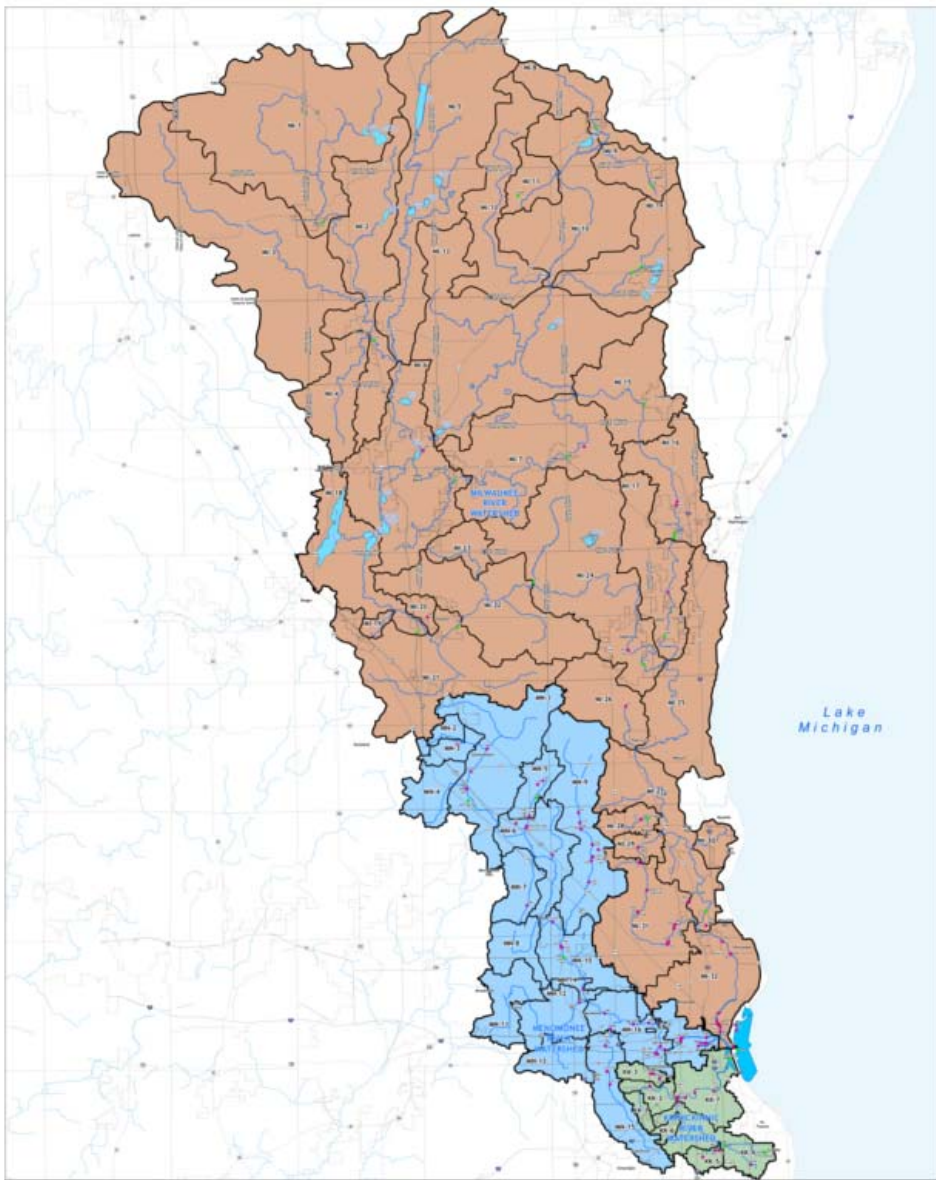


Lake Michigan Stakeholders

Communication Strategy

- 1. Sweet Water**
- 2. Background**
- 3. Coastal Collaboration**

ECWRPC
October 26th, 2018



Sweet Water

~15 years old

**MMSD-WDNR-
SEWRPC**

**Watershed planning
Mini-Grant & 2 events**



E&O Campaign

NR 216 and Behavioral Change

+37 munis

Check the box for E&O

Lacking – elected officials, soil ero. Etc.



