



*Third Thursday Webcast Series
Marketing & Communications- Parts I-IV
Marketing 101, Strategy & PR, Building & Positioning Your Brand, Advertising & Promoting Tree Events*

A Resource List

THIRD THURSDAY WEBCAST SERIES

The Third Thursday Webcast Series is a monthly webcast held at the lunch hour and made possible through support from The Home Depot Foundation and USDA Forest Service. The goal is to provide training opportunities for local urban and community forestry practitioners. The trainings highlight successful programs and practices that you may want to adapt in your communities. Webcasts are open to all.

Correctly planting and protecting trees is a good thing to do. However, planting and protecting trees also requires coordinating time and resources. ACT minimizes such requirements by sharing the innovative ideas and organized approaches of successful projects and models for members to replicate. We invite you to join the Alliance for Community Trees for more ways to get involved. Together, we create a strong voice on behalf of the urban forest and make a great difference in the health, beauty, and livability of our communities. We strengthen communities by offering action-oriented approaches that bring people together around a common purpose.

TOPICS

Marketing 101

In the commercial business world of selling hamburgers, long-distance phone services, and other consumer goods, the most common definition of marketing is: product, price, and distribution. In other words, marketing defines the specific product or service being offered, establishes the pricing strategy, and identifies the channels of distribution to get the product to the right consumers. Conservation groups are not in the hamburger business, but they do offer specific services to a targeted audience. Translating that into the tree world, marketing is a series of strategic activities or decisions to create value in the mind of a specific customer. For most tree groups the focus is social marketing-influencing perceptions and awareness of specific audiences.

More information at: www.actrees.org/site/stories/marketing_communications_part_i_marketing_101.php

Public Relations

Nonprofit marketing can be thought of as exchanges of one value for another. Instead of exchanging \$2.00 for a meal deal, nonprofits exchange critical community programs for funding or referrals, knowledge and information for community support and recognition, or a feeling of good will for donations. Typically nonprofits waste valuable resources and opportunities in substituting promotion activities for marketing strategy. A good urban forestry marketing plan can leverage even a minimal marketing budget to effectively focus on county legislators, a specific neighborhood, or a specific zip code- not the general public. A target audience of soccer moms may want to know how trees help improve their property values, while business owners may want to know about economic impacts of trees.

More information at: www.actrees.org/site/stories/marketing_communications_part_ii_strategy_pub.php

Branding

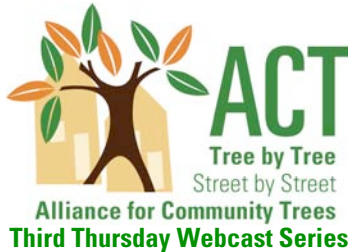
A brand is a mixture of attributes, tangible and intangible, symbolized in a trademark, which, if managed properly, creates value and influence. Marketing a brand is not a new brochure, a printing budget, direct mail, or a catchy slogan. It is an important strategy to help community groups define their value and services in the marketplace. Pretty brochures, zippy websites, and catchy slogans can be effective, but only when part of a coordinated marketing effort. After all, the goal of marketing your urban forestry program is to achieve real results.

More information at: www.actrees.org/site/stories/marketing_communications_part_iii_building_po.php

Advertising

All nonprofits operate in a very competitive marketplace. Urban forestry groups face competition from other tree, park, and conservation causes, but there is far greater competition from other sources. The most staggering competition you face is from the nearly 1,500 advertising messages bombarding the average adult daily. Urban forestry groups face very specific challenges in getting public recognition: the use of jargon-heavy technical language, limited budgets, and the





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reality that less than 7% of all donated dollars are contributed to environmental causes. Marketing can be a blueprint for recruiting volunteers interested in the environment. It can increase media coverage for your tree-planting events or let people know how urban forestry helps us every day.

More information at: www.actrees.org/site/stories/marketing_communications_part_iv_advertising.php

TRAINERS

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Laurie Kaufman is Director of Communications at TreePeople. At TreePeople, she manages media, publications, public relations, and website activities. She has over 10 years experience working with nonprofit organizations in areas including community self-reliance, sustainable development, organic farming, homelessness, youth-at-risk, and children of incarcerated parents. Laurie has taught tree planting and organic gardening to youth and senior citizens in California and Hawaii's Big Island. She has written for the Journal of the Society of Municipal Arborists, the Daily Breeze, Southern Sierran, Santa Monica Mirror, and Resurgence magazine. She is currently producing a series of videos about TreePeople and worked on the 1995 award-winning video "Hawaii: Vision for A Sustainable Future." More information at: www.treepeople.org

