



Massachusetts Land Trust Coalition

Newsletters that Work: Tips for Better Content, Impact and Fundraising
 2:30 p.m. – 3:55 p.m.
 March 24, 2018
 Leading Locally in a Changing World; Worcester, MA

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1

Meeting People where they are,
 shared values, inspiration

Communications, programming and your projects are 80% of your fundraising.

“How Fundraising is Turning into “Fund Marketing”



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4



2

Paper still is important:

- Research shows that physical material is more “real” to the brain. It has a meaning, and a place.
- It is better connected to memory because it engages with its spatial memory networks.
- Take advantage of the brain’s emotional engagement with tangible media and craft a message that has an emotional impact.



Neuromarketing <http://www.neuromarketing.com/news/2014/05/06/brain-science-tangible-documentation/>
<https://www.linkedin.com/company/neuromarketing/>

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5

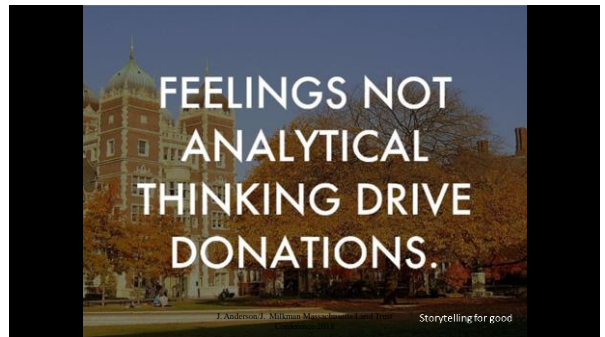


Does this sound like you?

- “Raising Awareness”
- “Increasing Visibility”
- “Nobody Knows Us”
- “Nobody Really Knows What We Do”
- “They need to support us”
- “We don’t get the credit we deserve”

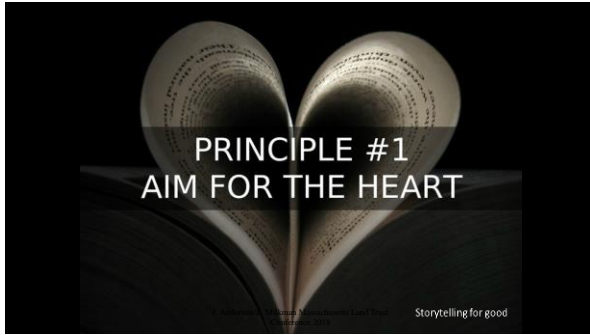
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3



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Storytelling for good



At least every 90 days...
Timely, personal, inspiring

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10

Shared Values: What do you want people to...

- Feel?
- Do?
- Remember?



<http://www.photography.com/americanpresidents/fdr/>

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8

Strategic Fundraising and Outreach Calendar:
Growing engagement, inspiration and appreciation

| | Jan | Feb | Mar | Apr | May | Jun | July | Aug | Sep | Oct | Nov | Dec |
|----------------------------------------------|---------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Events (calendar attached) | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Strategic activities | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Direct media | 2/28 | 2/28 | 3/28 | 4/28 | 5/28 | 6/28 | 7/28 | 8/28 | 9/28 | 10/28 | 11/28 | 12/28 |
| Letter writer with social media support | | | 3/28 | 4/28 | 5/28 | 6/28 | 7/28 | 8/28 | 9/28 | 10/28 | 11/28 | 12/28 |
| Newsletters (sent twice) | | | mid | mid | | | | | | | | |
| Individuals with social media support | | | 3/28 | 4/28 | 5/28 | 6/28 | 7/28 | 8/28 | 9/28 | 10/28 | 11/28 | 12/28 |
| Direct phone calls, visits | | | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| Individual activities, appreciation | | | 3/28 | 4/28 | 5/28 | 6/28 | 7/28 | 8/28 | 9/28 | 10/28 | 11/28 | 12/28 |
| Thank you cards (from 2017 members) | | Apr 28 | Apr 28 | May 28 | Jun 28 | Jul 28 | Aug 28 | Sep 28 | Oct 28 | Nov 28 | Dec 28 | Jan 28 |
| Thank you cards (from 2018 members) | | Apr 28 | Apr 28 | May 28 | Jun 28 | Jul 28 | Aug 28 | Sep 28 | Oct 28 | Nov 28 | Dec 28 | Jan 28 |
| Programs for fundraising (community support) | Training 2/28 | 2/28 | 3/28 | 4/28 | 5/28 | 6/28 | 7/28 | 8/28 | 9/28 | 10/28 | 11/28 | 12/28 |
| Legislative education | 3/28 | 4/28 | 5/28 | 6/28 | 7/28 | 8/28 | 9/28 | 10/28 | 11/28 | 12/28 | 1/28 | 2/28 |
| Outreach events, reports | 3/28 | 4/28 | 5/28 | 6/28 | 7/28 | 8/28 | 9/28 | 10/28 | 11/28 | 12/28 | 1/28 | 2/28 |

