



Massachusetts Land Conservation Conference - Webinar Series, May 2020

Broadening Support for Land Conservation Through Economic Messaging

Worksheet

During the webinar, we will walk you through this worksheet which will help you develop a plan for using economics to advance your land trust's mission. If you are looking for more information, please find additional information at the end of this handout. Let's get started...

Step 1: Identify your research needs

- Who are your primary audiences for sharing economic information in favor of conservation? *Circle those that apply:*

- Local elected officials
- Voters
- Residents
- General public
- Other community organizations
- Government departments
- Foundations and other philanthropists
- Media
- Other(s): _____

- What are you trying to get them to do? *Circle those that apply:*

- Stop opposing your projects and organization, start viewing your work as essential
- Pass a bond or other public funding mechanism
- Editorialize in support of your work
- Become a member or volunteer of your land trust
- Make a financial contribution to your land trust
- Advocate for your land trust's role in the community's future
- Other: _____

- What does success look like?

- Notes

Step 2: Develop your messages

- What benefits will be compelling to your audience? *Circle those that apply:*
 - Enhance property value and increase property tax revenue
 - Enhance the tourism economy
 - Provide valuable opportunities for outdoor recreation
 - Boost community health
 - Bolster economic development
 - Support farming, forestry, fishing industries
 - Sequester carbon and mitigate climate impacts
 - Reduce stormwater management costs
 - Mitigate flooding
 - Remove air pollution from the air we breath
 - Lower wildfire risk
 - Other(s): _____

- How will you find local economic information to support your work? Here are a few popular sources to get you started...
 - TPL’s research library: <https://www.tpl.org/how-we-work/research-library>
 - Health: Robert Wood Johnson Foundation Community Health rankings
 - Natural resource economy: USDA Census of Agriculture and Bureau of Economic Analysis
 - Tourism: State tourism office, visitors bureau, SCORP plan, National Park Service’s Visitor Spending Effects Report
 - Recreation: Outdoor Industry Association, USFWS survey of wildlife recreation
 - Natural goods and services: i-Tree, SHELDUS
 - Property value: Dr. Crompton (Texas A&M) and Drs. McConnell and Walls (Resource for the Future)

- How will you frame the benefits?

- Notes

Step 3: Communicating benefits

- What is the deliverable? *Circle those that apply:*
 - Report
 - Factsheet
 - Infographic
 - Presentation/talking points
 - Other(s): _____

- Who will be your messengers? *Circle those that apply:*
 - Your land trust
 - Partners
 - Other community organizations
 - Nontraditional advocates
 - Real estate professionals
 - Tourism officials
 - Local business leaders (chamber of commerce)
 - Local business owners
 - Traditional industry representatives
 - Other(s): _____

- Who are your partners? *Circle those that apply:*
 - Health organizations
 - Active transportation and smart growth organizations
 - Other(s): _____

- How will you reach your audience? *Circle those that apply:*
 - Newspaper
 - Press release
 - Media interviews (message triangle)
 - Editorial board
 - Social media
 - TV
 - Radio
 - Newsletters
 - E-news
 - Other(s): _____

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