Shannon Forsell has served as Public Relations Director for Keep Indianapolis Beautiful, Inc. (KIB) since 2004. KIB, an affiliate of Keep America Beautiful, is a nonprofit with the mission to unite people to beautify the city, improve the environment, and foster community pride. In 2004, the organization underwent a complete rebranding process, including the creation of a new logo, organizational brand guidelines, and branding roadmap. In 2007, KIB launched the organization's local NeighborWoods initiative to plant 100,000 large shade trees in neighborhoods in Indianapolis by the year 2010. During Shannon's time at Keep Indianapolis Beautiful, media and visibility exposure has increased by 100%, and website visitors have increased by 40%. More information at: www.kibi.org

Mandy Hunsicker is Senior Account Executive with Manning, Selvage, and Lee. Manning, Selvage, and Lee is widely recognized for their infinitely renewable source of energy and their cohesive and collegial culture. Their approach goes beyond media relations, acting as partners and advisors to their clients, powering the businesses with proven methods and tool for strategic planning, corporate and product bearing, corporate reputation, crisis management, and stakeholder relations. Prior to Manning, Selvage, and Lee, Mandy worked for Fleishman-Hillard in St. Louis and Edelman in Chicago. She is a graduate of Purdue University. More information at: www.mslworldwide.com/





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Constance Crawford is Outreach Services Director for the nonprofit Sacramento Tree Foundation. In that role, Constance creates and implements the organization's strategic marketing, public relations, advertising, and advocacy goals. She graduated from the University of California, Davis in 2001 with a degree in English and Communication. She is currently finishing her graduate studies at the California State University, Sacramento to receive her Master of Arts degree in Public and Political Communication. Constance is a certified Professional Behavioral Analyst and enjoys conducting consumer research to inform communications objectives. The Sacramento Tree Foundation is a nonprofit 501c3 organization dedicated to building the best urban forest for the Sacramento region. Their vision is guided by a dynamic and dedicated Board of Directors and a full time staff of roughly 35 mission-driven individuals. For over 25 years they've been building partnerships and empowering communities to envision the best places to live and invest in their urban forest. They do this by educating, advocating, and lending support for tree plantings. More information at: www.sactree.com

Jean DuBose serves as the Director of Development & Promotions for the Parks & People Foundation, a nonprofit organization in Baltimore, MD that is dedicated to supporting a wide range of recreational and educational opportunities, creating and sustaining healthy and lively parks, and promoting a healthy, natural environment for Baltimore. With the Parks & People Foundation, Ms. DuBose oversees the fundraising, promotions, and special event programs of the Foundation which currently operates 16 programs and initiatives with a \$4 million annual budget. Prior to joining the Parks & People Foundation Ms. DuBose worked in the nonprofit housing community in Baltimore creating and promoting financial literacy education programs and organizing communities around issues relating to healthy communities. Ms. DuBose earned a BA degree in International Relations from Washington College. More information at: www.parksandpeople.org





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Electronic Resources

Spin Project

In today's crowded media environment, organizations working to build a fair, just, and equitable society can scarcely be heard. Organizations hoping to shape debates and shift public policy must embrace strategic communications to achieve their goals. The SPIN Project strengthens nonprofit social justice organizations, small and large, to communicate effectively for themselves. The SPIN Project provides accessible and affordable strategic communications consulting, training, coaching, networking opportunities, and concrete tools. They also offer an annual Spin Academy to train nonprofit staff to become media and communications experts.

More information at: www.spinproject.org

Resources: www.spinproject.org/article.php?list=type&type=9

Tutorials: www.spinproject.org/article.php?list=type&type=22

Green Media Toolshed

Green Media Toolshed is committed to providing tools and improving the effectiveness of communications among environmental groups and the public. Green Media Toolshed organizes trainings and training content that helps our members communicate their messages more clearly, and looks for new ways to use technologies and strategies that help groups place messages in front of their right target audiences. They offer an annual, sliding-scale subscription for environmental nonprofits that gives access to the Vocus/Bacons media database, online photography management system, blogs, trainings and much more. If you decide to subscribe, please mention TreePeople.

More information at: www.greenmediatoolshed.org

Fenton Communications

Fenton Communications is the largest public interest communications firm in the country. Since 1982, Fenton has contributed to some of the most defining social change movements of the past quarter century, from the fall of apartheid to the rise of MoveOn.org as a grassroots political force. With their clients, they've waged winning campaigns on a broad range of issues from human rights injustices and corporate corruption to moving the dial on environmental toxins and the death penalty. Fenton is small enough to be nimble and inventive but big enough to supply a full range of services, from strategic planning and media relations to advertising and online marketing.

