

CAPSTONE
PLANSBOOK
SPRING 2014

TABLE OF CONTENTS

The Conceptual Group	2			
Client Story	3			
Executive Summary	4			
Situation Analysis	5			
Brand Analysis	6			
SWOT Analysis	7			
Competitive Analysis	8			
Differentiating Factors	9			
The Problem	10			
Research	11			
Secondary Research	12-13			
Primary Research	14-16			
Strategy	17			
Goals and Objectives	18			
		Positioning and Message	19	
		Target Market	20-22	
		Marketing Campaign	23	
		Creative Brief	24	
		Public Relations	25-26	
		Digital Strategy	27-32	
		Internship	33	
		Budget	34	
		Timeline	35	
		Evaluation and Measurement	36-37	
		Further Recommendations	38	
		Conclusion	39	
		Appendix	40	



Founded in 2012 by Mirla Concepción, The Conceptual Group is a Boston-based Marketing and PR firm. We combine traditional and social media to offer integrated and effective marketing strategies including: traditional marketing; public relations and crisis management; brand strategy; social media strategy and execution; and online reputation monitoring and management. The Conceptual Group's clients range from Fortune 500 companies to small businesses, non-profit organizations, public figures and governmental institutions.

We are an International Marketing and Public Relations agency that will guide your business into the digital age. We allow brands to evolve by encouraging them to embrace technological changes. We pride ourselves on aiding them on their journey as they revolutionize their approach toward customer engagement. Our insights into meta-social brand building and contextual storytelling will enable our clients to thrive in the years to come.



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CLIENT STORY

On March 1, 1934 President Franklin Delano Roosevelt created the National Wildlife Federation and appointed his friend and political cartoonist Jay Norwood “Ding” Darling to run it. Their goals were simple: they set out to connect people to nature and protect wildlife habitats. The Federation’s mission has since expanded to also include the search for solutions to global warming.

Today, 80 years later, the NWF is the largest environmental organization with affiliates in 48 states across the country and 5 million supporters which include bird watchers, hunters, wildlife gardeners, anglers, families, and outdoor enthusiasts.

The National Wildlife Federation’s Northeast Regional Center includes the states of Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, and Vermont. It has over 600,000 members and supporters. Recent campaigns and programs by the Northeast Regional Center are Tar Sands Northeast, Climate Action Campaign, Offshore Wildlife, The Great American Backyard Campout and Hike & Seek youth programs, and Eco-Schools USA.



EXECUTIVE SUMMARY

The Conceptual Group has created an Integrated Marketing Communication strategy to assist the National Wildlife Federation's Northeast Regional Center. We set out to improve the regional office's brand awareness as well as their online engagement strategies. To accomplish these goals we propose a series of modifications to the current marketing communications.

We also designed a few new activities to engage with existing members on a deeper level. Simultaneously we sought to court old and new audiences in order to build future brand equity. These digital events will fuel creative collaboration between the NWF Northeast and its members thereby, building bonds that will enamor future generations to this iconic brand.

Of course, we wouldn't suggest making all of these changes without the support system necessary to ensure their success. That is why we propose the addition of upkeep programs to the regional office's team.

Through this series of enhancements to the NWF Northeast's communications strategy we can take the brand from relative obscurity to a regional necessity. By rolling out these changes we can crystallize our audiences and discover the most efficient avenues to success. If we accomplish this, we can better serve the Northeast to conserve the wild world for tomorrow's children.

SITUATION ANALYSIS



BRAND ANALYSIS

The main audience of the National Wildlife Federation's Northeast Regional Center consists of conservationists, hunters, and children/families. The organization focuses on wildlife conservation, education, and advocacy and provides various services including:

Protecting Wildlife

- Leading a multi-partner, first-of-its-kind advancing wildlife study
- Creating on-the-ground conservation models
- Advocating for wildlife protection plan
- Promoting wildlife corridors from the Adirondacks into Vermont and beyond

Helping connect children with nature

- Working on climate change projects in schools
- Providing climate change and clean energy solutions through the Eco-Schools USA program
- Supporting offshore wind in the Atlantic Ocean
- Opposing dirty fuels from Alberta, Canada.



