



# COMMUNICATIONS AND SUSTAINABILITY PLANNING FOR NATIONAL HISTORIC TRAILS



## AGENCY OVERVIEW

Strategic planning and communications

Brand strategies

Public relations

Creative marketing

Design

Board development

Sustainability planning for non-profits

Video and film

Web and new media

[www.itemcreative.com](http://www.itemcreative.com)

# THE ITEM: TEAM



**Cindy Sebrell**  
*CEO and Chief Strategist*



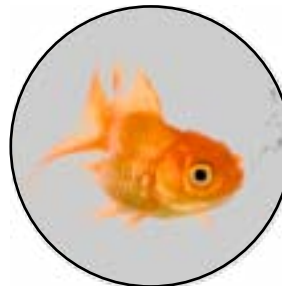
**David Ring**  
*Project Manager*



**Kevin Larsen**  
*Videographer*



**Jordan Kempain**  
*Manager of Design*



**The Goldfish**  
*our mascot and inspiration*



**Eric L'Ecuyer**  
*Director of Visual Media*

# RELATED EXPERIENCE



CROSSROADS OF THE AMERICAN REVOLUTION  
NATIONAL HERITAGE AREA



The John H. Chafee Blackstone River  
Valley National Heritage Corridor



# SOME IMPORTANT QUESTIONS

What are your organizational goals?

Who are the people who matter most to your brand?

What do you need to tell them?

What is the best way to reach them?

What is the budget? Time investment? Measurement of success?

# SWOT ANALYSIS

What is your unique offering?

Your brand DNA?

What is in your competitive landscape? (And yes, you  
ARE in a competitive landscape!)

What opportunities are coming up this year?

# YOUR IDEAL LISTENERS

Who do you need to reach?

Where are they?

On line / Social media?

What do they read?

Where do they travel?

# FUND RAISING

Who are your donors? Or sponsors?

What and when do they need to hear from you?

What inspires them to give?

Is it a connection to place or an event or your story?

Is it a service or a need you fulfill?

# NOW THAT YOU KNOW WHO YOU NEED TO REACH AND HOW...

What do you need to say?

What are your key messages?

# MAGIC TRICK

**You want to reach your audiences.**

How can you make them want to reach YOU?

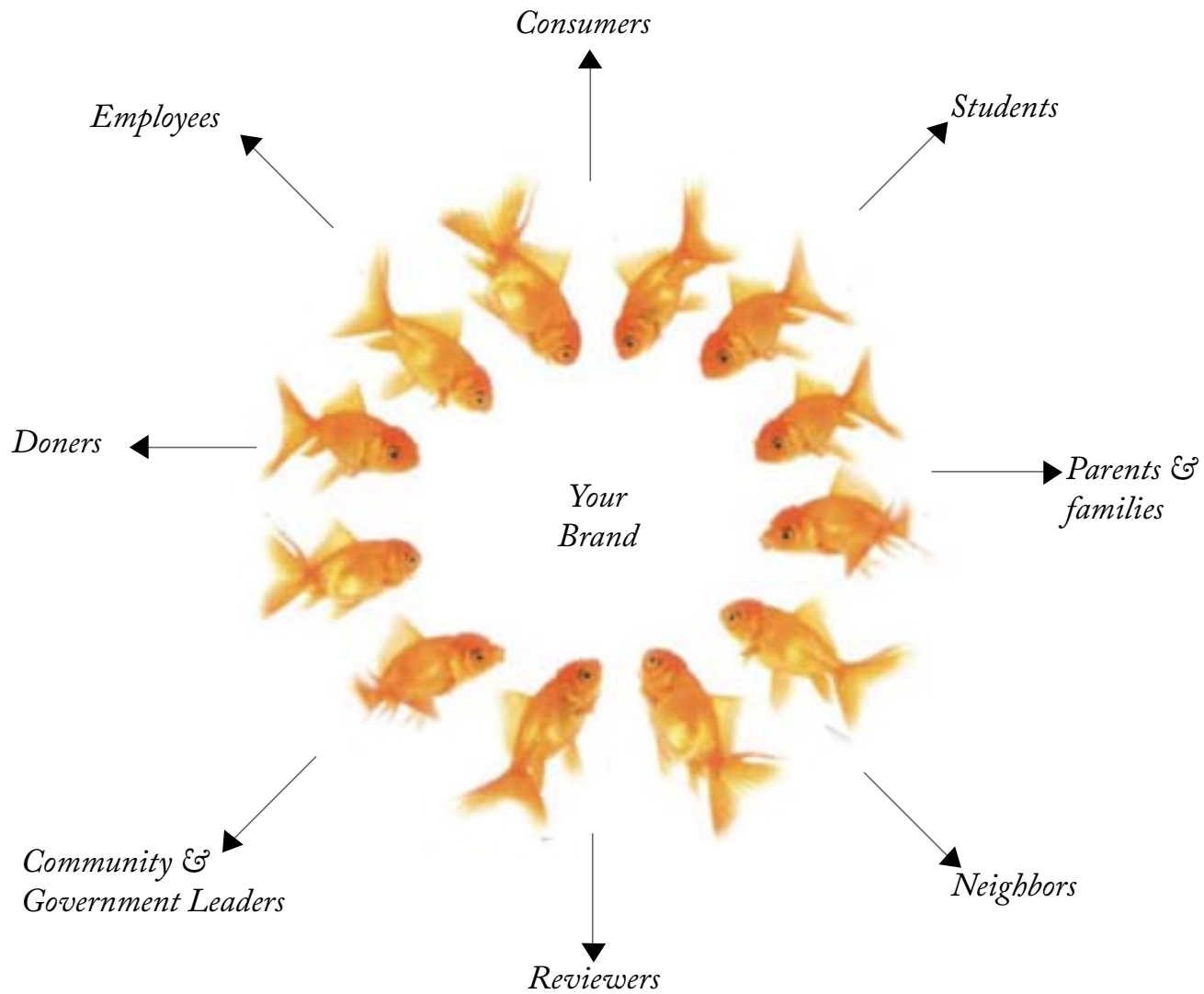
What is your added value? Are you a resource to your audiences?