MEANINGFUL ENGAGEMENT

PR	Adopt-A-Storm Drain
Email Blast	Thursday Night Lights
TV	OTT
Radio	Schools
Corporate Partners	SEM
Social Media	Partner Workshops

12 million impressions



Future

Expanding from just E&O

Trainings

Collaborative work meetings for MS4's



Coastal Collaboration History

- **Widespread Collaboration**
 - **Lake Michigan Academy**
 - **UWEX**
- **This project aims to fill the gaps left behind**

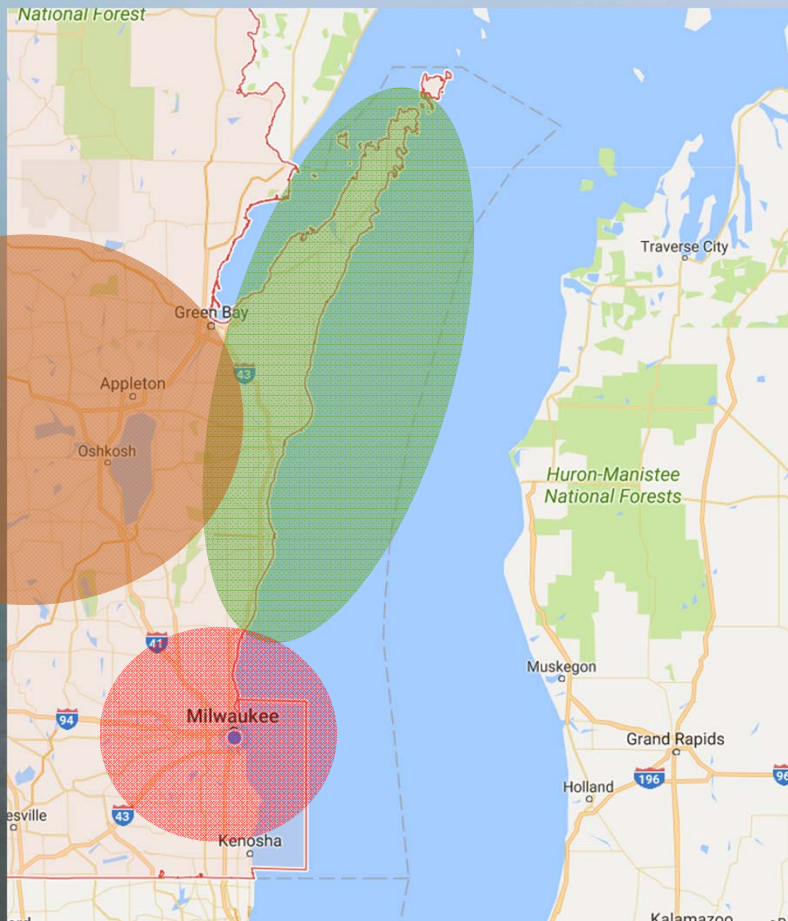
WCMP Funded Messaging Campaign

Historical Overview



Watershed-based Education Campaigns (nonpoint)

