



NATURAL RESOURCES CONSERVATION SERVICE x THE LAND INSTITUTE

STRATEGIC PARTNERSHIP COMMUNICATIONS & MARKETING PLAN

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PARTNERSHIP MISSION & PURPOSE

MISSION The collaboration between NRCS and The Land Institute aims to expand the reach and depths of each organization's efforts to cultivate a sustainable, conservation-oriented approach to modern agricultural practices.

PURPOSE With a growing population and growing concerns of climate change, more power is needed to create productive farmlands that work in harmony with a healthy environment. The battle to overcome natural resource challenges has to be met with the implementation of high-priority goals, strategic action plans, and strong, equitable partnerships. NRCS and The Land Institute would benefit greatly by working together to maximize reach in their messaging among their target audiences and gain more momentum in the fight to drive change. With commonalities in their visions and goals and each bringing their own unique expertise, ideas, and experiences to the table, this partnership would be transformative.



THE LAND INSTITUTE

The Land Institute, founded in 1976, is a non-profit research, education, and policy organization led by a team of ecologists and plant breeders in multiple partnerships around the world. Their goal is to create an agricultural system that imitates natural, self-sustaining systems of food production in order to eradicate the negative effects of modern industrial agriculture on the environment.

The Land Institute's work is dedicated to advancing perennial grain crops and polyculture farming solutions. The current agricultural model takes a short-term/high-yield approach that is dependent on heavy chemical applications and petroleum consumption, and contributes to soil erosion and land degradation. The Institute aims to change that by planting perennial grains in mixtures that can help build and protect soils.



MISSION & VISION

Mission Statement: "When people, land, and community are as one, all three members prosper; when they relate not as members but as competing interests, all three are exploited. By consulting nature as the source and measure of that membership, The Land Institute seeks to develop an agriculture that will save soil from being lost or poisoned, while promoting a community life at once prosperous and enduring."

Vision: To develop an agricultural system featuring perennials with the ecological strength of the prairie, and a grain and seed yield equivalent to that from annual crops. Through such a system, we can produce abundant food and decrease or even eliminate the negative impacts of modern industrial agriculture.

When Natural Systems Agriculture is fully developed and implemented, the Institute hopes to see farmers and scientists working with nature to sustain and rebuild soils, communities, and economies.



NATURAL RESOURCES CONSERVATION SERVICE

The Natural Resources Conservation Service (NRCS) is an agency of the United States Department of Agriculture (USDA) that helps farmers, ranchers, and forest landowners conserve soil, water, and other vital resources. It provides them with the financial and technical assistance necessary to put conservation first, not only helping the environment but agricultural processes as well. The NRCS is committed to “helping people help the land” and working hand-in-hand with others to conserve our natural resources.

The NRCS continues to fulfill the conservation legacy established in 1935 by Hugh Hammond Bennett, even as it adapts to changing climates and takes on new responsibilities to address present and future challenges. Through decades of experience, NRCS (previously known as the Soil Conservation Service), has developed a multitude of science-based tools and standards in agronomy, forestry, engineering, economics, biology and other areas that local NRCS field office conservationists use in helping landowners strategize and implement conservation practices.



MISSION & VISION

Mission: To deliver conservation solutions so agricultural producers can protect natural resources and feed a growing world.

Vision: A world of clean and abundant water, healthy soils, resilient landscapes, and thriving agricultural communities through voluntary conservation.

NRCS is helping private landowners improve the health of their operations while protecting natural resources for the future. Their work is ensuring the long-term sustainability of American agriculture.

PARTNERSHIP SWOC ANALYSIS

STRENGTHS

- Similar missions & core values
- Similar target audiences
- Both embrace & value partnerships
- Experts in science-based research, technology, tools & applications

WEAKNESSES

- Financial constraints as a nonprofit (TLI)
- Delivery and implementation strategies

OPPORTUNITIES

- High demand for climate solutions
- Global partnerships (TLI)
- Reach in the political/governmental landscape (NRCS)

CHALLENGES

- Differing approaches to solution
- Educating target audiences
- Financial hurdles for farmers





PARTNERSHIP GOALS & OBJECTIVES

GOALS:

- Increase the number of agricultural lands, large and small, transitioning to effective conservation-oriented practices
- Acquire new and champion existing donors
- Educate under-served rural communities about sustainable agriculture - the importance of it and how to implement it on a local level
- Raise awareness on social media to inspire a culture of sustainable practices, minimizing food waste and changing consumption habits

OBJECTIVES:

- Onboard at least one landowner (farmer, rancher, forest) to the NRCS x TLI program per quarter
- Increase corporate and individual donations by 30% by the end of the year
- Expand outreach to under-served rural communities and onboard at least one landowner per quarter
- Increase social media engagement by 50% by the end of the year

DIGITAL MEDIA TOOLKIT

The purpose of a digital toolkit is to serve as a prepared-in-advance resource, comprised of easy-to-access communications products for people and organizations to share on their digital social channels in an effort to extend awareness and better serve communities. This digital media toolkit is intended as an educational resource and fundraising toolkit to help generate awareness about industrial agriculture and the missions of the organizations and overall partnership to increase support, donations, and membership.

A partnership website will be created to house the toolkit. The toolkit will include: a brief video overview on how to use the toolkit with transcript; key messages; sample social media posts and story templates; hashtags; articles and stories; sample presentations; sample emails; short informational videos; attention-grabbing photos; and contact information.

It is intended to be used by ambassadors, representatives, other partner organizations, and advocate groups.

OBJECTIVE 1: Increase social media reach by 50% by the end of the year

- **Tactic 1:** All ambassadors and representatives are strongly encouraged to share and amplify the content on their own social platforms with the help of the social media kit to reach beyond the traditional target audience.
- **Tactic 2:** Track weekly social media engagement metrics and maintain in a spreadsheet.

OBJECTIVE 2: Increase website traffic by 30% by the end of the year

- **Tactic 1:** Have all sharers include a link to the partnership website in their social account bios with specific calls-to-action included in the social media posts and stories.
- **Tactic 2:** Have all sharers include a link to the partnership website in their email marketing efforts with a specific call-to-action button.

OBJECTIVE 3: Increase web traffic to the donation page by 20% by the end of the year

- **Tactic 1:** Include calls-to-action for donations in toolkit messaging and reiterate that donations and fundraising are an important function for nonprofits' missions.
- **Tactic 2:** Have all sharers include a link to the donation page and amplify the call-to-action in their email marketing and social media marketing efforts.

TOOLKIT SAMPLE VISUALS

Sample Messages

Twitter

- We are showing our support for [cause/nonprofit] this November 30th for #GivingTuesday. Together we can heal the world.
- We are proud to stand with people around the world in raising awareness & support for those helping our communities. Join us giving back this #GivingTuesday: <https://givingtuesday.org>.
- Join me and millions around the world in giving back, spreading kindness, and showing how together we can be a force for good on #GivingTuesday: <https://givingtuesday.org>.

Facebook/Instagram/LinkedIn

- We are showing our support for [cause/nonprofit] this November 30th for #GivingTuesday. Together we can give back to communities around the world.
- We are proud to stand with people around the world in raising awareness & support for those helping our communities. Join us giving back this #GivingTuesday: <http://givingtuesday.org>.
- Join me and millions around the world in giving back, spreading kindness, and showing how together we can be a force for good on #GivingTuesday: givingtuesday.org.

Social Media Toolkit: Action Messages

Share these flood prevention key messages to help promote flood safety and preparedness in your community.

SOAK UP THE RAIN!

Rain gardens beautify your property and contribute to a cleaner and greener environment. Rain gardens help absorb storm water that runs over land during a rainstorm and help reduce the potential of flooding. To learn about how to get started click here [insert link].



GET SOCIAL!

Follow [enter municipality name] on [enter social media platform] to stay informed about flood information, warning and tips to reduce your flood risks. [Insert social media accounts (e.g. Twitter, Facebook, Instagram, website(s) etc.)]



DISCONNECT IT!

Downspouts help drain rain water from your roof to the ground. Disconnecting downspouts and diverting them 5 feet away from your home's foundation can reduce the risk of basement flooding. Use this [insert guide] to learn how you can disconnect.



FALL FORWARD!

When you change your clocks, clean your eavestrough. Eavestroughs help direct rainwater away from the foundation of your home. Leaves and debris build-up and clog your eavestroughs, which may cause flooding. Learn how to clean your eavestroughs and keep your basement dry. Watch this [insert video link] and learn how.