More information at: www.fenton.com/pages/5_resources/1_bestpractices.htm

Now Advertise This- 10 Tips, How to Make News with Public Interest Advertising.

Most nonprofits don't have tons of money to spend on advertising. Often the only reason to invest in ads is if you can leverage them with media outreach so you get your more bang for your buck. In that regard, not every public interest ad is created equal. The best ones make news and generate buzz. Others vanish into the ether. When the latter occurs, it's often for the same reasons: Too much information — as in too much text. Buried headlines that don't grab eyeballs. Failing to strike when the iron is hot by missing the news cycle. But you don't need to be the CEO of a Madison Avenue advertising firm to get your ad noticed. In this guide, Fenton Communications and Zimmerman & Markman lay out 10 tips for making news for your public interest advertising, drawing from media campaigns we've done for a broad range of public interest organizations.

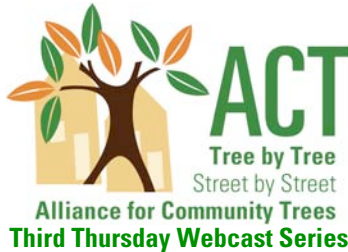
More information at: http://actrees.org/files/Events/nowadvertisethis_06.pdf

Nonprofit Marketing Guide

This website, by Kivi Leroux Miller, offers great resources such as live webinars, on-demand e-courses, coaching and consulting, articles, and a blog.

More information at: www.nonprofitmarketingguide.com





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Tips for Television Interviews

Public relations and media strategist, Celia Alario, offers some tips for handling television interviews. More information at: <http://actrees.org/files/Events/tvinterview.pdf>

Why Bad Ads Happen to Good Nonprofits

With funding from The Pew Charitable Trusts, Cause Communications conducted a study of approximately two hundred public interest print ads that had been published between 1990 and 2000 in various magazines and newspapers. The sample included placements by The American Cancer Society, American Heart Association, American Red Cross, Planned Parenthood, Save the Children, World Wildlife Fund and dozens of other prominent national organizations. The ads appeared in large circulation publications including Business Week, Cosmopolitan, Essence, Fortune, Reader's Digest, Rolling Stone, and Sports Illustrated. The results are sobering at the very least. With few exceptions, the ads performed poorly in terms of capturing the readers' attention, drawing them into the ad, and leaving a strong impression in their minds. Like the dot-com ads, most of the public interest ads were stunningly weak on design basics. "Relatively rare is the ad for a nonprofit organization that earns high readership scores," the report concluded, "and quite common are those that rank among the lowest ads in a given issue of a publication studied." More information at: <http://actrees.org/files/Events/whybadads.pdf>

Why Bad Presentations Happen to Good Nonprofits

Why are so many of our colleagues- decent, well-educated, well-intentioned folks- so good at being so boring? Has their devotion to data and sound science made them forget that audiences need not only to be educated, but emotionally engaged as well? Are they so imbued with the righteousness of their causes that they do not feel obligated to be interesting? Are they just too damn smart for their own good? With all the required parts of your presentation in place, you will be ready to consider how you, the presenter, can energize your material and keep your audience fully engaged. Learn basic platform skills that can help you use your eyes, voice, and body to deliver your message with more authority, ensure that key points are conveyed, and sustain audience interest from start to finish. This document offers tips on preparing handouts, creating evaluation forms, securing the right equipment, and nailing down all those other details nobody notices (until something goes wrong). Among the top 20 presenters in the country is TreePeople's Andy Lipkis. More information at: <http://actrees.org/files/Events/whybadpresentations.pdf>

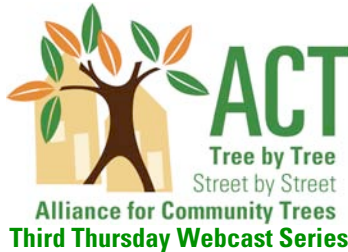
Making a Name for Yourself – Branding for Nonprofits