- **Renew Our Waters**
- **We All Live on the Water**
- **Respect Our Waters**



WCMP Funded Messaging Campaign

Historical Overview

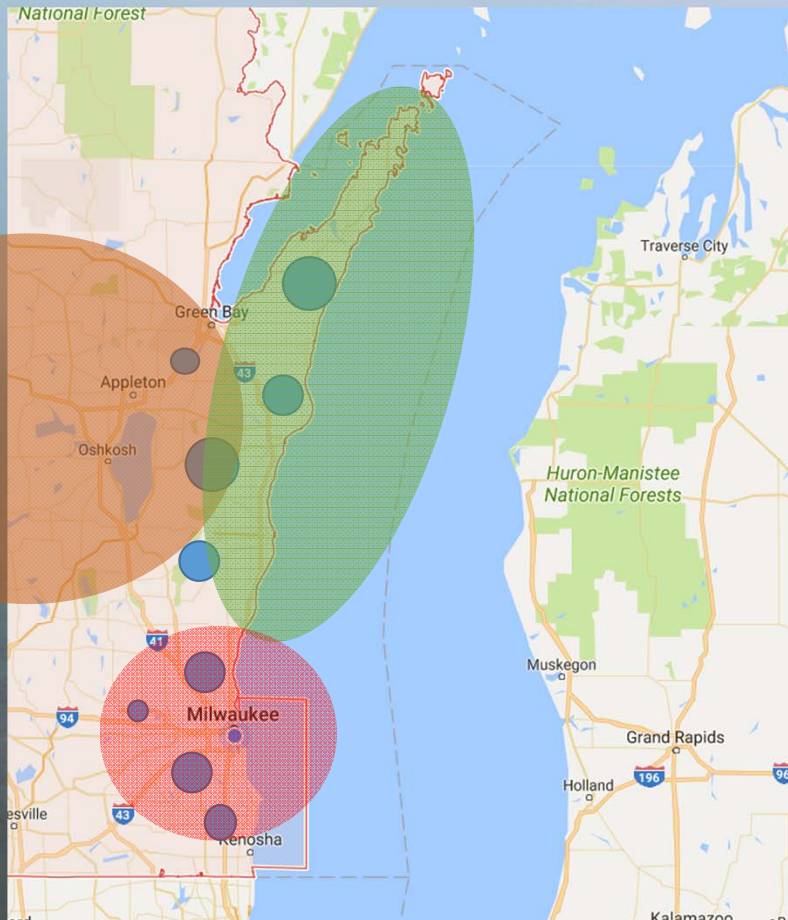


Watershed-based Education Campaigns (nonpoint)

- **Renew Our Waters**
- **We All Live on the Water**
- **Respect Our Waters**

Community-based Ed.

- **Others!**



WCMP Funded Messaging Campaign

Strategic Communications Plan



- Framework for collaboration
 - Purpose
 - Evaluate, prevent redundancies, provide resources and tools
 - Efficient, effective, unified
 - Maintain autonomy but provide consistency
 - Reduce workload for centers of learning
 - Ease of Use
 - Customize for different target audiences
 - Step-by-step guide

WCMP Funded Messaging Campaign

Strategic Communications Plan



- Goals (if plan is successful)
 - Distribute messaging that is **recognized** and **adopted** up and down the coast
 - **Achieving buy-in** from (more) stakeholders re: common messaging effort
 - and these partners are using the messaging to **build a strong network** around water issues and solutions.
 - In this way, LMS becomes a **trusted partner** and serves as a bridge builder.
 - Creating **educational hubs** with partner organizations

WCMP Funded Messaging Campaign

Strategic Communications Plan

- Target Audiences

- Millennials
- Urban Homeowners
- Associations
- Rural Lakefront Landowners
- Rural Landowners
- Farmers
- Donors/Supporters
- Policy Makers

- Each Target has own “Core Message”

- Ex. Farmers – You are an expert @ solving problems... these problems won't get solved w/o your help



Communications Plan

Guides are color-coded for
ease of use

Simplified, one-page
versions available

Raise Great Lakes literacy

WCMP Funded Messaging Campaign

Tactics and Timelines




- Website
 - Clearing house of info/resources(more later)
- Social media strategy
 - Not just an LMS strategy
 - Strategic recommendations for “education hubs/centers of learning”
 - *Possible* training session/workshop?
- Monthly recommendations
 - Seasonally themed topics
 - Suggested target audiences
 - Suggested delivery methods and mechanisms

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Tactics and Timelines



Month	Topic		Audience
September 	Leaves	X	Millennials
		X	Urban Homeowners
			Associations
		X	Rural/Lakefront Landowners
			Farmers
		X	Donors/Supporters
			Policy Makers