SWOT ANALYSIS

STRENGTHS

- Good causes
- Established organization
- Appeal to conservationists as well as hunters
- Largest organization
- National organization supports the regional with awareness
- Large community and supporters at national level
- Good, current blog

WEAKNESSES

- Lack of brand awareness
- Urban/Rural tension between northeast states
- Not a centralized office
- General public is not aware exactly what the NE regional is doing
- Limited budget, working at a loss
- Capacity issues
- Hard to find online and donate to
- Not enough promotions
- No partnerships to help promote the brand

OPPORTUNITIES

- They have the power to create change
- Impact
- Current trends favor environmentalism
- Social atmosphere
- New England location
- Trustworthy national brand base
- Environmental Crises
- Engagement (photographs)
- Family and school activities for parents and their kids

THREATS

- Overshadowed by the NWF national campaigns
- Confusion with WWF
- Powerful competitors
- Politics
- Industry lobbyists
- Lack of concrete benefits/products
- Lack of funding



COMPETITIVE ANALYSIS

Any environmental organization is considered a competitor for the National Wildlife Federation. A few that stand out nationally or in the northeast region are:

					
MEMBERS AND SUPPORTERS	Thousands	2,100,000+	1,000,000+	597,000+	150,000+
TYPE AND FOCUS	Environmental organization that advocates for the preservation of natural resources and the community	Grassroots environmental organization whose motto is to explore, enjoy and protect the planet	Conservation organization whose mission is to conserve the lands and waters on which all life depends	Wetlands and waterfowl conservation organization	Grassroots organization dedicated to the conservation, protection, and restoration of cold water fisheries and watersheds
WHERE THEY WORK	New England	North America	Globally	North America	North America

DIFFERENTIATING FACTORS

All of the competitors we have identified for the National Wildlife Federation support conservation, however each group has a slightly different target. The NWF has a smaller scope than WWF and Nature Conservancy and can focus on issues that are closer to home. The NWF also differentiates itself from competitors like Trout Unlimited and Ducks Unlimited by focusing on all wildlife. They also don't rely on grassroots efforts to the same extent as Conservation Law Foundation and Sierra Club. Finally, out of all the competitors named, the NWF has the most focus on children.



THE PROBLEM

The Conceptual Group has identified two main areas of concern that the National Wildlife Federation's Northeast Regional Center needs to address:

Regional Brand Awareness

A lack of brand awareness for the NWF Northeast is impeding the office from increasing the amount of members and donations. By strengthening the ties between NWF members and the Northeast Regional Center, we can build personable relationships where members will be more inclined to seek out material from the NWF Northeast and thereby become more involved in our actionable causes.

Interactive Engagement

The Northeast office is missing out on opportunities to engage audiences in an interactive way. We can increase website hits and likes on Facebook by offering creative and compelling content that people will want to share with their friends. Digital traffic is fueled by creating locations where members can go to become informed and connect with other like-minded people. By offering a more interactive locale to members the NWF Northeast's sphere of influence will spread to new audiences around the region.



RESEARCH

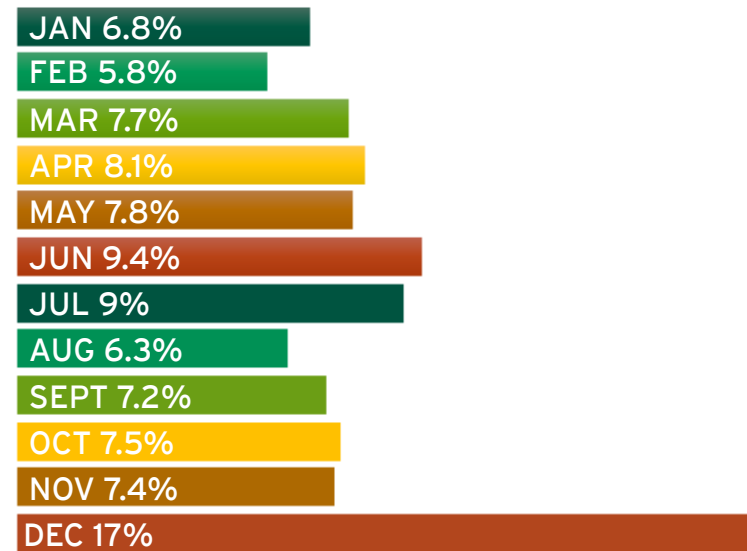


SECONDARY RESEARCH

“ Nearly half of the survey respondents (47%) give a majority of their annual total donation amount to the charity to which they feel most connected. ”