11

Don't Brag, Inspire

Interesting Not Interesting

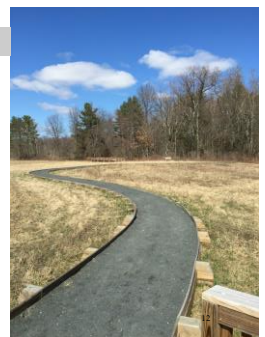
- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Stories about people <ul style="list-style-type: none"> • Relationships • Celebrities • Heroism • Life drama • Life-affirming thoughts • Practical help • Photos of people | <ul style="list-style-type: none"> • Statistics • Opinions • Statistics • Lectures • Statistics • Bragging • Photos of buildings |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

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Jeff Brooks 9

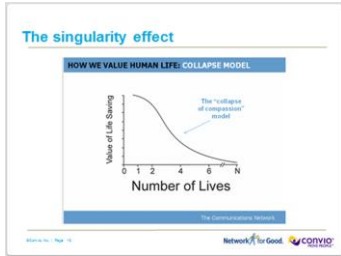
Story of Change Formula

1. Context
 2. Problem (So What? Who Cares?), how does that impact the person/protagonist?
 3. Solution
 4. How did conservation help?
- Make the reader the catalyst for change—not your land trust.



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How you frame the story, the impact, is important. Giving is emotional...we have to relate.



13

**Conservation
Makes
My Life
Better.**

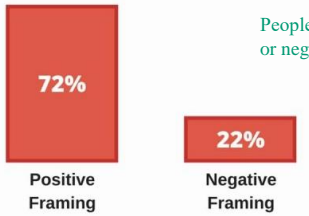
Land Trusts make my life better.

LTA-National; Elizabeth Ward

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16

People's response to positive or negative framing.



<https://www.neurosciencemarketing.com/blog/articles/positive-framing.htm>

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14



Express the risk in negative terms, but present your solution using positive framing.

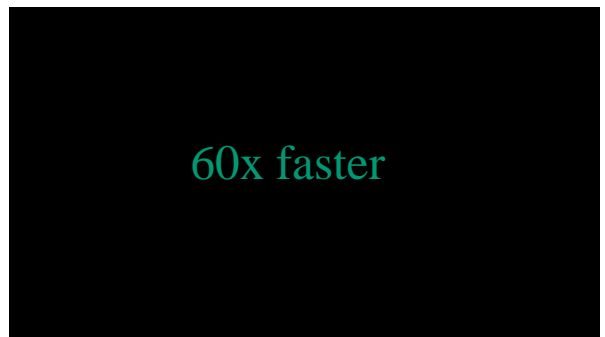
| Framing | Treatment A |
|----------|-----------------------|
| Positive | "Saves 200 lives" |
| Negative | "400 people will die" |

Wikipedia example

<https://www.neurosciencemarketing.com/blog/articles/positive-framing.htm>

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15





Milkman Massachusetts Land Trust Conference 2018



Because of you and your support, we are able to offer help to families by housing horses while they recover and rebuild from these devastating natural disasters. The recent fires may have occurred in Lake and Colusa Counties, but the recovery effort touches all of us.

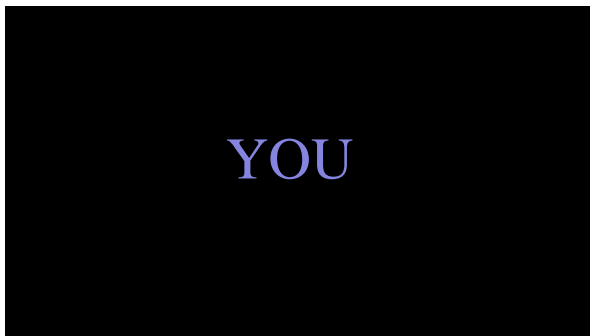
- Over the year your support has ensured that Rush Ranch—owned and managed by the trust—remains a working ranch and natural area, continuing our ranching heritage and protecting important habitat.
- Now your support is allowing us to provide a place where families who have lost their farms can temporarily house their horses.
- Volunteers from Access Adventure have offered to help care for the horses while they are at Rush Ranch and area farms; have offered to provide hay.
- Businesses, organizations, and people like you are doing what they can to provide money, supplies, food, shelter, and more.

If you know someone who needs a place to temporarily house their horses or needs hay for feed, please put them in touch with us. Thank you for caring!

Together we can help families, wildlife, and farms affected by these fires. Contact Nicole Byrd, Executive Director at 707-432-0350; or Nicole@solanolandtrust.org.

