

## **Marketing Committee**

- Develops effective messaging that brands IFA as a recognizable source of valuable and credible information about the trees and forests of Illinois.
- Delivers content that results in a more complete and accurate popular understanding and appreciation of forestry and forest management.
- Communicates regularly and in a variety of ways to share useful information with members and the public.
- Prioritizes target audiences and communications efforts to maximize growth in IFA membership while making the best use of scarce resources.
- Increases landowner awareness of IFA via promotion of the Purple Paint Law.
- Assists the Membership Committee with recruitment messaging and Executive Committee/Board with branding existing and new IFA program initiatives.

## **Potential Tasks**

- Review existing IFA materials for design and message consistency.
- Develop a style guide for IFA – color palette, templates.
- Develop boilerplate statements about IFA for use in communications.
- Recommend one or more tag lines for use with IFA communications.
- Develop an improved newsletter masthead consistent with the style guide.
- Enlist professionals to review the IFA website for design issues.
- Enlist landowners to review the website for missing information, e.g. wildlife.
- Redesign the website to be more complete and user friendly.
- Use the Profiles in Forestry project to convey the breadth and depth of IFA.
- Coordinate the bi-weekly email blast to members.
- Maintain an active Facebook page, recruit others to help with posts, likes, and shares.
- Develop a PowerPoint presentation that gives an overview of IFA.
- Start a YouTube channel for IFA.
- Choose a timely topic of interest and prepare a press release for statewide distribution.
- Plan and conduct purple paint law events at local retailers near active members.
- Prepare an annual purple paint law press release and distribute statewide.
  
- Other \_\_\_\_\_
  
- Other \_\_\_\_\_

## **Skills and Interests Needed**

- Familiarity with marketing and promotion techniques and terms
- Use of social media platforms like Facebook, YouTube, Twitter
- Ability to send email blasts using Wild Apricot (or willingness to learn)
- Experience drafting press releases, using PowerPoint, etc.
- Interest in visual information design and communications
  
- Other: \_\_\_\_\_

## **IFA Mission**

The mission of the Illinois Forestry Association is to act on issues that impact rural and community forests and to promote forestry in Illinois

## **IFA Vision**

The vision of the Illinois Forestry Association is to be a highly effective, “go to” community of well-informed property owners who are managing their trees and forests and are influential with their peers and government.

## **Five Goals**

1. Promote forest management and help landowners manage forests
2. Educate members and the general public
3. Policy advocacy for IL Forests
4. Understand/engage members and increase membership
5. Efficient and Effective IFA Governance

## **GOAL 2: Educate members and the general public**

*Lead IFA Committee:* Marketing

**Strategy 2.1:** Develop effective messaging that brands IFA as a recognizable source of valuable and credible information about the trees and forests of Illinois.

**Action 2.11:** Develop consistent taglines, boilerplate language, mastheads, and templates that effectively convey IFA as a professionally run organization.

**Action 2.12:** Improve the IFA website layout and design to make it more visually appealing and user friendly.

**Action 2.13:** Diligently use these tools to deliver information and market IFA events.

**Strategy 2.2:** Develop and deliver content that results in a more complete and accurate popular understanding and appreciation of forestry and forest management.

**Action 2.21:** Begin by describing what “forestry” means through the Profiles in Forestry project.

**Action 2.22:** Utilize the profiles collection to visually convey the practices and management approaches that lead to healthy forests.

**Action 2.23:** Continue to collect and tell the stories that will advance forest management efforts while inviting membership in IFA.

**Strategy 2.3:** Communicate regularly and in a variety of ways to share useful information with members and the public.

**Action 2.31:** Send an email blast to IFA members every other week on a topic of interest.

**Action 2.32:** Maintain an active Facebook Page, posting weekly content of interest to members and others who follow the page.

**Action 2.33:** Develop an introductory IFA PowerPoint presentation that will provide an overview to target groups of interest.

**Action 2.34:** Establish a YouTube channel for IFA so that videos can be posted as they become available.

**Action 2.35:** Develop press releases on timely topics that local newspapers will find interesting and relevant to their readers.

**Action 2.36:** Develop public service announcements on topics with widespread appeal for use on radio and TV.

**Strategy 2.4:** Prioritize target audiences and communications efforts to maximize growth in IFA membership while making the best use of scarce resources.

**Action 2.41:** Assess the time commitment associated with various target audiences, in terms of content development, format, and delivery.

**Action 2.42:** Adjust/limit activities that take away valuable time from serving our core member audience.

**Strategy 2.5:** Increase landowner awareness of IFA via promotion of the Purple Paint Law.

**Action 2.51:** Conduct events or host booths at retail outlets that sell purple paint and cater to rural landowners.

**Action 2.52:** Prepare and distribute a press release annually reminding landowners of the opportunity to mark their boundaries with purple paint.

**Action 2.53:** Raise awareness of the Purple Paint Law and sign availability through social media.

## **GOAL 4:** Understand/engage members and increase membership

*Lead IFA Committee:* Membership

**Strategy 4.3:** Seek opportunities to include IFA recruitment materials in the mailings, events, and other activities of partner agencies and organizations.

**Action 4.31:** Prepare an annual recruitment letter for inclusion in DNR's IFDA renewal mailing.

**Action 4.32:** Investigate the possibility of a reciprocal mailing to Illinois Tree Farmers, Walnut Council members, etc.

**Action 4.33:** Participate in the Tri-State Forest Stewardship Conference, Farm Progress Show, and other opportunities to visit directly with IL landowners.

**Action 4.34:** Meet with District Foresters to explore localized opportunities to pass information along and engage potential members.

**Strategy 4.4:** Reach prospective members with information that encourages and facilitates membership and/or financial contributions to the cause.

**Action 4.41:** Increase the reach of the IFA Facebook page by posting items of interest to members.

**Action 4.42:** Develop a blog that will encourage more in-depth understanding and following of the issues on the IFA radar.

**Action 4.43:** Explore the possibility of a free newsletter, not to replace our quarterly mainstay, but to secure a mailing list of prospective members and the opportunity to legally reach out to them in accordance with email spam laws.

## **GOAL 5: Efficient and Effective IFA Governance**

*Lead IFA Committee:* Executive Committee, with assistance from Finance and Nominating

**Strategy 5.8:** Add value to IFA membership while attracting new members by developing branded initiatives, i.e. workshop series, informational campaigns, charitable service projects, etc., that are recognized as IFA programs.

**Action 5.81:** Develop “Wildlife on Your Place” as a one-day IFA workshop program that can be held in different parts of the state.

**Action 5.82:** Develop Land Dreams as a major educational program offering led by IFA.

**Action 5.83:** Build partner relationships and seek funding to support Land Dreams roll-out.

**Action 5.84:** Explore IFA capacity to carry out service projects for widows and children of active forest stewards.

**Action 5.85:** Investigate development of a program that targets veterans who own IL forestland.