Branding is especially valuable to non-profits that must compete, often with limited resources, in a crowded marketplace where ever-more appeals for support are directed to a limited pool of donors. A strong branding program will help you: communicate your mission persuasively, encourage internal buy-in and support, recruit and retain new members, develop new sources of funding, enhance your profile among decision-makers and influencers, and create more effective marketing and development materials. Organizations engage in branding for a number of reasons, usually centered on a change in leadership, goals, or position. Branding offers an opportunity to reach a different audience, to refresh an outdated image, or to celebrate an anniversary. Sometimes it's just the realization that all the great things you do aren't being communicated to all the people you want to reach. http://actrees.org/files/Events/fenton_branding07.pdf

Guerilla Marketing

This website offers lots of online articles, weekly tele-classes, marketing experts who will answer any questions you have about growing your profits, hundreds of reports that teach you how to leave your competitors in the dust, and a vast library of tele-conferences with over 200 famous authors and speakers, available 24 hours per day at the click of a mouse. You have to register but it's free. More information at: www.gmarketing.com/articles/





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Community Media Workshop

The Community Media Workshop, founded by a journalist, Hank De Zutter, and a community activist, Thom Clark, is a small institution trying to link the two Chicagos- the one tourists experience versus the one residents experience- by encouraging the media to tell the stories of the other Chicago, the oft-neglected neighborhoods and back streets of Chicago, where the problems are felt most deeply and where solutions are most likely to be born. The Workshop trains people working on these problems to tell their stories to the media, tips sensitive journalists to the importance of these stories, and tries to create better relationships between the media and the diverse communities which make up Chicago and the Midwest. Since their founding in 1989, over 800 nonprofit organizations have received hands-on training and coaching for their newsworthy efforts. Over 2,000 groups have subscribed to Getting On The Air & Into Print, the comprehensive Chicago media guide. Another Workshop publication, Newstips, is now distributed twice-monthly to over 700 reporters, editors and producers around Chicago.

More information at: www.newstips.org/interior.php?section=Spotlight

Made to Stick: Why Some Ideas Survive and Others Die

Why do some ideas thrive while others die? And how do we improve the chances of worthy ideas? In *Made to Stick*, accomplished educators and idea collectors Chip and Dan Heath tackle head-on these vexing questions. Inside, the brothers Heath reveal the anatomy of ideas that “stick” and explain sure-fire methods for making ideas stickier, such as violating schemas, using the Velcro Theory of Memory, and creating “curiosity gaps.” This guide explores that “sticky” messages of all kinds—from the infamous “organ theft ring” hoax to a coach’s lessons on sportsmanship to a product vision statement from Sony—draw their power from the same six traits. *Made to Stick* is a book that will transform the way you communicate ideas. It’s a fast-paced tour of idea success stories (and failures)—the Nobel Prize-winning scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of the Mother Teresa Effect; the elementary-school teacher’s simulation that actually prevented prejudice.

More information at: www.madetostick.com/

SmartMeme.org

The smartMeme Strategy and Training Project began in 2002 in order to integrate practices from organizing, broadcast media, advertising, strategic communications, education and systems thinking into strategy and training work. Drawing from many disciplines, their experiments have evolved into a set of tools they call story-based strategy... a framework to link movement building with an analysis of narrative power by placing storytelling at the center of social change strategy. Often times those of us working for change make the mistake of focusing on what the public doesn’t know (“If they only knew the facts...”) Story-based strategy flips this approach to examine what people DO know – what are the existing stories and assumptions of the people we are trying to reach? What is their existing story relating to the issue and how does that story limit possibility? Story-based strategy works to reach past people’s narrative filters and change the dominant story around an issue or campaign.

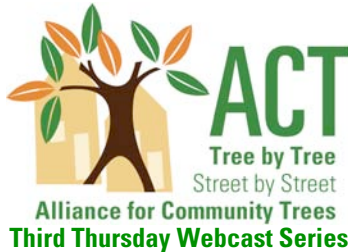
More information at: www.smartmeme.org/article.php?id=283

Non-Designers Design Books & Articles

There is an ever-growing number of people attempting to design pages with no formal training. This book is the one place they can turn to find quick, non-intimidating, excellent design help from trusted design instructor Robin Williams. This revised classic- now in full color- includes a new section on the hot topic of Color itself. In *The Non-Designer's Design Book*, 3rd Edition, Robin turns her attention to the basic principles that govern good design. Readers who follow her clearly explained concepts will produce more sophisticated and professional pages immediately.

