

communications & ENGAGEMENT

PROPOSAL



The Land Trust
FOR SANTA BARBARA COUNTY

OBJECTIVE

Inpsire and connect the **public, partners, and stakeholders** to discover and champion land conservation across **Santa Barbara County** through **The Land Trust**.



audience PROFILES

01



Public

Conservation is personal rather than technical. People fall in love with places first, and then develop an interest in protecting them.

02



Partners

View conservation through the lens of shared benefit and collaborative outcomes. They bring expertise, influence, resources, or credibility that help expand conservation's impact.

03



Stakeholders

Influence through funding and/or land acquisition, or by shaping policy, public opinion, or institutional credibility. More interested in measurable outcomes, but still driven by a personal attachment to the cause.

audience PROFILES

01 Public

Visitors
Hikers
Recreationists
Families
Community members
Conservation-minded residents
Students
Educators
Outdoor enthusiasts

*"help me experience and connect
with this place"*

02 Partners

Businesses
Agricultural community
Wineries
Farmers / ranchers
Nonprofits
Schools / universities
Civic organizations
Tribal and cultural communities
Government agencies
Media / influencers

"we accomplish more together"

03 Stakeholders

Individual donors
Major donors
Foundations
Sponsors
Land owners
Elected officials
Community leaders

"show me lasting impact"

strategy & APPROACH



Public

Transform visitors into advocates, who then become volunteers, donors, and members.



Partners

Become a trusted collaborator.