Are you making that emotional connection possible?

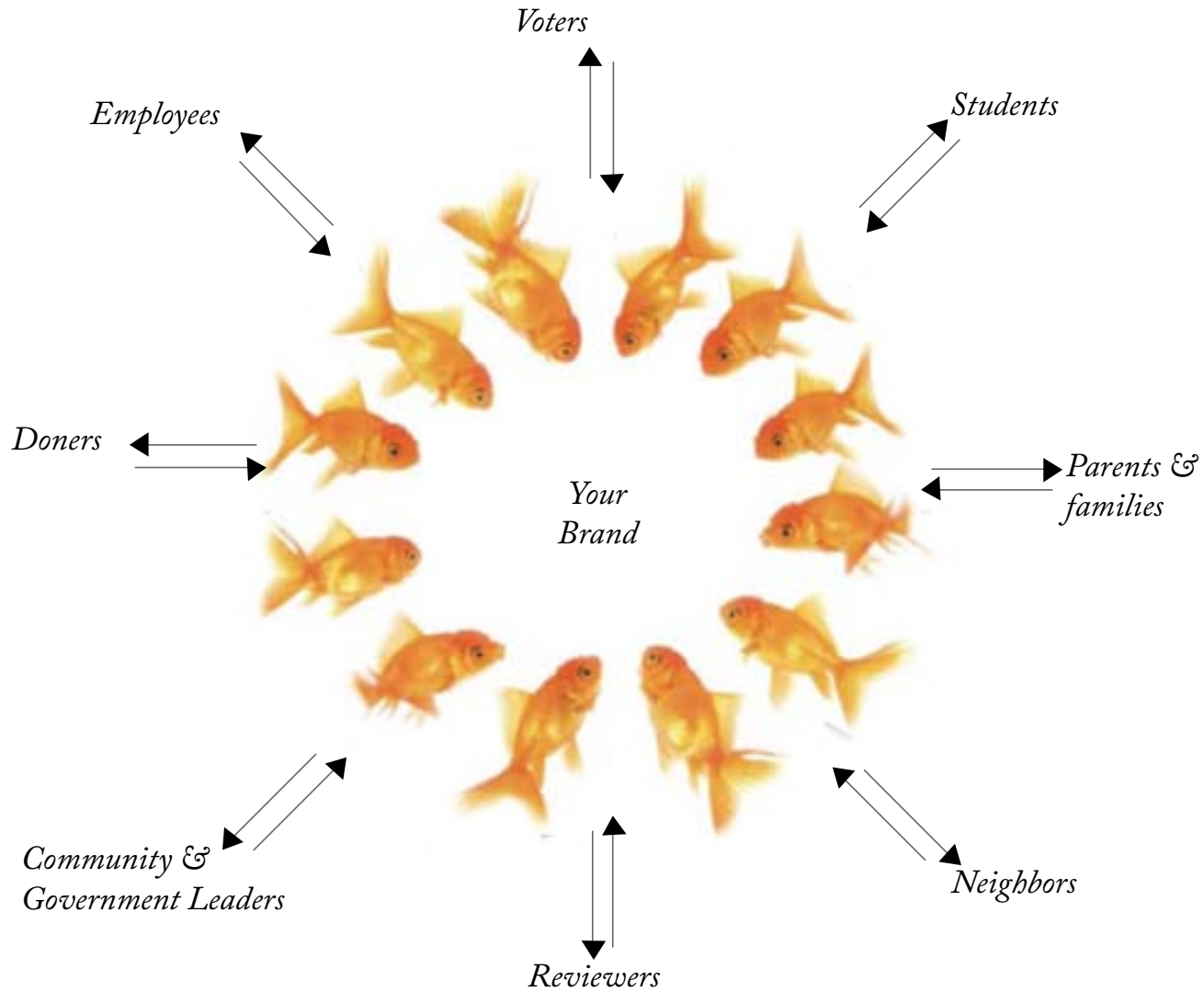
Are you giving them the tools/info they need to connect to you?