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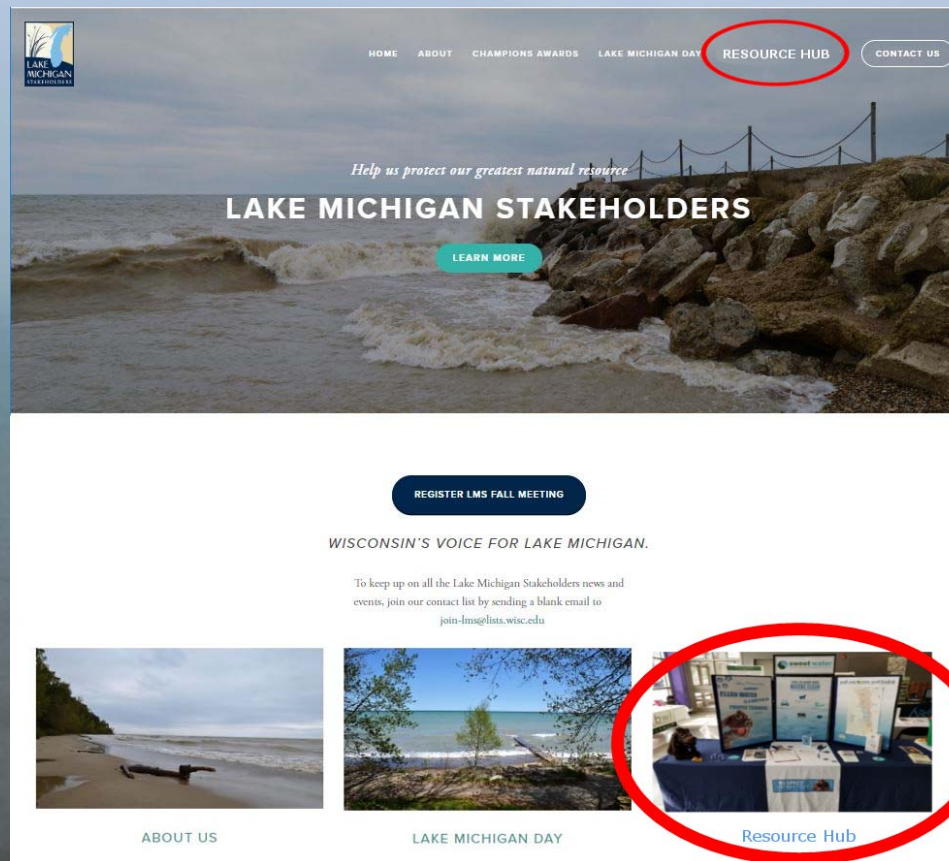
Messaging Targets

- Great Lakes Literacy Principles
 - (handout)
- Target Audiences
 - (handout)



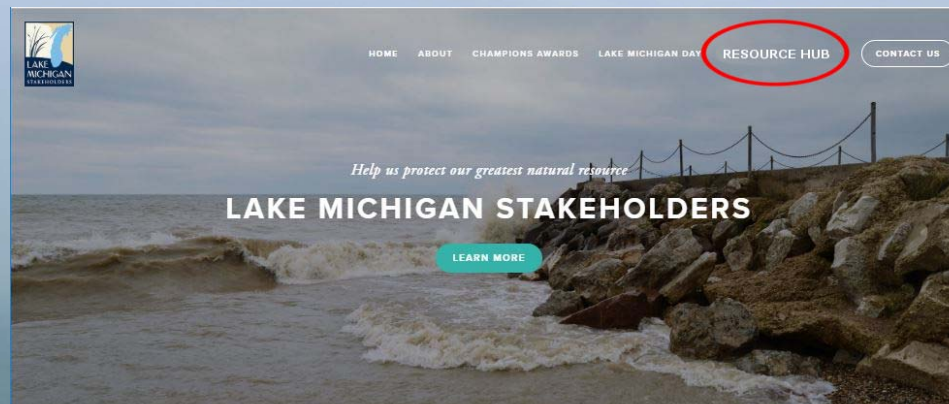
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Website (draft example)



WCMP Funded Messaging Campaign

Website (draft example)



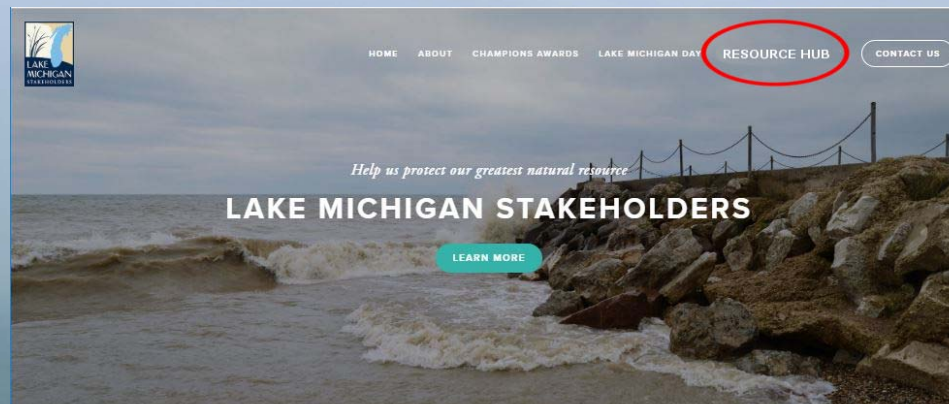
Content Calendar

Jan	Feb	March	April
May	June	July	August
Sept	Oct	Nov	Dec

Search by topic

WCMP Funded Messaging Campaign

Website (draft example)