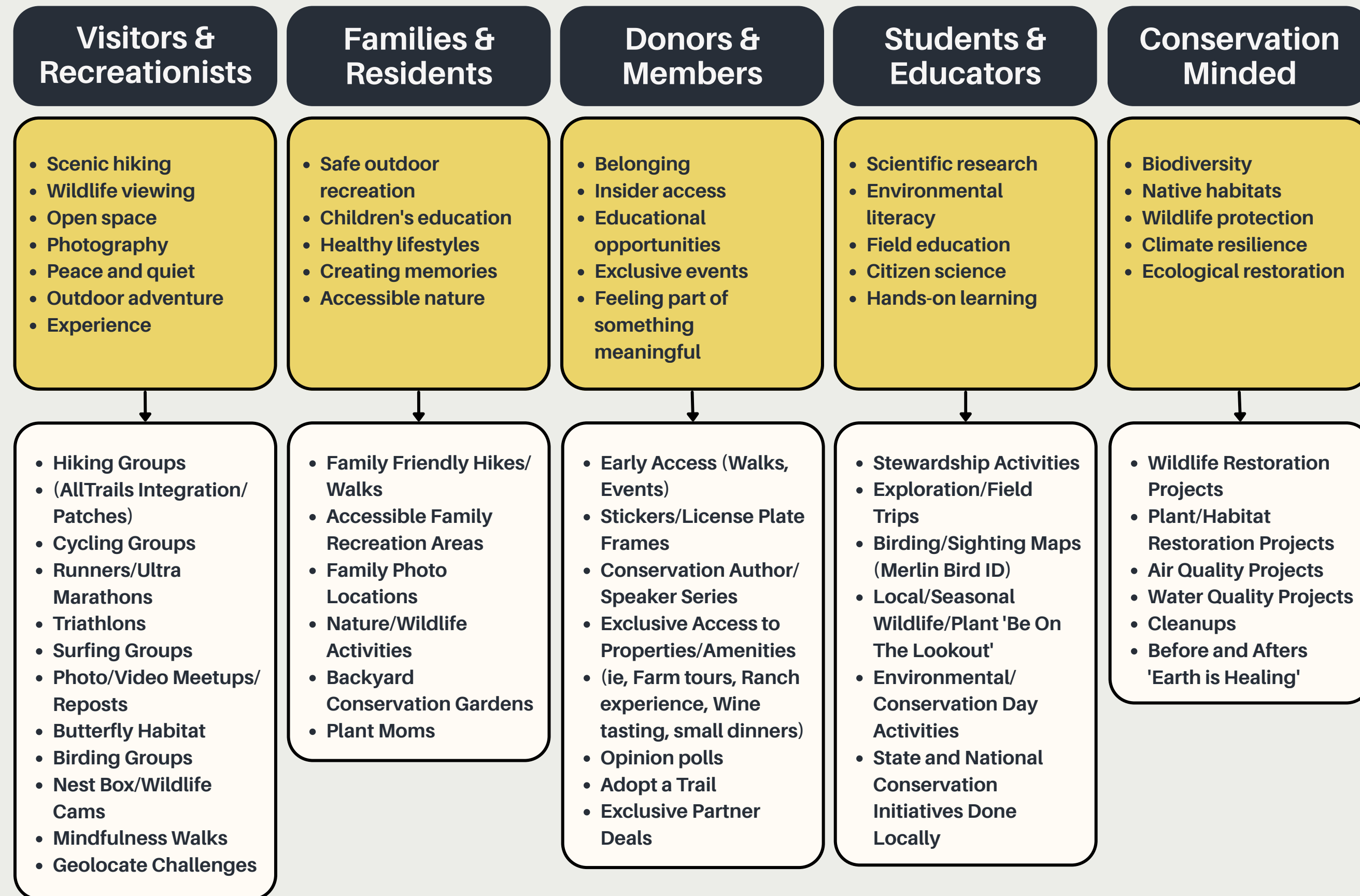


Stakeholders

Show how today's investment will protect Santa Barbara County now and into the future.

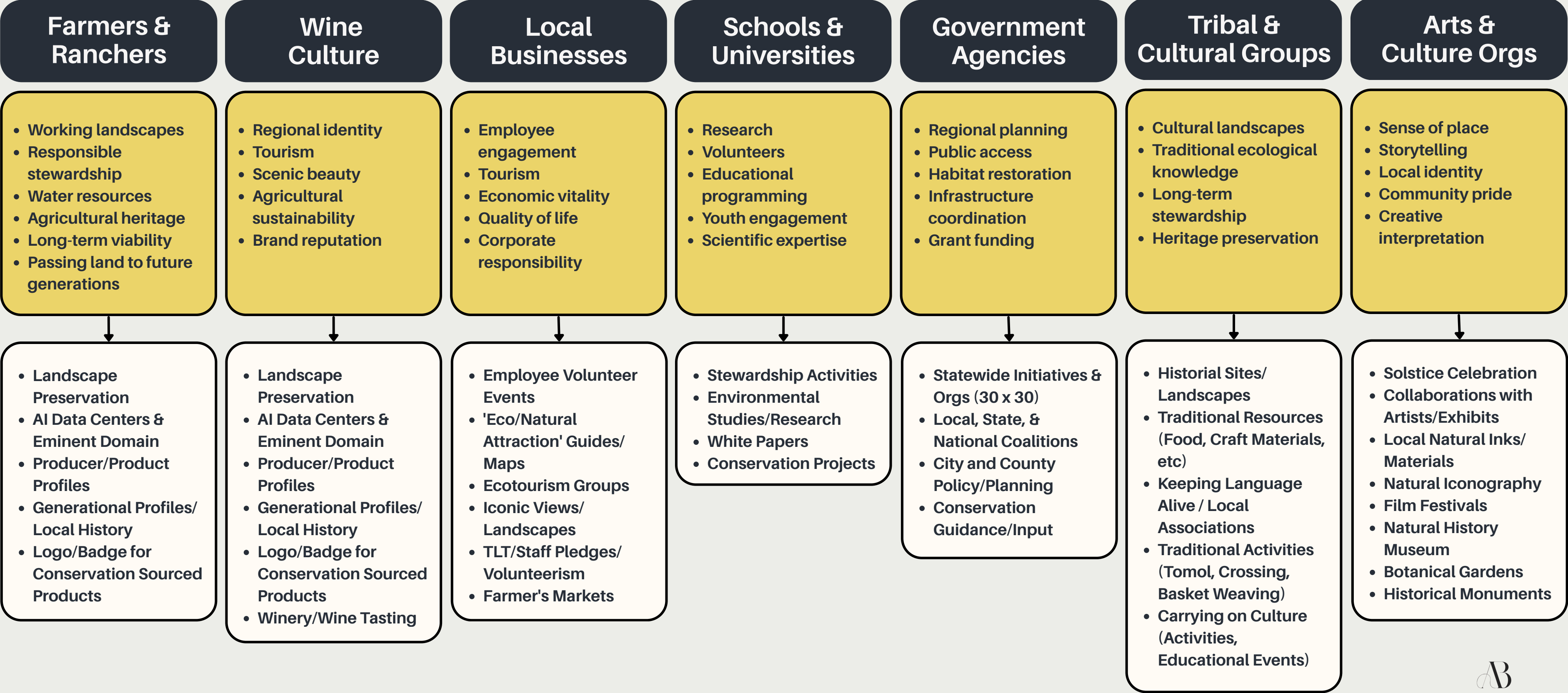
Opportunities for Engagement

public audience



Opportunities for Engagement

partnership audience



Opportunities for Engagement

stakeholder audience



content PILLARS

**Land Conservation in
Santa Barbara County**

**Community Engagement in
Santa Barbara County**

**Proprietary Trails and
Open Spaces**

**Productive Local
Farms, Ranches, and
Wineries**

**Healthy Local
Habitats for Plants
and Wildlife**



content PLAN



Positioning

The Land Trust of Santa Barbara County should position itself, and conservation, as part of the identity of the region.