(Giving days like #GivingTuesday and end-of-fiscal-year campaigns in June are examples of how nonprofits can drive donor behavior by shifting their fundraising strategies)

SECONDARY RESEARCH



2013 Giving Distribution for Environment & Animals

TOP 3 COMMUNICATIONS TOOLS

For Organizations with Budgets Under \$1M

- In-Person Events (46%)
- Media Relations/PR (26%)
- Print Marketing (18%)

TOP 3 GOALS

For Organizations with Budgets Under \$1M

- Brand Awareness (36%)
- Thought Leadership (19%)
- Acquiring New Members (17%)



PRIMARY RESEARCH

We developed an online survey which was sent to 83,965 email addresses in the database of the National Wildlife Federation through email on March 21, 2014. The objective of this survey was to identify donating and volunteering attitudes and behaviors as well as programs and activities of interest in order to develop a marketing strategy. The survey consisted of 21 questions and was answered by 624 people. Despite the low response rate, we used the key findings of this survey to create the following marketing strategy. For a list of the questions, see Appendix.

64%
of regional members do
not know about the NWF
Northeast Regional Center

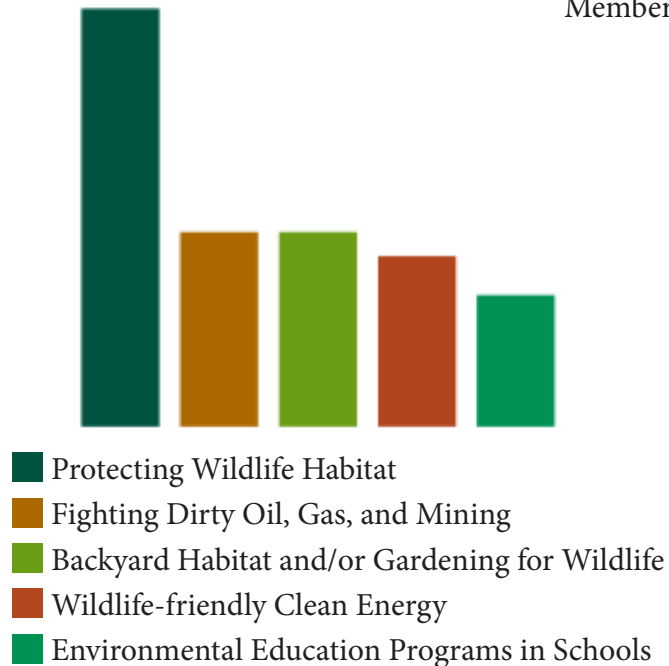


PRIMARY RESEARCH

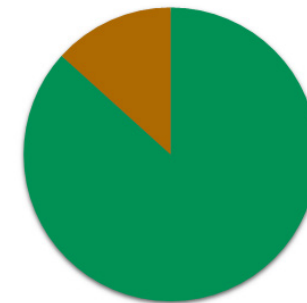
TOP 3 DONATION MOTIVATIONS

General Concern
Love of Wildlife and Protecting the Environment
Membership

TOP 5 INTERESTS

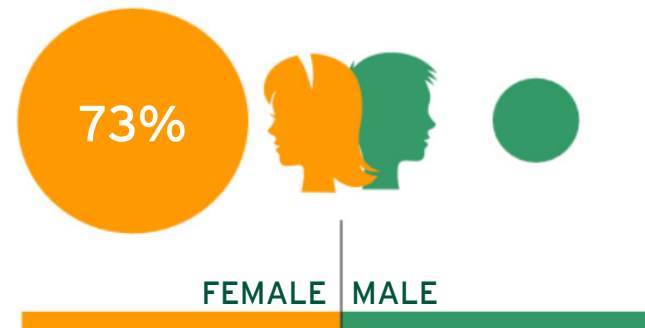
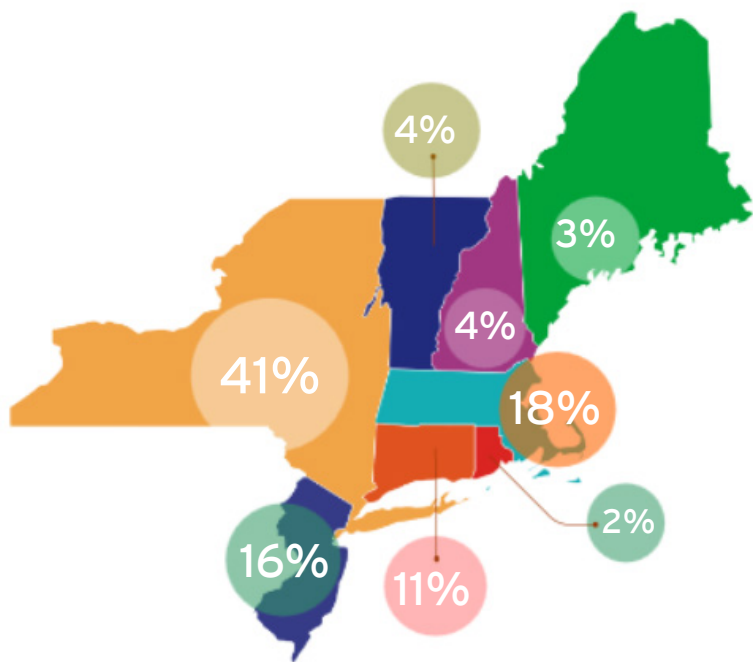


87%
are past donors
60%
within the last year



DEMOGRAPHICS

PRIMARY RESEARCH



85% over 45 years old
88% white/caucasian



STRATEGY



GOALS & OBJECTIVES

- Build affinity and sense of community for the Northeast Regional Center
- Increase brand awareness and brand knowledge for the Northeast Regional Center
- Increase visibility through social media channels and website
- Increase number of “likes” for the NWF Northeast Facebook page to at least 1,000 to foster engagement and build a community
- Increase website traffic by 30%
- Increase earned media coverage
- Penetrate the current market and develop a new target market to increase number of donations by 10%