KEEP IT DRY!

Keep it dry! Sump pumps prevent basement flooding and help you avoid costly damages. Install a sump pump with a battery back-up. The [enter municipality name] offers financial incentive programs for purchasing/installing sump pumps. Click here [insert link] to find out more.



COLLECT IT!

Rain barrels can help collect excess rain water and help prevent water from seeping into your basement. Install a rain barrel to help avoid flood damage to your home. Click here [insert link] to find out how.



GOT A MINUTE?

Take a walk around your home to see if it is at risk of flooding. Use this list to check your flood risks. [insert checklist]



SLOW DOWN THE RAIN!

Trees absorb rain water on your property. To learn how to plant trees click here [insert link]. To find out what type of trees to plant, click here [insert link].



TOOLKIT SAMPLE VISUALS

Email Ideas

Email is one of the most effective ways to communicate with your audience this time of year. To make sure your subscribers don't miss a thing you're doing this holiday season, we recommend sending a 5-email campaign:

Email #1: Give your subscribers a heads up as soon as you can, letting them know about your special offers on Small Business Saturday and how you'll be participating in Giving Tuesday.

Email #2: Send a reminder email about a week before the holiday shopping weekend. Make sure to include the date, your specific offer, and everything they need to know about your sale.

Email #3: Send an email on Small Business Saturday. Let your subscribers know about your promotion and how much you value their support on Small Business Saturday.

Email #4: Send an email on Giving Tuesday. Let your audience know about a cause you care about and encourage them to donate or volunteer.

Or, you could even lead a volunteer group and let your audience know your store will be closed so you can spend time giving back to your community. Consumers want to support brands who give to others and do their part to make their community a better place.

Email #5: Say thank you. Segment your list and say thank you to those subscribers who supported you during Small Business Saturday or Giving Tuesday.

Your last email is also a good opportunity to follow up with an exclusive offer. Focus on ways to provide ongoing value to your customers through discount codes, guides, courses or other types of content that will help them.



Energy Efficiency saves money, cuts pollution and creates jobs. What's not to like? For Energy Efficiency Day, #EEDay2021, let's work together to cut energy waste. Join the thousands of people who have already pledged to save energy and money on Oct. 6. bit.ly/EEDay2021



Let your mayor and governor know how much you support #energyefficiency. It's all about lower utility bills, cutting pollution, and creating jobs. #EEDay2021 is Oct. 6 and is the day to show how energy efficiency helps everyone, year-round. bit.ly/EEDay2021

Energy-Savings Facts and Tips



Energy efficiency could meet 1/3 of our expected electricity generation needs by 2030. This #EEDay2021 on Oct. 6, let's work together to cut energy waste. Join the thousands of people who have already pledged to save energy and money. bit.ly/EEDay2021



Did you know? #EnergyEfficiency could meet 1/3 of expected power needs by 2030. This #EEDay2021 on Oct. 6, let's work together to cut energy waste. bit.ly/EEDay2021

EXECUTIVE & LEADER OUTREACH

A successful strategy for outreach will help the organizations transform issues at local levels and achieve long-lasting benefits. Building an ambassador program of leaders, technicians, scientists, organizers and managers to act as advocates for the partnership, as well as the individual organizations, is an effective means of executive outreach. Adopting an ambassador program into the outreach strategy will help create more awareness for the organizations and their missions, increase trust and credibility, reduce advertising costs, increase return on investment, and strengthen leadership and internal systems to better serve clients and communities.

To complement the program, an opportunity for representatives and ambassadors to speak face-to-face with target audiences is critical for outreach. It is important for these organizations to engage with communities and potential clients to best expand their message. That is why hosting both in person and virtual seminars would be ideal for cultivating relationships, expanding outreach, and creating lasting partnerships in an attempt to change behaviors and opinions on modern agricultural practices.

OBJECTIVE 1: Build an ambassador program by the end of the quarter with 10-20 employees per organization

- Tactic 1: Create a well-organized, strategically-outlined ambassador toolkit to distribute to all employees via email.
- Tactic 2: Give in-person and virtual meetings to review the ambassador program, answer questions, set expectations, and train the ambassadors prior to launch.