More information at: www.peachpit.com/authors/bio.aspx?a=e26dd8f0-52aa-4ce5-9852-28f3fa1e3417





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Communications Toolkit

This book by Cause Communications is intended as a guide to help you find the best approaches, messages and vehicles for reaching all of your key audiences. It is not meant to be a textbook or definitive source on any one topic, but rather an overview of what you, as a nonprofit leader, need to know to navigate your way through myriad communications efforts- from branding your organization and developing your communications plan to choosing the right approaches and measuring your results. The guide largely borrows ideas from the corporate world on the idea that the nonprofit community can use the same techniques.

More information at: <http://actrees.org/files/Events/causecommkit.pdf>

Internet Marketing Strategies: Extending Your Online Reach

By Brent Blackaby, Blackrock Associates, former fundraiser for the Wesley Clark, Barbara Boxer, Patrick Leahy, Carl Levin, Dick Durbin, Mary Landrieu, Amy Klobuchar, Jim Webb, Nick Lampson (TX-22), Los Angeles Mayor Antonio Villaraigosa, Debra Bowen (running for CA Sec. of State), and John Chiang (running for CA Controller).

More information at: <http://actrees.org/files/Events/internetmarketing.pdf>

Internet Marketing Strategies: Extending Your Online Reach

By Jeff Patrick, President of Common Knowledge.

More information at: http://actrees.org/files/Events/internetmarketing_jpatrick.pdf

AllAboutBranding.com

Whether marketing a corporate brand or a branded product or service, success increasingly demands proactive brand management. This site is dedicated to examining all issues relating to branding to assist you in this task.

More information at: www.allaboutbranding.com

A New Brand World: Eight Principles for Achieving Brand Leadership in the 21st Century

Written by Brandstream founder Scott Bedbury and published in March 2002 by Viking Press, A New Brand World is a departure from most business books. It provides entertaining, in the trenches experiences inside Nike and Starbucks, as well as Scott's experiences as an advertising executive and brand development consultant.

More information at: www.brandstream.com/book.html

Robin Hood Marketing Rules

Katya Andresen, a veteran marketer and nonprofit professional, demystifies winning marketing campaigns by reducing them to ten essential rules and provides entertaining examples and simple steps for applying the rules ethically and effectively to good causes of all kinds. The Robin Hood rules steal from the winning formulas for selling socks, cigarettes, and even mattresses, with good advice for appealing to your audiences' values, not your own; developing a strong, competitive stance; and injecting into every message four key elements that compel people to take notice.

Andresen, who is also a former journalist, also reveals the best route to courting her former colleagues in the media and getting your message into their reporting.

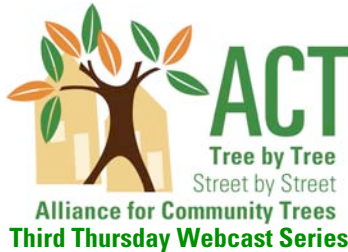
More information at: www.grantstation.com/Public/tracks_to_success/robin/1.asp

Consumers, Brands, and Climate Change

This Climate Group study discovered that two-thirds of US and British consumers cannot name a single green brand. Similarly, the 2007 National Technology Readiness Survey of 1,025 US adults found that though more than two-thirds say they prefer to do business with environmentally responsible companies, almost half add that it is difficult to find green goods and services. The findings suggest ten tips for marketing your green brand.

More information at: www.actrees.org/site/stories/consumers_brands_and_climate_change.php





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The Brand Gap: How to Bridge the Distance Between Business Strategy & Design

A series of 162 slides about branding by Marty Neumeier.

More information at: www.fundraising123.org/article/brand-gap-how-bridge-distance-between-business-strategy-design

How to Get Your Board and Administrators to Support Marketing

While the overall investment in marketing amid nonprofits has grown substantially over the years, the general comfort level with marketing among nonprofit executives has not yet caught up. Indeed, even next to its second cousin- public relations- marketing can still carry a dirty connotation, sometimes difficult to justify to spendthrift board members and constituents. By Tiffany Meyer.

More information at: www.fundraising123.org/article/how-get-your-board-and-administrators-support-marketing

Getting Ready for Media Advocacy or How to Get Your Ducks in a Row

“Luck is what happens when preparation meets opportunity.” Good media advocacy is the right combination of preparation and opportunism in the strategic use of mass media to advance an initiative. Therefore, having the systems and planning in place before you begin is at least as important as the media work itself. This briefing paper outlines some minimum requirements for the prepared advocate. Prepared by Makani Themba Themba-Nixon for the Berkeley Media Studies Group