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Mailer over here, cropped out in this example



Let's begin:
Consider your stories, what are their shared values?



- Flow—building momentum towards the back.
- Stories of Change—shared values
- Evergreen ideas, messages, content—in what way?
- Visual impact—telling stories with images
- “Push-back” issues, concepts
- Word counts—to maximize skim-ability; white space; images and jump-out quotes
- Captions—Deep, So What, Who Cares?

SAME CONCEPT: Oversized Postcard (5” x 8”), reader centered



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Design Matters

Tips:

- Need strong images that support the stories; relationships
- Avoid a lot of text; map out the word count; short paragraphs, etc.
- First impressions are critical; are you inspiring?

Budget for design? Volunteer designer? Timing, impact

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- How are you showing that you are a giving, friendly, team-oriented land trust?
- How are you building a sense of community?



Would you like to partner or volunteer with us?

Conserving the land, inspiring a love of farms and their wild places, providing information on land management or estate planning strategies, and cleaning up streams and waterways in farm-country is a big job—and we can't do it alone. Maybe you'd like to get outside and get your hands dirty at a clean-up. Others prefer hosting a casual gathering with friends to learn more about local land conservation efforts and how they can help. We're also looking for photographers, sponsors, and educational partners. If you run a business, lead a community group or organization, or are someone who simply wants to make a difference through your partnership or volunteerism, give us a call. The health of our farms, our water, and our community character depend on it and we'd love to work together with you.

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**1. Map out the flow within your newsletter:
What will you include every time, in different ways?**

What Will Your Legacy Be?

As a conservationalist, you care about protecting rivers and natural spaces for future generations and the ongoing health of our planet. You recognize the importance of planning and of leaving a legacy of beauty and restoration. Creating or updating a will is a critical step toward planning for the future for yourself, your loved ones and the causes and organizations you hold dear. If you would like to ensure that our nation's rivers and waterways are protected for future generations to enjoy, consider including this language in your estate plan: "I (name of fully state, full language) to American Rivers (EIN: 22-7025963) [specify amount or percentage of estate or property description] for its mission: "If you prefer to make a gift dedicated to a particular project in one of American Rivers' priority basins, we will be glad to talk with you about how to transform your passion and dreams into a long-lasting legacy."

Give Wisely



The Nature Conservancy

To learn more, please visit: AmericanRivers.Planning.org
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Would you like to learn about how to conserve your land?

We'd be happy to talk with you confidentially about how you can protect your farm or ranch, natural areas, or family homestead. Each project is carefully tailored to your individual goals and the conservation features of the land. You may also appreciate the possible income and estate tax benefits. To find out more, please call Ann or Louisa at (707) 962-0470.

Is conservation right for you?

Do you love your land deeply? Is it part of your family, your heritage, and your community's rural character? Is the thought of watching your farm become developed after you sell it, or give it to a family member, an unsettling prospect? Perhaps you want to make sure that local food, wildlife habitat, clean water, and wide open views have a place in history—right here in Bluegrass Country. You can ensure that your family—or others in the future—can enjoy farming and your love of the land. Whether you enjoy hunting, fishing, raising livestock or horses, growing produce, or harvesting timber, you have a chance to make sure your land isn't destroyed by sprawling development. Farmland conservation provides peace of mind knowing that you have taken steps to ensure a way of life for generations to come. If you would like to talk about your land conservation options, please give Ashley a call at 859-535-4535 or email anna@bluegrassconservation.org. All conversations are confidential to preserve your family's privacy.

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**Experience farms first hand
YOU'RE INVITED...**

Bring your friends and family, and come get to know Bluegrass farms across the region. Our guided nature hikes and farm tours are fun for all ages and from thanks to our partners, supporters, and welcoming families who open up their land for these community programs. **Sign Up!** on our website to receive our e-news with announcements for each upcoming program—along with the latest conservation projects and tips—and watch back forward to being with you on a fun hike or tour soon.

Breaking news... coming straight to you!

Would you like regular project updates, tips on conservation efforts, and the latest news from Mendocino Land Trust? Sign up for our free monthly e-News at: www.MendocinoLandTrust.org or email admin@mendocinolandtrust.org. Find out about a variety of projects and news related to habitat restoration, community work, land conservation, our water, and clean air.

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2. Conservation Stories, Stories of Change

- What are the core areas of your work/focus?
- What will your readers relate to—and NEW readers relate to—based upon shared values?
- What have you shared? How?
- What can you repurpose, in a new way?

**A phone call that changed her life
Conservation welcomes another young leader**

Three years ago, Kaitlin... (text continues) ...Come be part of the action... (text continues) ...Please read the News... (text continues) ...

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Creating Your Messaging:

Consider your stories, what are their shared values?