POSITIONING & MESSAGE

We seek to inspire members and community activists to use the NWF, not as a source of information but as a step stone to reaching out to other interested parties. The NWF Northeast can build an online presence where impassioned individuals share their concerns and strategies for enhancing the goals set out by the organization.

With the tagline “*Share Stories, Share Wildlife, Share the Northeast*”, we believe the NWF Northeast can express their interest in members and their experiences. It also emphasizes a connection between people and nature which is the core of the NWF brand.



TARGET MARKET

Based on the findings of our research, we have identified two potential target markets: the current older generation activists who are members and families with young children. The current market is 73.6% female and is mostly 45-64 years old. With no children under 18 in their households and being either retired or on the verge of retirement, this educated target market finds themselves with a significant amount of free time to which they can dedicate their different interests and causes.

The second target market that the NWF Northeast can develop are professional couples around the ages of 30-45 with young children. Though they don't have a great amount of disposable income, they believe in caring for the environment. Building a sustainable future for their children is important and they will contribute what they can.

TARGET MARKET

PERSONAS

Agnes is a 57 year old retired science teacher from Westchester County, New York. She has two grown children who live out of state and a husband who works part-time as a consultant. Agnes likes to stay apprised of national news and prides herself on being informed about current affairs. Although, she gets

frustrated by the lack of efficiency in politics and champions causes that she feels are underrepresented on the national stage. Agnes was drawn to the NWF because of their advocacy in Washington, but is interested in volunteering her time and money to promote issues that affect wildlife in the Northeast.