OBJECTIVE 2: Distribute outreach material to at least 50 nation-wide landowners by the end of next quarter

- Tactic 1: Send direct mail to targeted landowners - a small booklet/magazine that includes information on the partnership and organizations, a step-by-step guide to transition to sustainable practices (and incentives), brief information on climate change and agriculture, core contact information, and information on how to get involved with the partners.
- Tactic 2: Share similar information through email and digital marketing efforts.

OBJECTIVE 3: Onboard 3-5 new landowners in the local community by the end of the year

- Tactic 1: Contact a local business, such as a feed and tackle store, and partner to develop a free informational seminar to educate landowners on the partnership, climate change, sustainable agricultural practices that they each can implement on their farms, and how to get involved with the partners.
- Tactic 2: Host the one-day seminar in-person and virtually. Broadcast live on Zoom and allow for all guests to participate in Q&As post-presentations.

EVENTS

NEW EVENT TO ATTEND: GASPARILLA KID'S DAY



Where: Tampa, Florida

When: January 22, 2022

Why: Engage with a community outside of the partnership's home community to expand outreach and participate in a fun, family event

Instead of directly engaging with audiences comprised of farmers and ranchers, this event would allow TLI and NRCS to engage with potential future leaders in agriculture (kids!) and people less-informed on agricultural practices to encourage food sustainability at home.

KID'S ACTIVITY: Planting vegetables in an elevated garden bed

- The message: Growing your own food and supporting local farms are some of the first and best ways to begin sustainable food practices.
- This activity would serve as a fun pirate activity of "burying treasure."
- The activity will get kids excited to go back home and build their own garden bed with their parents, participate in a community garden, or support local farmers.
- As an incentive for participating, the kids will receive golden chocolate coins or small pirate-decorated vegan cookies.

TEEN ACTIVITY: Sorting compost in a treasure chest

- The message: Composting is a great way to effectively curb food waste.
- Fill a "treasure chest" with compostable and non-compostable items that participants will have to correctly sort.
- This will teach teens lessons that they can apply in their own household, whether it be by starting a compost pile in their yard with their parents, or by doing research about where they can drop compost collected in a small bin inside the home.
- As an incentive for participating, teens will receive fruit of their choosing as a snack and a branded, reusable straw & utensil kit.

PARENTS: Engaging in conversation

- Focus on four things:
 - How children can be catalysts for change when it comes to the climate movement and sustainable food systems.
 - How important the agriculture industry is for children's futures.
 - What parents can do to ensure they and their children stay informed and engaged.
 - Ways they can implement sustainable food practices at home and in their everyday lives.

EVENTS

ANNUAL EVENT TO ATTEND: KANSAS AGRI BUSINESS EXPO

Where: Wichita, Kansas

When: Two days in November 2022

Who: The Kansas Grain and Feed Association & Kansas Agribusiness Retailers Association

Why: Engage with the local community where The Land Institute is located

The partners would attend this event to fulfill the overall partnership goal: to educate farmers and ranchers on sustainable agricultural practices and transition them away from modern technological practices. At a smaller attendance number of about 1,000 people, it is a great opportunity for more intentional, intimate conversations. It attracts attendees from across the country, expanding outreach efforts and providing opportunity to connect with other leaders in the business.

EVENT OBJECTIVE: Create 10-20 meaningful contacts with both landowners and potential partners by the end of the two-day event

- Tactic 1: Have two booths at the expo – one for The Land Institute and one for the NRCS – to expand outreach. Maintain similar messaging, offer similar educational resources, and have a television at each with a looped visual, attention-grabbing presentation that highlights the partnership between the two organizations, and contact sheets for attendees to fill out. The presentation will feature partner social media, video testimonials and high-quality images with short, easy-to-read captioning. Partnership ambassadors and leaders will tend to these booths and will walk the expo to engage conversations with others.
- Tactic 2: Give a presentation and generate discussion at a breakout session that will feature one ambassador from each organization. This will provide a more intimate, engaging informational session with opportunity to answer questions from attendees.



EVENTS

ANNUAL EVENT TO HOST: PRAIRIE FESTIVAL



Where: A farm near Salina, Kansas

When: Last weekend in September 2022

Who: The Land Institute

Why: Offers an opportunity to interact with members of the community and introduce them to the partnership

The science staff of The Land Institute provides tours of the farm and an in-depth update on their plant breeding and ecology work and partnerships. The Kansas branch and the D.C. headquarters of the NRCS will attend as partners to discuss their work both in Kansas and nationally.

