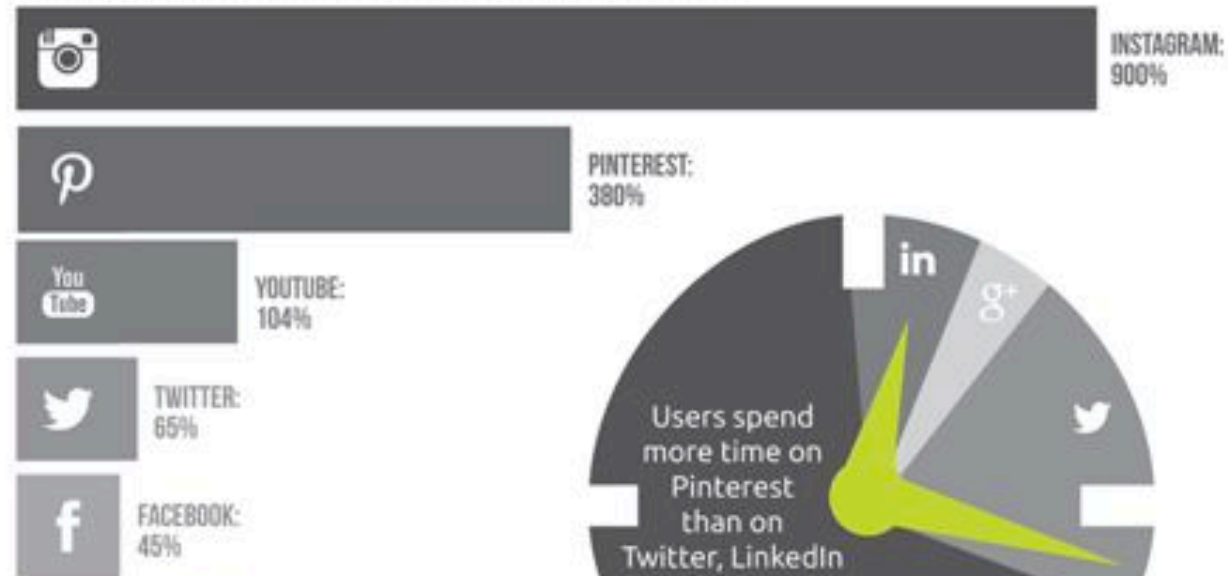
faster in the brain than text

40%

of people respond better to visual information than plain text

## PLATFORMS: THE FASTEST-GROWING SOCIAL MEDIA SITES ARE IMAGE-BASED.

Growth percentages between 2011 and 2013



## PAYOFFS: THE ROI ON VISUAL CONTENT IS PRETTY COMPELLING.



Pinterest is the leader in e-commerce sharing, with 41% of traffic compared to Facebook's 37%



# Easier to recall <sup>[17]</sup>

People remember:

**80%**

of what they  
SEE and DO

**10%**

of what they  
HEAR

**20%**

of what they  
READ



**Photos get 53% more likes,  
104% more comments,  
and 84% more click-throughs**

**Images with faces get up to  
40% more likes and comments**



**Posts with 80 characters or less  
get 66% more engagement**

**69%** of people say they trust  
branded websites



# SEPTEMBER CAMPAIGN 2015

This September, a community of world-changers is proving that  
#nothingiscrazy when it comes to raising money for clean water.  
And you can join them.

[WATCH THE VIDEO](#)

Start a fundraising page and help  
bring clean water to people in need.

[DONATE](#)

## MAKE A DIFFERENCE

“Change comes about because people are activated, people are involved. When those voices are heard, you can’t stop it.”

[JOIN US](#)[GET THE FACTS](#)[/ GET THE LATEST](#)[/ GET INVOLVED](#)[/ GET THE GEAR](#)





*Since 1980, conserving the significant land and natural resources  
of southeastern New Hampshire.*

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Sign up to receive our  
monthly E-News for  
events, updates and  
photos! It's free!

Email Address: \*

First Name:

Last Name:

\* required

[Join Now](#)

## Matching Challenge Offered for Kimball Reserve

Double your Donation: RiverWoods Retirement Community will match gifts for the Kimball Reserve - up to a total of \$13,000!

Exeter resident Martha Pennell has made a remarkably generous offer to the Southeast Land Trust: she will donate her 13 acres of scenic land to the organization so long as we commit to keeping it forever undeveloped. Named in honor of Martha's aunt, Emma Kimball, the "Kimball Reserve" will be a community treasure, providing a place to enjoy nature and take a leisurely walk in the woods. **Double the impact of your gift:** RiverWoods Retirement Community has offered \$13,000 in matching funds to help us reach our goal of \$27,000 in donations by the end of the year. [Donate here.](#)

Last Updated on Thursday, 13 November 2014 14:42

[Search](#)

### Donate Now



### EVENTS

Wed Nov 19 @ 7:00PM

You're invited. Merrimack River



# SELT

SOUTHEAST LAND TRUST  
of NEW HAMPSHIRE



JOIN

Land Conservation ▾

Protected Properties ▾

News and Events ▾

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**VIEW IT. SAVE IT.**



## Inaugural SELT TrailFEST fun for all ages

Posted On September 1, 2015

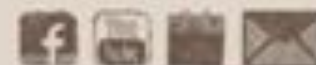
The first ever SELT TrailFEST on August 29th drew over 170 racers to the Tucker & French Family Forest in Kingston, NH. Trail runners enjoyed 4-mile and 10-mile courses, plus a kids' 1K fun run. MANY THANKS to our event sponsors: Northland Forest Products, Gary Blake Motorcars, Graham Tire & Auto, Ameriprise Financial, Friends of Kingston Open Space, The Merrill Bartlett Real Estate Group, and The Shirt Factory To view photos from the event, please visit the SELT TrailFEST Facebook page!