PERSONAS

TARGET MARKET



Mark and Ellie Jones are in their late thirties. They live in Newton, Massachusetts with their two daughters Rohan and Dakota and a 2 year-old Samoyed. Mark is a freelance writer and Ellie works at a boutique PR firm in Boston. Mark and Ellie want to foster an appreciation for the outdoors in their

children. On weekends they go to the girls' soccer games and dance classes, but Mark and Ellie are often at a loss to provide structured activities outside of sports. The family enjoys walking their dog in nearby wilderness preserves and building crafts from the unique items they find on their hikes.

MARKETING CAMPAIGN



CREATIVE BRIEF

What are we selling?

- A connection between people and nature and the protection of wildlife habitats.

What do we want to accomplish?

- Create an interactive community for the National Wildlife Federation's Northeast Regional Center
- Increase awareness for the Northeast Regional Center by building the brand

With whom do we want to connect?

- Individuals and families who live in the northeast region of the United States and care about protecting wildlife habitats and caring for the environment.

Why would they like the product?

- They support causes that they care about and help them connect with nature and wildlife.

What should we keep in mind about the audience?

- They care about the nature and wildlife.
- Mix of individuals, families, wildlife gardeners, outdoor enthusiasts, sportsmen, and bird-watchers of all ages.

What do they like about the brand?

- They are not-for-profit and encourage advocacy, wildlife conservation, and education.

Tone?

- Educational

Strategic focus?

- Share Stories, Share Wildlife, Share the Northeast

Share Stories, Share Wildlife, Share the Northeast

PUBLIC RELATIONS

In the category of public relations, we recommend the NWF Northeast focus on event promotion. The Northeast branch of the National Wildlife Federation is lacking the strong brand awareness that it needs in order to collect more donations. With little-to-no distinction from the national brand, we recommend the Northeast focus its marketing attention on promoting itself with two events that will attract the target market represented by Agnes.

“ The truth is, if events are done right, they’re integral to the growth and sustainability of a nonprofit’s operations. Without a marketing plan that includes events, a nonprofit runs the risk of losing their most engaged supporters. ”

Kristen Blessman, Vice President of Marketing Goodwill
Industries of Denver



Share Stories, Share Wildlife, Share the Northeast

A Conceptual Plansbook | 25

EVENTS

PUBLIC RELATIONS


NWF Northeast's Social Commentary Fundraisers

The NWF Northeast will host two Social Commentary Fundraisers. These events consist of a documentary screening and Q&A session with hors d'oeuvres and drinks that will take place at the Nitehawk Cinema in Williamsburg, Brooklyn and the Coolidge Corner Theatre in Brookline, Massachusetts. The screening will begin a half hour into the event to get NWF members a chance to mingle with each other and the NWF staff. Right after the film, there will be an open Q&A session with NWF employees about the issue at hand. The goal of these events is to raise awareness of a current, local issue as well as the NWF Northeast branch as a whole with earned media. This event will also increase the involvement of NWF Northeast members with the brand and attract new members.

Suggested documentaries: "To the Last Drop" (Tar Sands), "Windfall" (Wind Turbines)

NWF NORTHEAST'S

SOCIAL COMMENTARY & FUNDRAISER



JOIN US FOR A SPECIAL
VIEWING OF "WINDFALL"
AND SUPPORT A GOOD
CAUSE!

\$20 TICKET PRICE. DOORS OPEN 5:30PM AT NITEHAWK CINEMAS IN WILLIAMSBURG, NY.



DIGITAL STRATEGY

WEBSITE

National Wildlife Federation, Northeast
149 State Street, Ste 1
Montpelier, VT 05602
p: 802-229-0650 f: 802-229-4532
<http://www.nwf.org/Northeast>



FOR IMMEDIATE RELEASE

Going once, Going Twice, SOLD! NWF Northeast Hosts its First Auction!

National Wildlife Federation's Northeast branch is teaming up with their Eco-Schools USA students, and they need YOU for their upcoming Internet Art Auction! Eco-Schools is a program that enables educators to integrate sustainable principles and environmental awareness for their students.

To kick off National Wildlife Week, the students of Eco-Schools USA will be participating in an art auction. The submissions will all be displayed online, which is where YOU come in! Make a bid to support a good cause and children's artwork!

The money from the auction will be donated in your name to both the NWF Northeast branch as well as Eco-Schools USA. Plus, the artwork submissions will be posted on the official NWF Northeast website and Ranger Rick magazine!

