



Workbook

REACHING YOUR TARGET AUDIENCE

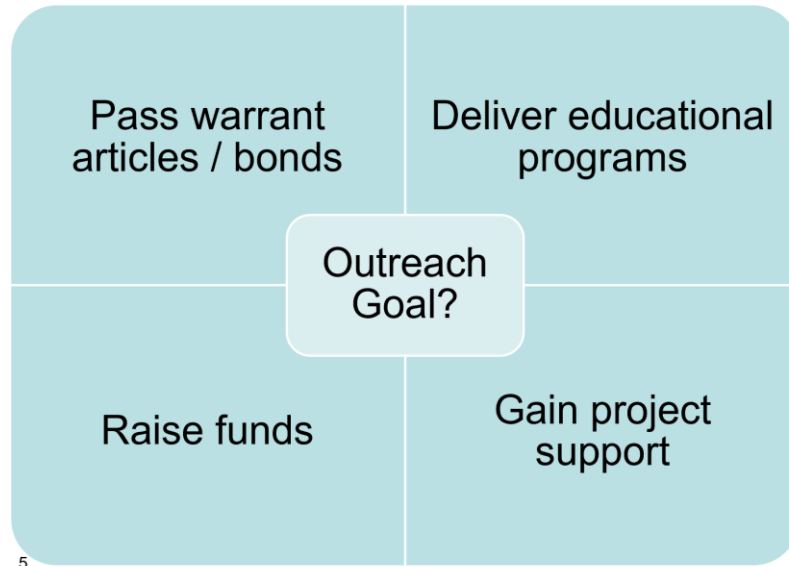
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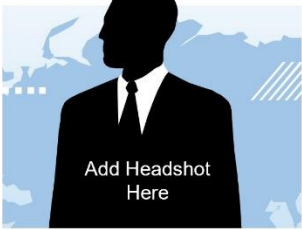
What is Your Outreach Goal?



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Who's Your Audience?

Audience Persona

Preferred mode of communication _____ _____ _____	Relationship with you /CC <input type="checkbox"/> Knows CC? <input type="checkbox"/> Trusts CC?	Top Interests / Passions _____ _____ _____
Existing Communication Avenues _____ _____ _____	"Jack" 	Hot Buttons _____ _____ _____
Trusted Sources _____ _____ _____	Attitude <input type="checkbox"/> Hostile <input type="checkbox"/> Friendly <input type="checkbox"/> Neutral / Apathetic <input type="checkbox"/> Uninformed	



Overview / Approach

Tactics	Residents	Planning Board	Select Board	Budget Committee	Media	Partners		
Social Media								
Website								
Media & Press								
Face-to-Face								
Targeted Mailing								

Specific Marketing Plan

Audience/ SPECIFICS	Residents							
Wetlands program at library								
Wetlands webinar								
Warrant article postcard								

APPENDIX 1: Primary Audiences List

List each audience Add in any other audiences you need to reach. Then rank them in priority order, or rate them on a scale of 1 to 5.

- Residents
- Select Board
- Planning Board
- Budget Committee
- Partners (list them below)
 - Library
 - Local land trust(s)
 - Nature Groupie
 - Other _____
 - Other _____
- Media (list below)
 - Town newsletter
 - Local newspaper _____
 - Regional or state newspaper _____
 - Local cable TV _____
 - Other _____
 - Other _____
- _____
- _____
- _____
- _____

APPENDIX 2: Marketing Tactics List

- Website
- Social Media
 - Facebook
 - Instagram
 - Town Facebook / Instagram
 - Partner _____
 - Other _____
- Press & Media (submitted articles, opinion pieces, features)
 - Town newsletter
 - Local newspaper
 - Cable channel _____
 - Eagle-Tribune
 - The Hippo
 - Union-Leader
 - Concord Monitor
 - Nashua Telegraph
 - Conway Daily Sun
 - _____
 - _____
- Face to Face
 - Farmers market
 - Old Home Day
 - Bioblitz
 - Town Meeting / Election Day table
 - Presentation or lecture series with guest speakers/experts
 - Municipal meetings – Planning Board, deliberative session, Public Hearings
 - Coffee chats
 - Other _____
- Targeted mailings
 - Large landowners
 - Current use folks without a conservation easement
 - Other _____
- Partners & Advocates (Ask like-minded / affinity groups to help spread your message)
 - Library
 - Town Admin
 - Local land trust _____
 - Town road agent
 - Local stewards (e.g., Great Bay Stewards) _____
 - Nature centers (eg., Harris) _____
 - UNH Extension
 - NH Fish & Game
 - Wildlife rehabber
 - Open Space committee
 - Recreation committee
 - PTO (parent teacher org)
 - Girl & Boy Scouts
 - County forester
 - New Hampshire Audubon
 - Neighboring Conservation Commission(s)
 - Lakes & Rivers organizations (e.g., NH Lakes, ESRLAC)
 - _____
 - _____

APPENDIX 3: Key Points to Consider

CREATE A BUZZ

- Write articles and interviews; cultivate media interest
- Explore TV, radio or print media regular programming
- Create podcasts which live on your site (they're cheap to produce)
- Duplicate the same message over multiple efforts for higher impact

LEVERAGE TOWN CHANNELS

- Establish your voice as advisors – participate in planning board meetings
- Create ads or photos for live streaming
- Insert flyers in town wide mailings
- Send photos with captions and/or articles to town publications
- Get on the cover of the Town Report

MAKE YOUR CONTENT REMOTELY ACCESSIBLE

- Record all presentations and put them on your website
- Target specific audiences like landowners with current use properties or forests, or prime wetlands
- Provide information for new residents on local ordinances

FURTHER RESOURCES

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NHACC Exchange - <https://www.simplelists.com/NHACC-list/subscribe/>