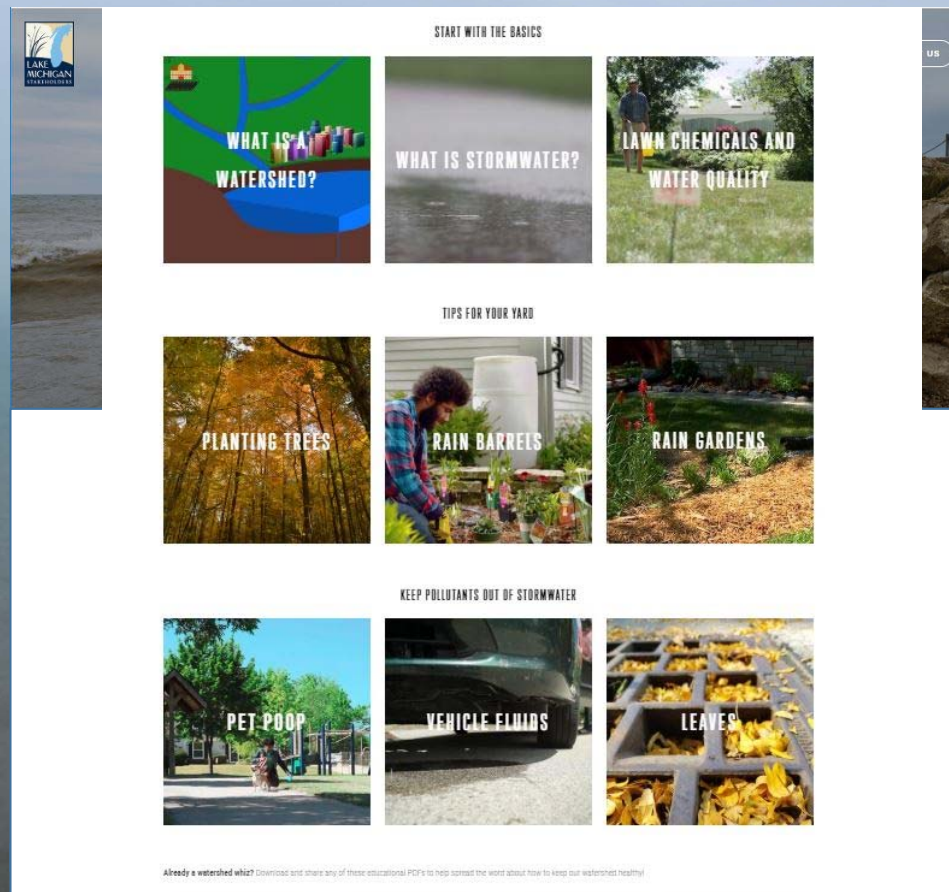
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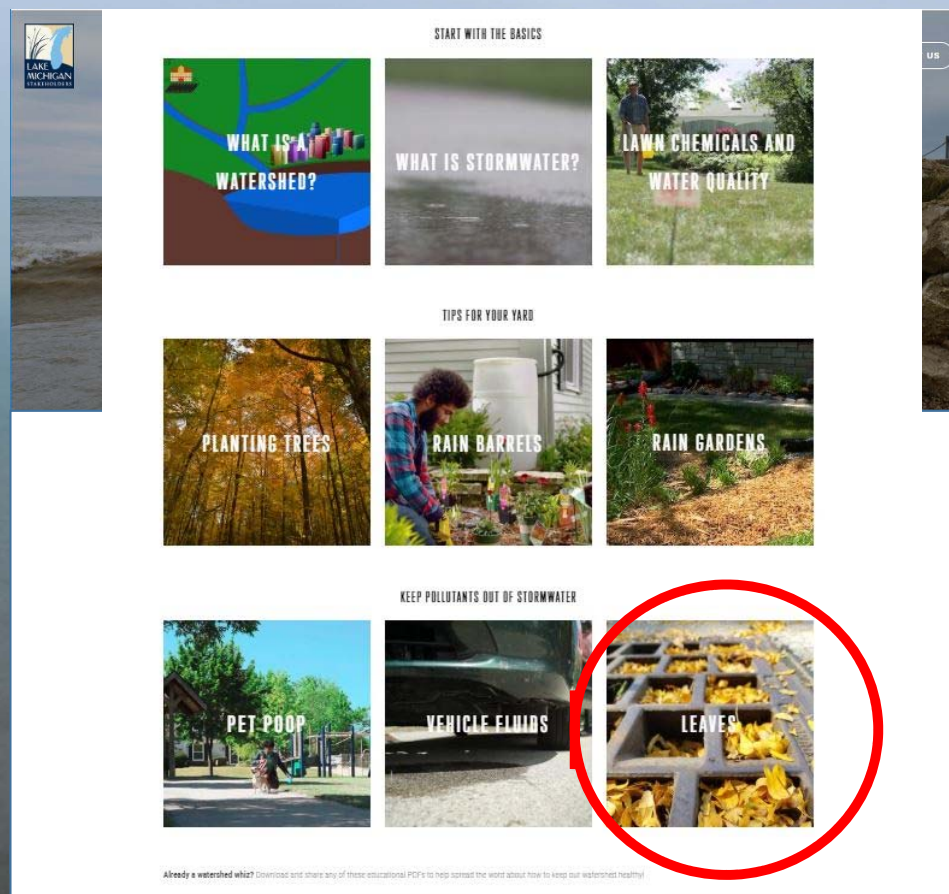
WCMP Funded Messaging Campaign