The Eco School Art Auction begins October 1st, 2014. For complete details, head to the NWF Northeast Facebook page or go to:

<http://www.nwf.org/northeast/artauction>

About the National Wildlife Federation: President Franklin Delano Roosevelt created the NWF in 1934. The mission of the federation has always been to connect people with nature, as well as protecting wildlife habitats. The Northeast branch includes Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, and Vermont. Its 600,000 members and supporters have helped the NWF with recent campaigns, such as Eco-Schools USA, The Great American Backyard Cleanup, and Tar Sands Northeast.

For more information, contact Carol Oldham at OldhamC@nwf.org

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Eco School Art Contest and Online Auction

In order to stimulate traffic to our digital media destinations and benefit from the Northeast's Eco-schools programs we have created the 'Eco School Art Contest'. The NWF Northeast will provide ten select Eco Schools in the New York area with 18x24 inch canvases. Each school will take student concept submissions and decide internally who will be able to paint their design on the canvas. The ten works of art will then be auctioned off to the highest bidder via an online auction on the NWF Northeast's website. This will allow for interactivity amongst new and existing NWF members as well as an infusion of donations to the Regional office.

This contest is feasible without sizable investment (\$200 for supplies) while the mechanics of an auction will maximize potential profits. This auction will serve as a content provider for the NWF's digital media outlets as well as a talking point for various PR activities. By encouraging members to share content with one another through the hub of the NWF Northeast's sites we will bolster our brand and equity. If this project is successful it can be replicated amongst any number of the Northeastern Eco Schools and held annually.