Execution

Utilize digital, print, earned media, and in-person events to build community and reiterate position amongst a variety of audiences.



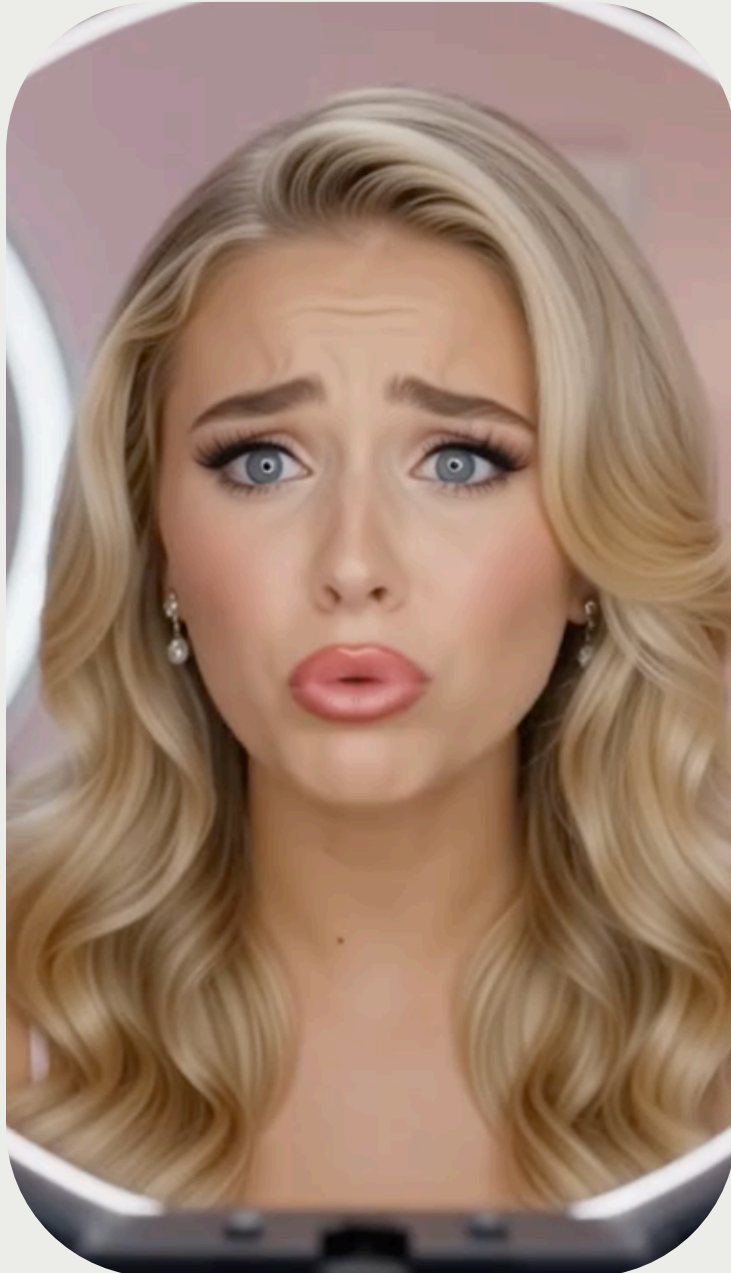
Discernment

Honor existing conventions in conservation communications, engagement, and media, while exploring the potential for cross-engagement and innovation.



sample digital campaign

"LET'S KEEP IT THAT WAY"