# HOW HAS COMMUNICATION CHANGED?

How information used to flow:



# How it must flow now:



# SOCIAL MEDIA

flickr™

facebook

twitter

You Tube

Linked in®

digg™

# COMPONENTS OF A COMMUNICATIONS PLAN

- Goals** → Include higher organizational goals
- Objectives** → Typically financial, especially for the non-profits, but always measurable and within a time frame
- Strategies** → Will determine the shape and form of your effort. Should focus on the over-arching actions needed for success
- Tactics** → Include the working list of tasks that will support the strategies. This is the “how” of the plan. At the tactical level the plan should include specific action items that can be assigned to volunteers to implement

# THE CASE STATEMENT

- A clearly expressed urgent need within your communities
- A summary of how you are positioned to meet that need
- Dramatic summary of the impact of the organization has on its communities (or the impact it will have when funded)
- Detailed information on how to donate
- Inspirational messaging
- Call to action and appeal to donate

# MISSION STATEMENT VS. BRAND POSITIONING STATEMENT

**A mission statement: a formal, short, written statement of the purpose of a company or organization.**

Preserved within Yellowstone National Park are Old Faithful and the majority of the world's geysers and hot springs. An outstanding mountain wildland with clean water and air, Yellowstone is home of the grizzly bear and wolf and free-ranging herds of bison and elk. Centuries-old sites and historic buildings that reflect the unique heritage of America's first national park are also protected. Yellowstone National Park serves as a model and inspiration for national parks throughout the world. The National Park Service preserves, unimpaired, these and other natural and cultural resources and values for the enjoyment, education, and inspiration of this and future generations.

# MISSION STATEMENT VS. BRAND POSITIONING STATEMENT

**A Brand Positioning Statement:** a short, pithy statement that identifies the core target audiences essential to the success of the organization and a compelling picture of how you want that audience to view the brand.

Yellowstone National Park preserves, protects, and maintains the priceless and irreplaceable pristine wilderness that is at the core of the American Experience. Its work is critical to allowing this and future generations enjoy and appreciate the natural and cultural resources that are so important to our national history and identity.

# THE FOUR-SENTENCE PITCH

Yellowstone National Park preserves, protects, and maintains the priceless and irreplaceable pristine wilderness that is at the core of the American Experience. Our critical work allows X million visitors to enjoy and appreciate the natural and cultural resources that are so important to our national history and identity and brings \$X million to the regional economy each year. But funding is low, and our work is at risk. Your donation/support/participation will keep the this economically and culturally invaluable park alive.

# HOW TO DETERMINE ECONOMIC IMPACT

Work with tourism bureaus to get economic impact numbers.

Hotel and restaurant associations to get overnight and dining visitor information.

Count heads! Especially those of children.

Conduct your own survey that is statistically relevant.

## Economic impact comes from:

Hotel stays

Meals

Shopping

Use of services and gas stations

Numbers of school children served

Values of nearby homes

Quality of life

Value on each dollar spent

Volunteers and advocacy

# COMMUNICATIONS MEASUREMENT

Increased attendance

Increased media coverage

Increased queries

Increased hits to your website

Ease of communicating and money savings

Increased donations or funding

Some things are just a good idea



think  
out-  
side  
your  
bowl

**THANK YOU!**