<http://actrees.org/files/Events/mabrf1.pdf>

Defensive Framing: When It Seems They Are Really Out to Get You

There are many factors that contribute to tough, negative media. It may be that your opposition has effectively dominated the frame, or stereotyping of your issue or community makes any frame that contradicts those stereotypes difficult to get through. This briefing memo outlines steps to take when perceptions held by the public or particular media outlets are getting in the way of your policy goals. Defensive framing should only be undertaken if the issue is “under attack” (i.e., receiving consistently negative coverage) in spite of facts to the contrary. Repairing these situations takes time and persistence but take heart: in media advocacy, change is the one constant. This is not a recipe or cookie cutter that will guarantee uniform results. It is, however, a guide to shaping an effective media advocacy counter strategy. Use the steps to develop strategies that fit your organization’s unique resources, barriers and opportunities. Start with an assessment of where the group is and develop a plan with timelines to address any issues that arise. Most of all, take time to discuss these issues throughout your organization to ensure that everyone is “on the same page.”

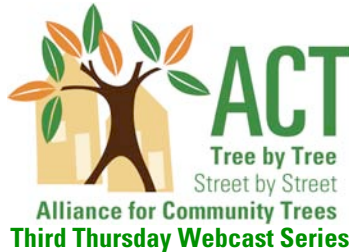
More information at: <http://actrees.org/files/Events/mabrf2.pdf>

Some Words on Media and Meaning- The Praxis Project

Public opinion research is used for mainly two reasons: 1) to legitimize or create momentum for or against a policy or action; and 2) as a planning device to develop media messages and strategies based on the “current” public opinion “terrain.” Too often, we reduce our media strategy down to what we say into the microphone. So, we tend to focus the discussion on what words we think might work. As in: “Let’s talk about working families, yeah, that works...” This is not a strategy; this is a soundbite that works for the moment. A strategy is an overall plan that takes into account how you want the terrain (discourse, power balance, etc.) to change- and the images, data or evidence, personalities, ideas, stories and values that you can leverage to make that change occur. Framing is how you pull all those variables together to cut your issue and its accompanying message- like a picture composed in a frame.

More information at: http://actrees.org/files/Events/praxis_words.pdf





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The Contribution Factor: The key to growing your business with less struggle and effort.

You went into business to make a contribution - to your clients and to the world. By growing your business and attracting more clients, you'll make the difference you've always wanted to make. Marketing that follows certain principles makes this possible. This Free Report reveals a little-known approach for marketing your professional services with integrity and without hype called "The Contribution Factor." You'll discover how contribution can be the foundation to all your marketing and bring you all the clients you'll ever need. By Action Plan Marketing. More information at: www.actionplan.com

Meta Messaging Framing Your Case and Reinforcing Your Allies

Many of us have focused like a laser on what was said and not said and who did a better job of articulating what, as if words alone shaped the outcome. This memo makes clear that words alone cannot shape any political outcome: Organizing, Infrastructure, and Strategy. These form the foundation from which power is built. Messaging helps us clarify and communicate so that we can help expand our base and affect the public conversation. More information at: <http://actrees.org/files/Events/metamessaging.pdf>

About.com- Nonprofit Charitable Orgs

This site offers lots of success stories about nonprofit basics, promoting your nonprofit, fundraising tips, social entrepreneurship, volunteers & volunteering, philanthropy, working at a nonprofit, management tools & tips, and more. More information at: www.nonprofit.about.com/od/npocommunications

AWeber Communications

Founded in 1998, AWeber helps small businesses automate email follow up and newsletter delivery for website visitors. Their 37-person team shares a wealth of experience and knowledge about permission-based email marketing with the over 51,000 current customers we work with daily. More information at: www.aweber.com

Benton Foundation

The Benton Foundation works to ensure that media and telecommunications serve the public interest and enhance our democracy. They do this by seeking policy solutions that support the values of access, diversity and equity, and by demonstrating the value of media and telecommunications for improving the quality of life for all. The Benton Foundation does not accept unsolicited grant applications or offer general grants. They are a private foundation, an institutional hybrid, bridging the worlds of philanthropy, public policy and community action. More information at: www.benton.org

Public Relations Society of America

The Public Relations Society of America is the world's largest organization for public relations professionals. The Society has nearly 32,000 professional and student members. PRSA is organized into more than 100 Chapters nationwide, 19 Professional Interest Sections and Affinity Groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. More information at: www.prsa.org





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TEMPLATES

Fact Sheets- Casey Trees (Washington, DC)

Casey Trees publishes nine, carefully-designed, and well-polished fact sheets that are consistent with their message and branding on a range of topics. They can be downloaded here:

Green City... <http://actrees.org/files/Resources/LRGreenCity.pdf>

Green Business Districts... <http://actrees.org/files/Resources/LRGreenBusinessDistricts.pdf>

Green Neighborhoods... <http://actrees.org/files/Resources/LRGreenNeighborhoods.pdf>

Green Parking Lots... <http://actrees.org/files/Resources/LRGreenParkingLots.pdf>

Green Parks... <http://actrees.org/files/Resources/LRGreenParks.pdf>

Green Residences... <http://actrees.org/files/Resources/LRGreenResidences.pdf>

Green Schools... <http://actrees.org/files/Resources/LRGreenSchools.pdf>

Green Streets... <http://actrees.org/files/Resources/LRGreenStreets.pdf>

Green Jobs... <http://actrees.org/files/Resources/LRGreenJobs.pdf>

More information at: www.caseytrees.org

Media Timeline- Be the Change (New York, NY)

Here is a great example, courtesy of Be The Change, of how to organize media outreach. This checklist starts with the opening announcement and continues through the day of action and into ongoing press. It covers national and local media, traditional and web 2.0 media, figureheads and surrogates, and op-ed and editorial board pitches.

More information at: http://actrees.org/files/Events/bethechange_mediatimeline.pdf

Tree Magnets

Community Services and Employment Training offers this layout for tree magnets.

More information at: http://actrees.org/files/Events/cset_magnets.pdf

Media Planning Considerations

This checklist helps you to organize who you want to reach, what you're trying to communicate, who are the best media to distribute your message, determining soundbytes, etc.

More information at: http://actrees.org/files/Events/mediaplanning_checklist.pdf

What the Media Wants- A Checklist

The news media in your community and state present your business and state/national association with many opportunities for publicizing your contributions and activities. The news media reaches both the general public and policy-makers. It is important to understand how the media works in order to get good press for nursery and landscape-related stories. A vital part of that understanding is knowing what the media wants and how to give it to them. What Reporters Want: Developing stories or programs that have good audience appeal, having an early jump on their competitors, getting space or air time for which other reporters at the same paper/magazine/station compete, uncovering a unique angle to a story, having access to newsmakers, experts and valuable information, maintaining objectivity about their stories. What Reporters Avoid: wasting their time, missing deadlines for filing stories, printing inaccurate, incomplete or irrelevant stories, and covering topics or issues that have already been covered.

More information at: http://actrees.org/files/Events/medianeeds_checklist.pdf

Tips for Gaining Media Coverage During National Environmental Education Week

More information at: http://actrees.org/files/Events/neew_mediatips.pdf





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A Resource List

SUCCESS STORIES

Georgia Forestry Commission (Decatur, GA)

In 2007, the Georgia Forestry Commission conducted a study by (r)evolution partners in order to develop a brand message to raise general consumer awareness about urban forestry issues.

More information at: http://actrees.org/files/Event/gufc_brand.pdf

Morton Arboretum (Lisle, IL)

The Morton Arboretum writes a weekly column on trees and home gardening for the Chicago Sun-times. Some past columns are available.

More information at: www.mortonarb.org/main.taf?p=3,6,1





Alliance for Community Trees
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A Resource List

Marketing Publications

Anatomy of Buzz, The: How to Create Word of Mouth Marketing
by Emanuel Rosen
Currency Press

Become a Recognized Authority in Your Field
by Robert Bly
Alpha Press

Brand Spirit: How Cause Related Marketing Builds Brands
by Hamish Pringle
John Wiley & Sons Press

Cause Related Marketing: Who Cares Wins
by Sue Adkins
Butterworth-Heinemann Press

Do-It-Yourself Marketing Research
by George Edward Breen
McGraw-Hill Press

Get Slightly Famous
by Steve Van Yoder
Bay Tree Press

Getting Everything You Can Out of All You've Got
by Jay Abraham
St. Martin's Griffin Press

Grassroots Marketing
by Shel Horowitz
AWM Books Press

InfoGuru Marketing Manual, The
by Robert Middleton
Action Plan Marketing Press

Love Is the Killer App
by Tim Sanders
Three Rivers Press

Made to Stick: Why Some Ideas Survive and Others Die
by Chip Heath and Dan Heath
Random House

Marketing and Social Change: Changing Behavior to Promote Health, Social Development, and the Environment
by Alan Andreasen
Jossey-Bass Press

Marketing Communications for Local Nonprofit Organizations: Targets and Tools
by Donald Self and Walter Wymer
Haworth Press