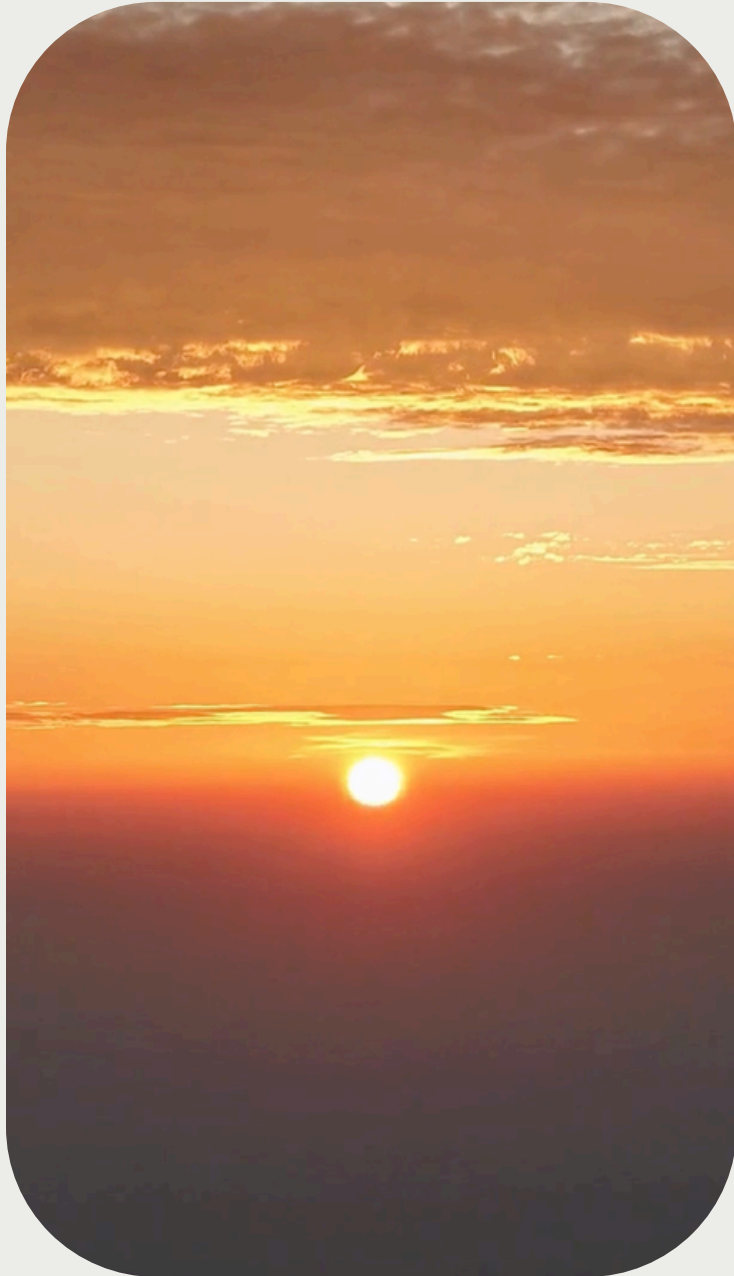
Contrast Performative Culture with Santa Barbara Lifestyle

- Series of loud, saccharine, bright video clips with satirical influencers (or other cultural theme) making absurd statements about why Santa Barbara is undesirable, ie:
 - "The beaches don't have WIFI."
 - "The sunset only had one light source."
 - "The butterflies don't even do tricks."
- "Santa Barbara isn't *brat*" (change last word to match theme).
- Series of clips featuring activities supported by conservation (birding, hiking, wine, etc.)
- Follow with tagline, "Let's Keep It That Way" & TLT logo.

sample multimedia campaign "LOVE, LANDSCAPE"



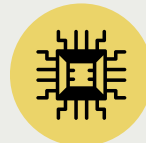
[CLICK FOR
SAMPLE
VIDEO](#)



Juxtapose the Concept of Love Languages with the Benefits of Conservation

- Associates the Five Love Languages with conservation:
 - Words of Affirmation
 - Quality Time
 - Acts of Services
 - Gifts
 - Physical Touch
- Adds a layer of human emotion to the elements and personalizes benefits of conservation.
- Multiple opportunities to integrate into media campaigns, in-person events, fundraisers, etc.

sample fundraising campaign "OFFSET YOUR AI"



Calculate Environmental Impact of AI, Offset with Conservation

- Provide a calculator that allows individuals to determine their impact on the environment (energy, fossil fuels, water, pollution, etc) based on hourly use of AI, and current standards for best estimates.
- Automatically present a "Conservation Offset" donation amount to counteract this impact.
 - Can be a one time donation, or a recurring one for regular AI users.
- Tone is meant to be light and somewhat unserious, but still meaningful, educational, and informative.

desired OUTCOMES

01

Strengthen brand

Establish identity as Santa Barbara's conservation and legacy agency.

02

Build community

Create an organic desire for people to engage and align with conservation.

03

Build partnerships

Form mutually beneficial relationships within multiple sectors.

04

Generate leads

Develop mailing list and volunteer enrollments.

05

Grow revenue

Donors, major gifts, foundations, and sponsorships.

06

Press and media

Develop working relationships with local journalists, content creators, and media.

TIMELINE



Research & preparation

- Brand audit
- Surveys and research
- Communications audit
- Website analytics review
- CRM review
- Social media audit
- Develop messaging framework
- Build editorial calendar

Execution & optimization

- Digital implementation
- Media strategy
- Partnership development
- Volunteer recruitment
- Content strategy
- Events

Evaluation & reporting

- Education programs
- Agricultural partnerships
- Citizen science
- Regional campaigns
- Digital experiences
- Fundraising initiatives

THANK *you*



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