Website (draft example)



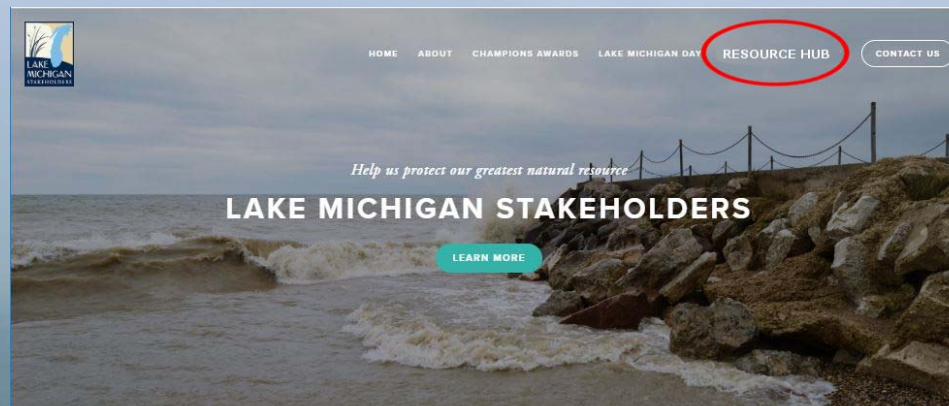
WCMP Funded Messaging Campaign

Website (draft example)



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Website (draft example)

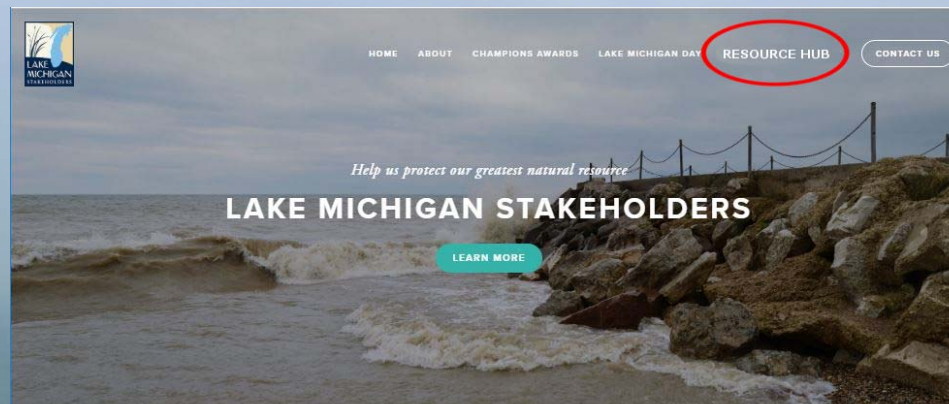


Target Audience:

Millennials	Urban Homeowner	Associations	Lakefront Landowners
Rural Landowners	Farmers	Donors Supporters	Policy Makers

WCMP Funded Messaging Campaign

Website (draft example)



Target Audience:

Millennials	Urban Homeowner	Associations	Lakefront Landowners (circled in red)
Rural Landowners	Farmers	Donors Supporters	Policy Makers

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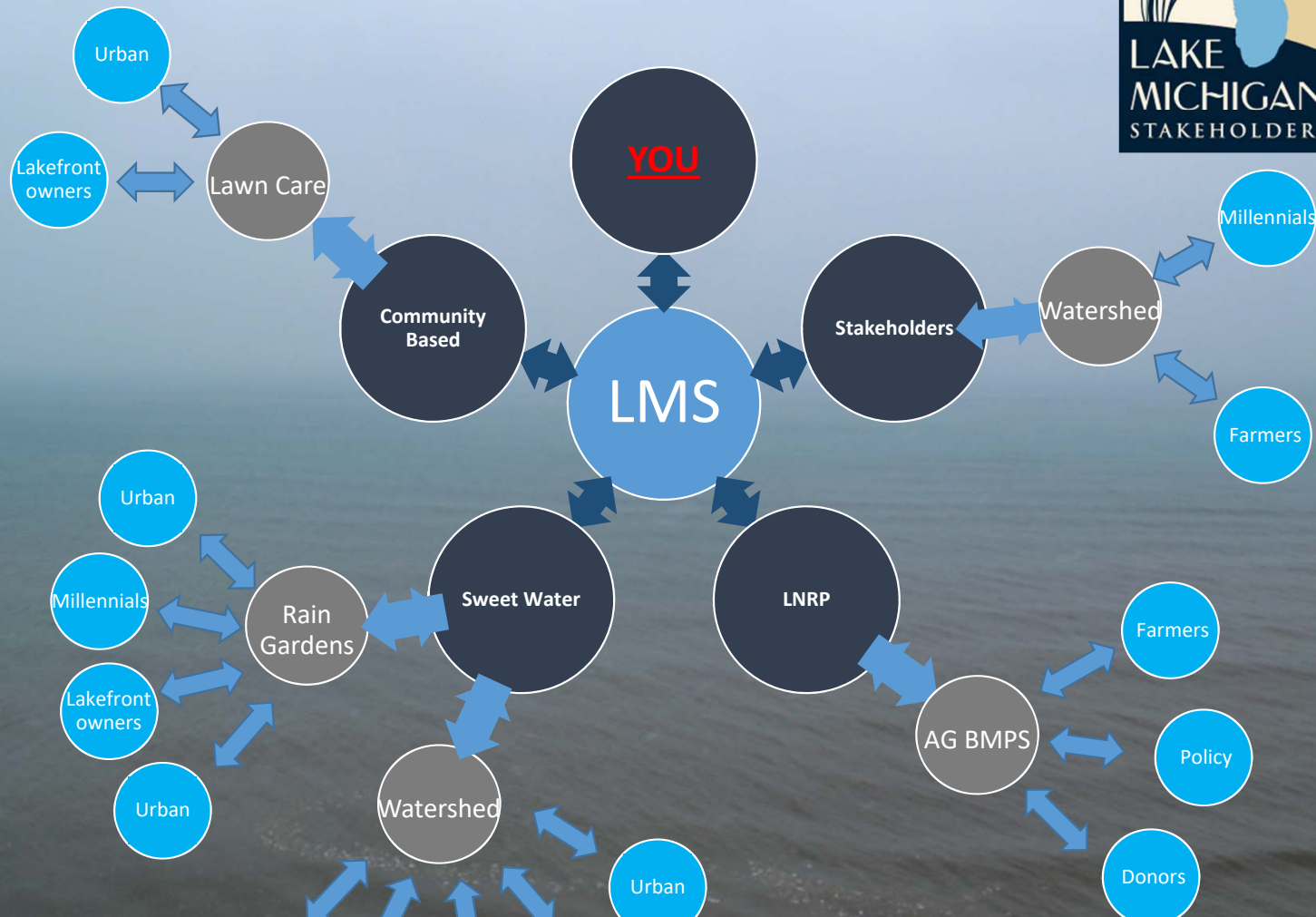
Website (draft example)