The event provides food, music, a bonfire gathering and many speaker sessions focused on agriculture, food, the environment, science, sustainability, and social and environmental justice. This is a fun, exciting way to engage the local community and beyond, introduce attendees to the partnership and educate them on ongoing efforts, and meet with thought leaders in the global sustainable agriculture space.

EVENT OBJECTIVE: To encourage at least seven proactive positive social media comments daily from attendees during a 2022 partner event

- Tactic 1: Offer a free branded tote bag with a few (inexpensive) reusable, sustainable items inside (such as a branded utensil & straw kit and washable produce bags) and a vegan treat from a local bakery to those who post on social media during the event. Posting will include sharing stories and/or photos and they will have to use the event hashtag #PrairieFestival2022 and tag the event and partners social pages. A booth with these items and information will be at the front check-in, so attendees will know before going in and know where to come back to to claim their items.
- Tactic 2: Provide graphics and hashtags to partners and vendors, including hosts, speakers and vendors, to share on their own social media channels both before and during the event. The goal would be to attract a larger audience and reach more people during the event through their followers.
- Tactic 3: Have a step-and-repeat backdrop with props to encourage attendees to get their photos taken. The photographer would be encouraged to help attendees take photos with their phones and suggest selfies for easy-to-post photos for user-generated social media content. A small poster with information will be provided at the photo booth to remind attendees to use the hashtag and tag the event and partners.

EVENTS

The tactics below and on the following page are to meet the objectives of pre-event promotion, onsite communications during the event, and post-event publicity for The Prairie Festival.

PRE-EVENT OBJECTIVE: Increase traffic to website registration page by 40% 60 days before the event

- Tactic 1: Develop a social media strategy so the partners can share cohesive messages and branded content – create a Facebook event, share stories and post on Instagram, create the event hashtag, etc. to encourage people to register.
- Tactic 2: Write press releases to be sent to local media to help generate event and brand awareness.
- Tactic 3: Seek out sponsorships to help fund the event and generate event and brand awareness.
- Tactic 4: Create a website where all information on the event can be found – a list of sponsors, vendors, presenters, artists and partners will be here; an event schedule; etc.
- Tactic 5: Generate email marketing messages to be sent to clients, ambassadors, partners, leaders that they can then share with their network to create more awareness for the event. This will be in the form of email “blasts” with a countdown to the event, when new information comes out, links to the event website, etc.

ONSITE OBJECTIVE: Host 300 people at the 2022 Prairie Festival event

- Tactic 1: Provide a strategic communications plan for each vendor, partner and event coordinator in advance so they know what to expect. Ensure each person understands scheduling, talking points, and overall flow of the event. Make sure they know who the event point-people are so if anyone runs into an issue, they know who to contact.
- Tactic 2: Create a mobile-event app for attendees and have them download it either before the event or on the first day to keep them updated with event program and schedule, live alerts (push notifications), and venue map.
- Tactic 3: In addition to app alerts and schedule, have a point-person to give announcements so no attendee misses any key information and a printed map/schedule for attendees if they don't want to or can't download the app.
- Tactic 4: Share on social media what's going on with those who couldn't attend by taking videos, posting photos, sharing user-generated content, live Tweeting, etc.



EVENTS

POST-EVENT OBJECTIVE: Increase social media engagement by 20% six months following the event

- Tactic 1: Send an email newsletter and an announcement in the event app one week following the event to summarize, thank sponsors, vendors, partners and attendees, and share a link to the website for event photos and a recap video.
- Tactic 2: Sent out a survey for feedback within one week following the event through email; send an alert through the app to check emails.
- Tactic 3: Share posts on social media following the event with photos and graphics, encouraging attendees to share the photos (from the website or can find in a Facebook album) and inspire others to attend next year's event.
- Tactic 4: Send thank-you notes: hand-written for sponsors, emailed for partners, vendors, presenters and artists and encourage them to share their photos/thoughts on social media.





