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.
<table>
<thead>
<tr>
<th>MEANINGFUL ENGAGEMENT</th>
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<tbody>
<tr>
<td>PR</td>
</tr>
<tr>
<td>Email Blast</td>
</tr>
<tr>
<td>TV</td>
</tr>
<tr>
<td>Radio</td>
</tr>
<tr>
<td>Corporate Partners</td>
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<tr>
<td>Social Media</td>
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</tbody>
</table>

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
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Historical Overview

Watershed-based Education Campaigns (nonpoint)

• Renew Our Waters
• We All Live on the Water
• Respect Our Waters
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Historical Overview

Watershed-based Education Campaigns (nonpoint)

• Renew Our Waters
• We All Live on the Water
• Respect Our Waters

Community-based Ed.

• Others!
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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
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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
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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
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Simplified, one-page versions available
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Raise Great Lakes literacy
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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
**WCMP Funded Messaging Campaign**

**Tactics and Timelines**

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
<th>Audience</th>
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<tbody>
<tr>
<td>September</td>
<td>Leaves</td>
<td>X Millennials</td>
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<tr>
<td></td>
<td></td>
<td>X Urban Homeowners</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Associations</td>
</tr>
<tr>
<td></td>
<td></td>
<td>X Rural/Lakefront Landowners</td>
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<tr>
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<td></td>
<td>Farmers</td>
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<td></td>
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Messaging Targets

• Great Lakes Literacy Principles
  • (handout)

• Target Audiences
  • (handout)
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Website (draft example)
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Website (draft example)

Content Calendar

<table>
<thead>
<tr>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>April</th>
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<tr>
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Search by topic
WCMP Funded Messaging Campaign

Website (draft example)

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Search by topic
WCMP Funded Messaging Campaign

Website (draft example)
WCMP Funded Messaging Campaign

Website (draft example)
WCMP Funded Messaging Campaign

Website (draft example)

Target Audience:

- Millennials
- Urban Homeowners
- Association Supporters
- Lakefront Landowners
- Rural Landowners
- Farmers
- Donors
- Policy Makers
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Website (draft example)

Target Audience:

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

LMS

Community Based

Stakeholders

Watershed

Sweet Water

AG BMPS

Lawn Care

Rain Gardens

Urban

Lakefront owners

Millennials

Urban

Lakefront owners

Urban

Donors

Policy

Farmers
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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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