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HIKE IT. SAVE IT.



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**Almost 50% of people say they  
trust video advertising  
(only 20% trust traditional advertising)**



**92% of people who watch online videos share them with others.**

**53% of people say they trust  
consumer-consented emails**

charity: water

EXTEND YOUR THANKSGIVING TABLE BY

8,000 MILES



#### DONATE A FILTER TO A FAMILY IN CAMBODIA

One out of three people in Cambodia lack access to clean water. We're changing that. Every \$65 BioSand Filter brings clean water to an entire family for a decade or more.

Come together with your family this Thanksgiving to **donate a filter**, and extend your table all the way around the world.

[DONATE A FILTER](#)

# YOU DID IT!

Today, we reached our \$1.7 million goal for water projects in Rwanda. We couldn't have done it without you.



1,788 of you started fundraising campaigns for clean water. You went out and inspired your friends to donate. And 13,782 of them did. Today, the September Campaign hit its goal of \$1.7 million raised. That means 26,000 people in Rwanda will soon drink clean water. Thank you for changing lives.

- the charity: water team

[VISIT THE SITE](#)



**Attending a branded live experience**

**drives 65% of people to  
recommend the brand/organization.**

**And 59% to make a purchase from  
that organization.**

# Recreational Events

**Trail runs**

**Kayak trips**

**Wildlife watching**



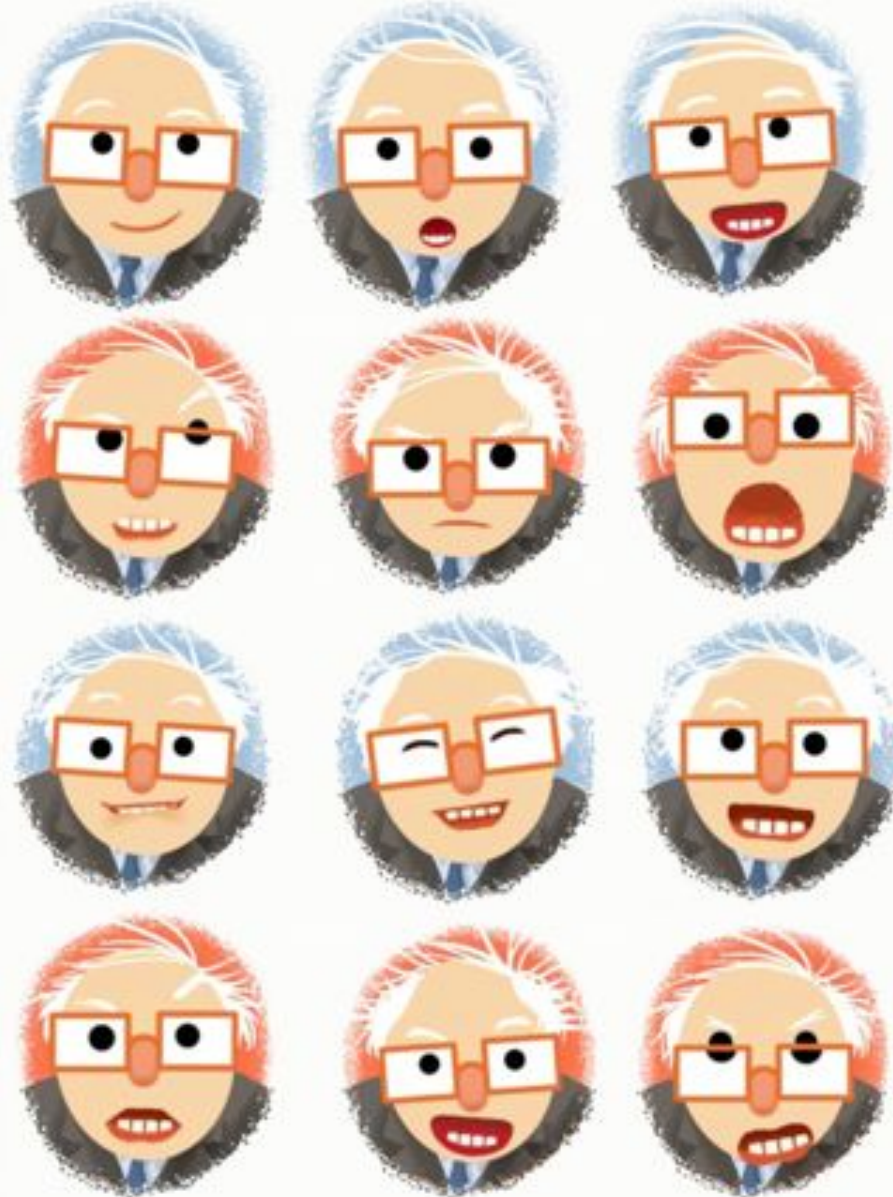
# Fundraising Events

**Music**  
**Food**  
**Family**



**Your success hinges on  
your ability to create  
“remarkable” moments.**

# Berniemoji

















patriots

22h



76896 likes

While digging in your garden  
we found some Gold Coins  
Hope you enjoy them.

MERRY CHRISTMAS  
from The Gms men





Joshie



**Start with why**

**Identify core audience**

**Understand what they value**

**Remember your unique differentiation**

**Create brand consistency**

**Partner with influencers/brands**

**Give, give, give**

**Use great images**

**Create experiences**

**Keep it simple**

**Build relationships**