Transforming Agriculture, Perennially



DONATE

ABOUT US OUR WORK LEARN NEWS & EVENTS JOIN US VISIT US



New Roots
International

Ecological
Intensification

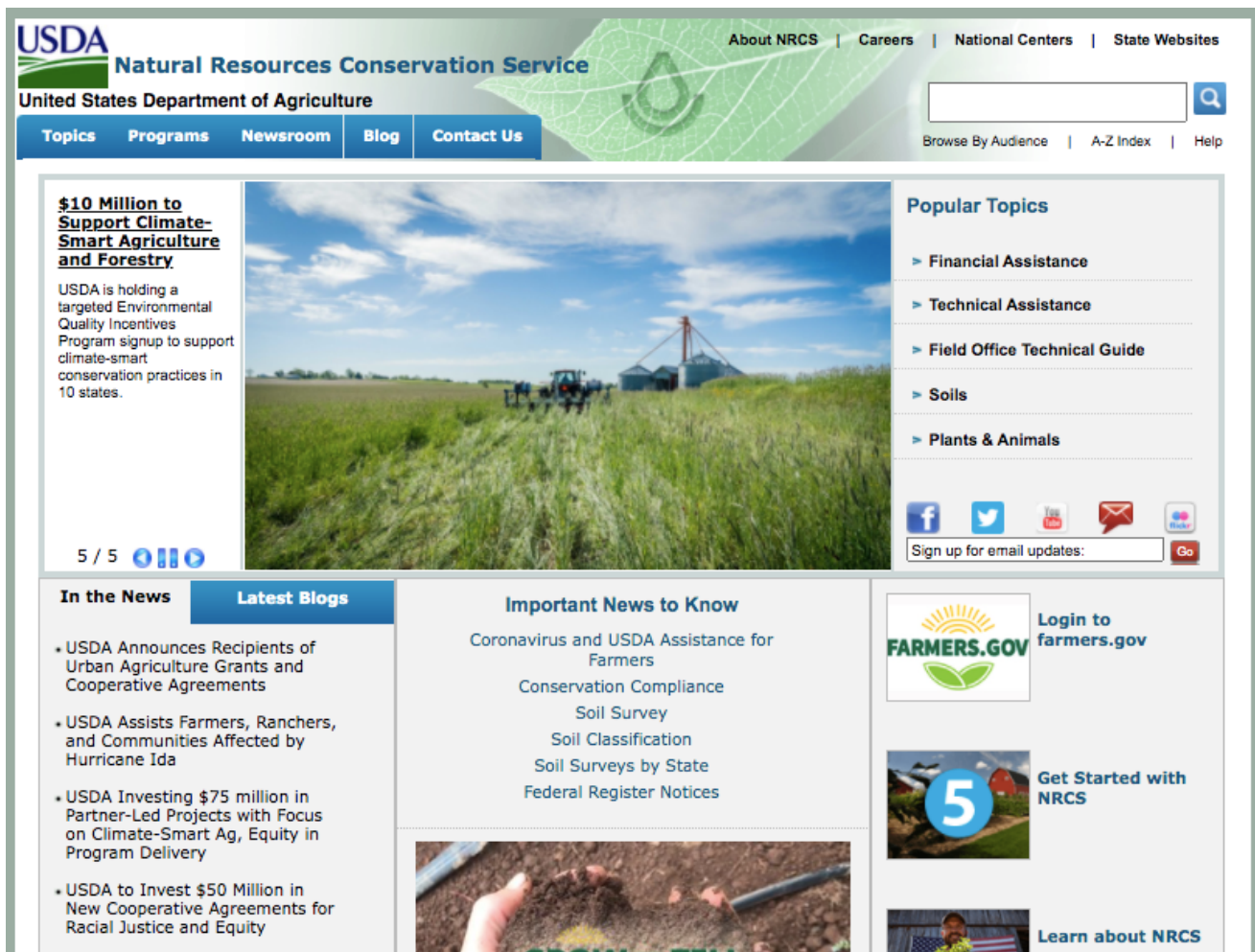
Perennial Crops

Natural ecosystems feature perennial plants. So does our approach to

TLI WEBSITE HOMEPAGE

IMPROVEMENT OBJECTIVE: Increase clicks on the call-to-action “Donate” button by 20%

- Tactic 1: Remove the events box and replace with brief video testimonials from credible sources, such as clients, partners or scientists, that can attest to the work of The Land Institute. This will serve as “social proof” – a powerful way to build trust, establish expertise, and make a positive first impression, leading more people to want to donate to the organization.
- Tactic 2: Optimize the donation process for mobile. On a desktop, the call-to-action is clear and engaging, however, on a mobile safari page, the donation button is hidden in the navigation page. The donation button should be clearly displayed on each page without having to scroll or hunt for it. Change the mobile optimization to ensure that the donation button be at the top right of each page at all times, on any device.