Content for **lakefront landowners** regarding **Leaves**:

- SELECT IMAGE (LMS will provide)
- Written copy focused on strategic messaging (emotional hook) and GLL messaging
 - Detailed tips on how to communicate this idea effectively are on pages 14-16 of your Strategic Communications Plan.
 - Make sure lease templates are up to date and ready for use.
 - Compile list of lakefront owners through tax and public record searches.
 - Compile and print mailer
 - Send mailer in late summer
 - Be prepared for follow-up conversations.
 - Send mailer again in fall, no more than 2 months after first mailer.

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Next Steps

- Getting elected officials and state reps involved
- WaterThinkers
- “Phase III”

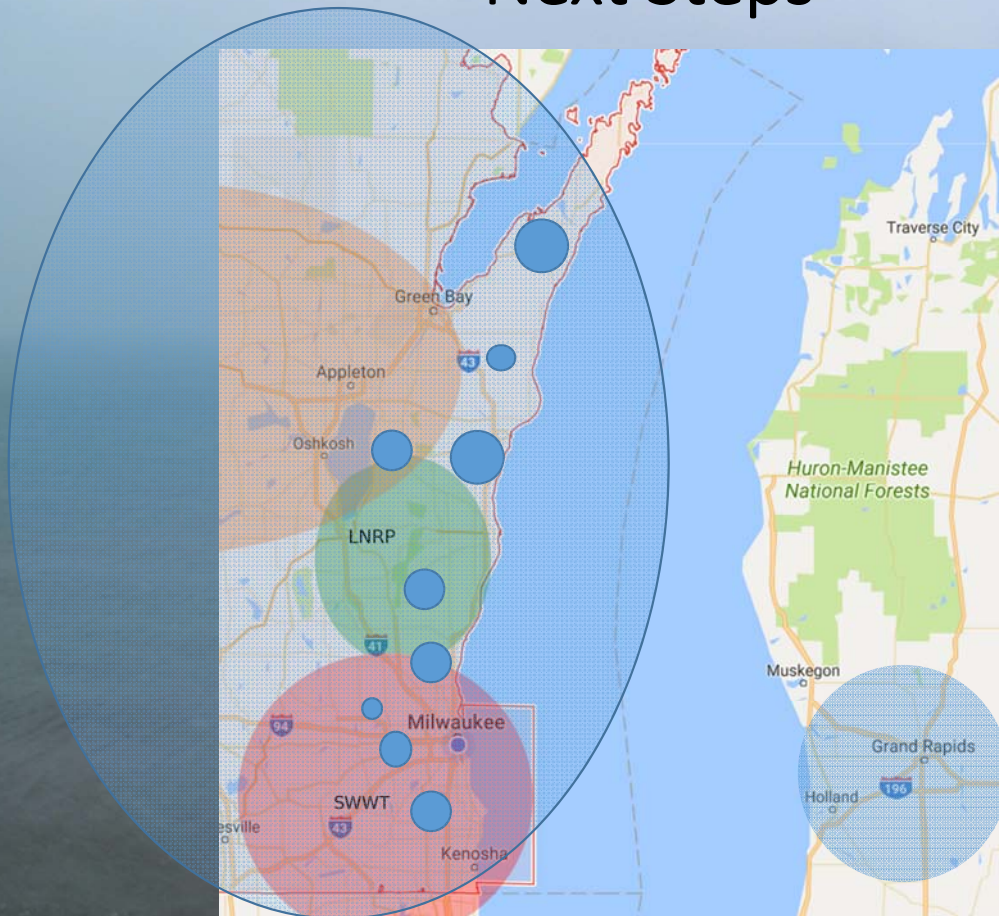
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Next Steps



"Lake-Wide" Education Center

- Lower Grand Rapids Organization of Watersheds (LGROW)
- Others



THANK YOU

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262-716-2211