HUMANITY'S CHALLENGES:
Scared. Sad. Lost. Sick. Worried....

Stories of Change

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31



3. Titles, sub-titles: Critical

First draft:

Young man reaches benchmark at Rockville Trails



Like father, like son.
The views from Rockville Trails just got a little bit better

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32

BLT in Transition

- \$400-500K annual budget
- 1100 acres in protection
- Staff - 2 FT + 3 part time + consultant
- Leadership transition
- Board goals
 - Visibility
 - Membership
 - Next level

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35

First draft:

New Partnership Works with Veterans



Healing Minds and Souls

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33

Challenges

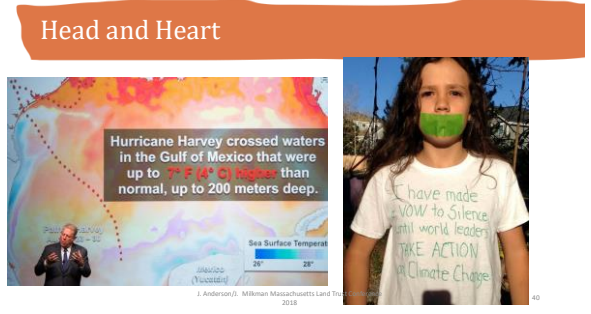
- 34 years of doing things one way
- Staff – some open, some not
- General lack of visibility
- Small thinking
- Poverty mentality

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36



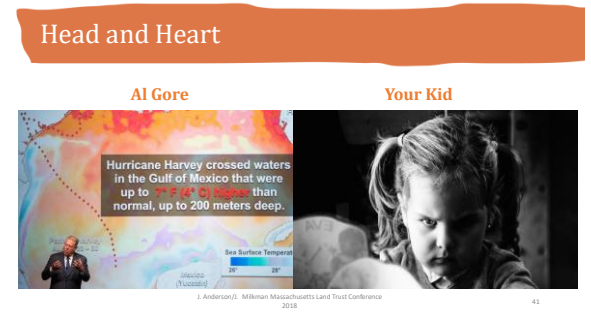
Before



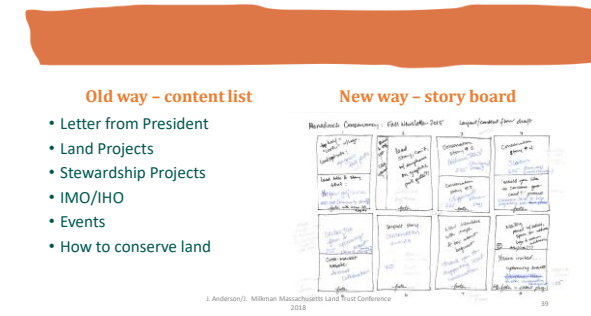
Head and Heart



Before



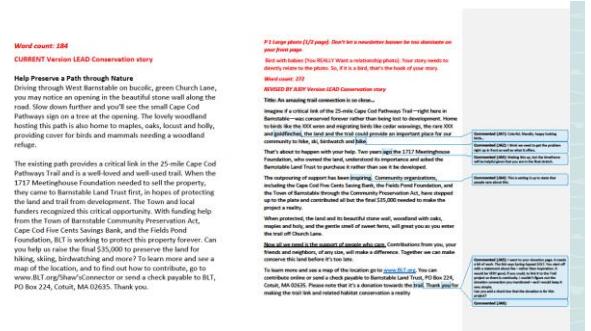
Head and Heart



Old way - content list

- Letter from President
- Land Projects
- Stewardship Projects
- IMO/IHO
- Events
- How to conserve land

New way - story board



Word count: 284

CURRENT Version LEAD Conservation story

Word count: 218

Word count: 218

Word count: 218

Word count: 218

Word count: 218

Word count: 218

Word count: 218

Word count: 218

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Results

“When it arrived in the mail, I sat down and read your newsletter cover to cover.”

“I loved your ‘magazine’ so much – I sent it over to a friend in England.”

Board of Directors very pleased with new branding

Using newsletter as an outreach tool/brochure – a window into BLT

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Costs

2,571 copies

Design newsletter & remit envelope: \$1,600 (\$800 = one time)

Photos: \$ 100

Printing: \$2,400 (paring down list)

Postage: \$ 500

Mailhouse: \$ 667

Total: \$5,267

Next newsletter will be closer to \$3,000.

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Remittance Envelope

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Costs and Benefits

- Cost per newsletter = \$3,000
- Increased donations at Year end = \$20,000
- Number of donors increased by 25%

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Remaining Challenges

- The team
- Next newsletter
- E-news
- Website
- \$
- Everything else...

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43

Key Takeaways

- No new \$, just re-prioritize
- Cheap or free will not get you there
- One step at a time



Eagle Pond