NRCS WEBSITE HOMEPAGE

IMPROVEMENT OBJECTIVE: Improve overall organization and navigation / reduce bounce rates by 20%

- Tactic 1: Add more photos. Simplify the homepage by removing all of the heavy text content and putting them in navigation tabs at the top of the page. Add photos to create a better flow and feature short, simple language to give visitors a sense of what the agency does.
- Tactic 2: Add a clear, compelling call-to-action. The goal of a website's homepage is to attract interest and prompt visitors to either dive deeper into the website or take a specific action. Add a "Sign Up" call-to-action button that leads the visitor to a page where they can add their contact info, answer a few questions, and be added to an email update list where they receive helpful, informational newsletters.

SOCIAL MEDIA

Engaging social media is considered the most integral component of any strategic communications plan. Building awareness is at the root of all marketing and critical for the partnership and organizations' missions.

The following objectives and tactics serve as tools each partner can incorporate it into their communications strategy. For the NRCS, the goal is to introduce a new social media channel it currently doesn't utilize to increase awareness and reach. For The Land Institute, since they have a profile on every social media outlet, the objective and tactics will serve as a proposed improvement to engage its largest audience on Facebook.

OBJECTIVE 1: Introduce NRCS to Instagram and gain 5,000 new followers by the end of the year

- **Tactic 1:** Develop a social media design and engagement strategy that includes brand cohesion, aesthetic images, clean graphics, and crisp, attention-grabbing videos.
- **Tactic 2:** Generate a social calendar (such as Sprout Social) to schedule posts, keep track of message consistency, track metrics, and manage social listening to boost engagement and following.

OBJECTIVE 2: Increase engagement on TLI Facebook page by 20% by the end of the year

- **Tactic 1:** Prioritize posting short, engaging videos and attention-grabbing graphics and photos that are easily shareable by followers and encourage employees, ambassadors, and volunteers to like, comment, and share to extend reach.
- **Tactic 2:** Boost (paid media) certain posts that share the mission of The Land Institute and will serve to educate others and increase support and following.



DONOR MARKETING STRATEGY

A hashtag campaign is a social marketing campaign that uses a hashtag to increase reach and participation. Successful hashtag campaigns can help build awareness of an organization and its brand, build trust with the audience, and make it easier for an organization to attract donors, partners, sponsors, volunteers, and more.

To increase donations, we propose launching a social media hashtag campaign using the hashtag #FundAFarmer during National Agriculture Month in March. The campaign will target the audiences described on page 19 and will highlight the needs for funding for local farmers to implement conservation-oriented practices for the sustained future of our food system. The campaign will not only increase donations but also raise more awareness of the partnership and the issue of modern farming in relation to climate change.

OBJECTIVE: Increase donations by 30% by the end of the campaign

- **Tactic 1:** Encourage on-boarded landowners to send in a video or image of themselves on their land for the partners to share on social media. The content should feature them giving a brief story about themselves, their work, how they got involved in the partnership, and why they need funding. For those with their own social media accounts, they are encouraged to post themselves, using the campaign hashtag and tagging the partners.
- **Tactic 2:** Make the donation call-to-action easy to accomplish by adding a link in bio to quickly access the donation page on the partnership website. Also, add a "swipe up" feature on all stories shared for the campaign.

Donation

\$100

\$250

\$500

\$50

Other

Recurring Gift

☐ Make this a monthly gift

Tribute Gift

☐ This gift is in honor, memory, or support of someone

Leave a comment (optional):

optional

Billing Address

☐ Make this gift on behalf of an organization

Name:

title

first name

last name



TARGET AUDIENCE



PRIMARY AUDIENCE

Private landowners (farmers and ranchers) with the potential to transition to sustainable farming practices. These will be any landowners of any gender, age, ethnicity, and located anywhere in the United States. The main target: those still participating in modern agricultural practices.