Marketing Management for Nonprofit Organizations- 2nd edition
by Adrian Sargeant
Oxford University Press

Marketing Nonprofit Programs and Services: Proven and Practical Strategies to Get More Customers, Members, and Donors
by Douglas B. Herron
Jossey-Bass Press

Marketing Research that Won't Break the Bank: A Practice Guide to Getting the Information You Need
by Alan Andreasen
Jossey-Bass Press

Marketing Strategies for Nonprofit Organizations
by Siri Espy
Lyceum Press

Marketing the Public Sector: Promoting the Causes of Public and Nonprofit Agencies
by Seymour Fine
Transaction Press

Marketing Workbook for Nonprofit Organizations Volume I: Develop the Plan, 2nd Edition
by Gary J. Stern, Elana Centor
Amherst H. Wilder Foundation Press

Marketing Workbook for Nonprofit Organizations Volume II: Mobilize People for Marketing Success
by Gary Stern
Fieldstone Alliance Press

Mission-Based Marketing: Positioning Your Not-for-Profit in an Increasingly Competitive World , 2nd Edition
by Peter C. Brinckerhoff
Wiley Press

Nichecraft
by Lynda Falkenstein
HarperBusiness Press

Nonstop Networking
by Andrea Nierenberg
Capital Books Press

Obvious Expert, The: How to Position Yourself As
by Elsom Eldridge
MasterMind Press

Permission Marketing
by Seth Godin
Simon & Schuster Press

Positioning: The Battle for Your Mind
by Al Reis and Jack Trout
McGraw-Hill Press

Rain Making: The Professional's Guide to Attracting New Clients
by Fording Harding
Bob Adams Press

Selling the Invisible
by Harry Beckwith
Warner Books Press

Story Factor, The
by Annette Simmons
Perseus Books Press





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A Resource List

Strategic Marketing for Nonprofit Organizations

by Alan Andreasen
Prentice Hall Press

Successful Marketing Strategies For Nonprofit Organizations

by Barry J. McLeish
Wiley Press

Tipping Point, The

by Malcolm Gladwell
Little, Brown Press

Ultimate Marketing Plan, The

by Dan Kennedy
Adams Media Press

Unleashing the Ideavirus

by Seth Godin
Hyperion Press

World Wide Web Marketing

by Jim Sterne
John Wiley & Sons Press

Communications Publications

Brag! The Art of Tooting Your Own Horn Without Blowing It

by Peggy Klaus
Warner Books Press

Cash Copy

by Jeffrey Lant
JAB Press

Communication Power: Energizing Your Nonprofit Organization

by Larry D. Lauer
Jones & Bartlett Press

Internet Marketing Plan, The: A Practical Handbook for Creating, Implementing, and Assessing Your Online Presence

by Kim Bayne
John Wiley & Sons Press

Jossey-Bass Guide to Strategic Communications for Nonprofits, The

by Kathy Bonk and Henry Griggs
Jossey-Bass Press

Media Relations: How to Earn Press Coverage for Your Organization

by Promoting Advocacy and Leadership for the Sector
PALS Press

Nonprofit Internet Strategies

by Ted Hart
John Wiley & Sons Press

Nonprofit Organization's Guide to E-commerce, The

by Gary Grobman
White Hat Communications Press

Nonprofit Websites: Cutting Through the Emaze

by Todd Baker
Grizzard Direct Marketing Press

Persuasive Online Copywriting

by Bryan Eisenberg
Wizard Academy Press

Power Presentations: How to Connect With Your Audience and Sell Your Ideas

by Marjorie Brody and Shawn Kent
John Wiley & Sons Press

Print That Works: The First Step-by-Step Guide that Integrates Writing, Design, and Marketing

by Elizabeth Adler
Bull Press

Rapid Response Marketing

by Geoff Ayling
Business & Professional Press

Selling Goodness: The Guerilla P.R. Guide to Promoting Your Charity, Nonprofit Organization, or Fund-raising Event

by Michael Levine
Renaissance Press

Spread the Word: How to Promote Nonprofit Groups With a Network of Speakers

by Terri Horvath
Publishing Resources Press

Strategic Communications for Nonprofit Organizations: Seven Steps to Creating a Successful Plan

by Janel M. Radtke
Wiley Press

Using Public Relations Strategies to Promote Your Nonprofit Organization

by Ruth Ellen Kinzey
Haworth Press

Why Bad Happens to Good Causes and How to Ensure They Won't Happen to Yours

by Andy Goodman
Cause Communications Press