Messaging: Personable and science-backed

"What if we grew food more like natural ecosystems? Be a part of the movement toward a more resilient, diverse, sustainable food system, one that supports our growing population in a warming world. Landowners, we need you! Follow the link in our bio for more #FundAFarmer information."



SECONDARY AUDIENCE

Corporate business leaders in and outside of the agricultural industry; primarily those known to be focused on corporate social responsibility practices and are influential in their communities. These will be leaders of any gender, age, ethnicity, and located anywhere in the United States.

Campaign messaging: Relational and quantifiable

"This National Agriculture Month, help us ignite a transformation of agriculture that is both sustainable and diverse during our #FundAFarmer campaign. Your generous donations directly support development of conservation-oriented farming practices to private landowners nationwide. Follow the link in our bio and be a part of our journey toward a greener, more resilient future."



TERTIARY AUDIENCE

Individuals engaged in the climate and sustainability movements and want to make a difference; primarily Millennials with jobs and the means to donate. These will be individuals born between 1981 and 1996, of any ethnicity, gender, and located anywhere in the United States.

Campaign messaging: Impact-focused storytelling

"Our team is working directly with farmers, like Tina and Randy, to implement conservation-oriented practices to ensure a better, more sustainable future for generations to come. Help us continue our work and #FundAFarmer by donating today, even if only a dollar. Follow the link in our bio!"

VOLUNTEER MARKETING STRATEGY

Volunteers are invaluable resources for nonprofits. Absent volunteers, nonprofits would not be able to manage their programs, conduct important research, or serve clients. Below are marketing tactics for The Land Institute that would help attain more volunteers in the field and beyond to continue to grow community around food and nature.

OBJECTIVE: Increase volunteer inquiries by 40% by the end of the year

- **Tactic 1:** Launch a social media marketing campaign geared towards storytelling. Compile short testimonial videos of current and past volunteers sharing their stories of service with The Land Institute. Post images of volunteers and the farm, emphasizing the impact that volunteers have and advertise what help is needed. Encourage existing volunteers to share the marketing campaign posts to extend outreach to their followers.
- **Tactic 2:** Leverage face-to-face marketing by engaging the community. Contact and visit local businesses, schools, farmers markets, and community events. Share informational flyers, engage in conversation, and inspire people to volunteer with the organization. Have a digital sign-up sheet available on a tablet for people to give their information.



INTERNAL COMMUNICATIONS

A great internal communications strategy is key to a successful, healthy work environment. Internal communications is about promoting effective communications among those within organizations. The overall internal communications goal for this partnership is to maintain clear, simple, and transparent communications' pathways. It is important for this partnership to maintain consistency, cohesion, and transparency while communicating to both internal audiences. This will ensure partnership performance improvement and will cultivate a trusting, supportive, and authentic work environment that will keep employees connected and engaged.

OBJECTIVE 1: Increase employee understanding of partnership by 80% by the end of the month

- **Tactic 1:** Release an organization-wide email introducing the partnership, its goals, and mission. The email will feature a video-recorded message from top leaders from both organizations, along with typed info at the bottom prompting readers to email them with questions and RSVP for an upcoming event.
- **Tactic 2:** Host a meet and greet event for the employees and leadership of The Land Institute and NRCS Kansas Branch. This will allow for leadership to do a more detailed presentation and answer any questions, and for employees to be acquainted and have fun. For those who can't attend, host a virtual meeting to review the partnership, introduce each other, and answer questions.

OBJECTIVE 2: Increase employee participation in partnership by 40% by the end of the quarter

- **Tactic 1:** Send organization-wide emails calling for partnership ambassadors, highlighting the importance of participation and offering incentives such as opportunities for growth, traveling, meeting people in the field, and having their voices at the forefront.
- **Tactic 2:** Launch an intranet setup where employees can find all information about the partnership at any time. The intranet will feature "breaking" updates, volunteer opportunities/getting involved, social media, articles, upcoming events (such as town halls and workshops), and fun employee updates. This information will serve not only to keep employees informed, but also generate interest in getting involved in the partnership.

OBJECTIVE 3: Identify 3-5 front-line employees from each organization by the end of the quarter

- **Tactic 1:** Launch an Engagement Council with employees from different departments to inspire collaboration, provide differing perspectives, and foster open communication.
- **Tactic 2:** Identify front-line employees through the Engagement Council and build a communication strategy around them to create emerging leaders within the organizations.