Share Stories, Share Wildlife, Share the Northeast

A Conceptual Plansbook | 27

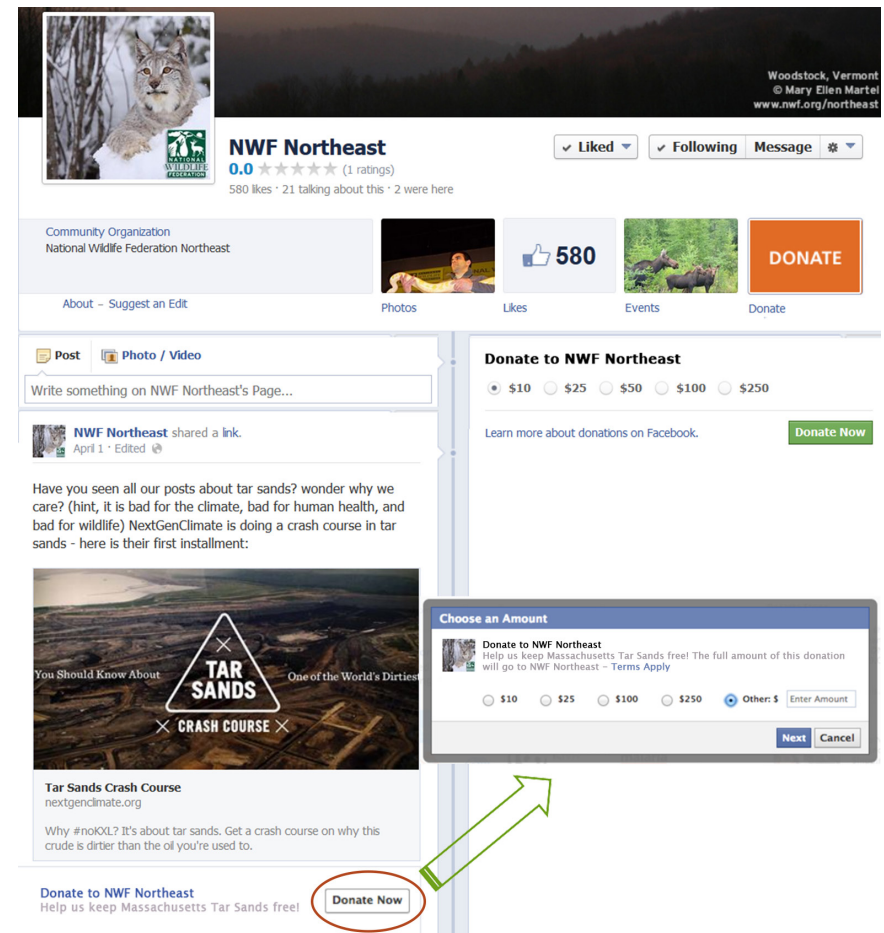
FACEBOOK

It is important for the NWF Northeast to improve its online presence on Facebook with frequent updates, links to blog posts, photos, contests, etc. thus increasing engagement with current and potential members. Additionally, we recommend the NWF Northeast make donations more accessible to their members and activists by including this option to their page.

Add Donate Feature

Facebook unveiled a “Donate Now” button which allows users to make direct contributions to nonprofits through their Facebook page for no charge at all. This feature simplifies the process of making donations specifically to the Northeast office. The NWF Northeast can fill out a “Donate: Nonprofit Interest Form” to apply for this feature and once the request is approved, the NWF Northeast can start displaying the “Donate Now” button at the tops of their Facebook page and bottom of their News Feed posts. When people click the “Donate Now” tab they can choose the amount of money they would like to donate, enter their payment information, and immediately donate to that cause. Users will then have the option to share a post about their contributions with their friends.

DIGITAL STRATEGY



DIGITAL STRATEGY

FACEBOOK

49%
visit Facebook with
frequency

NWF NORTHEAST'S

Share Stories, Share Wildlife, Share the Northeast

VIDEO CONTEST



TOPIC

Nature & Wildlife from the Northeast

PRIZES

1st: \$100, 2nd: \$50, 3rd: \$25

For complete details, visit <http://www.nwf.org/northeast/videocontest>



NWF Northeast

"Share Stories, Share Wildlife, Share the Northeast"

Video Contest

The objective of this video contest is to increase brand awareness and engagement by driving people to the region's Facebook page. Participants will be asked to submit a video of up to five minutes in which they are interacting with nature and wildlife from the Northeast region. The contest will be open to anyone from the states represented by the NWF Northeast Regional Center who wants to share their interaction with nature and wildlife with no age limit for participation, however adult supervision would be required for children under 18.

Awards will be decided only by number of "likes". Participants should be encouraged to promote their entries through any social media to get "likes" and thus promote the contest and brand. The top three videos with the most "likes" by the closing date will be announced as the winners. First place will get a \$100 gift card, while second place gets a \$50 gift card, and third place gets a \$25 gift card.



Share Stories, Share Wildlife, Share the Northeast

A Conceptual Plansbook | 29

NWF “Share Stories, Share Wildlife, Share the Northeast” Blog Entries

NWF Northeast members will be encouraged to submit blog entries with the topic focusing on some aspect of the Northeast region of the United States. The objective of the blog submissions is to create an interaction between the members and the brand, which can last for the duration of the campaign. One blog entry per week will be chosen and posted on the main page of the NWF Northeast website and Facebook page. The NWF Northeast will benefit from having updated content on their webpage, while the member will benefit from having their article featured with due credit.

DIGITAL STRATEGY

E-NEWSLETTERS

(65% prefer to learn about
the NWF Northeast
through email updates)

Emails provide the most direct line of communication and are amazingly cost-effective. As such, email marketing is the perfect tool to use as a bridge between each marketing campaign to provide continuous updates throughout the year. The key is to provide valuable email content for prospects and subscribers. Newsletters, stories, and facts about the NWF Northeast and the progress of projects that members are supporting and interested in is considered good email content. We suggest the Northeast office send out no more than one or two e-newsletters every month in order to build and maintain a strong relationship between the organization and the audience, while reducing the risk of losing subscribers.



Share Stories, Share Wildlife, Share the Northeast

A Conceptual Plansbook | 31

The NWF Northeast can improve search engine optimization (SEO) with improvements to their website, blog, and social media channels. Search engines like Google use algorithms to find and rank sites in response to a search query. SEO has to be implemented to increase the visibility of the NWF Northeast website, blog, and social media channels in search results, and thus drive more traffic through search engines.

Some suggestions to increase the search ranking of the NWF Northeast to build awareness are:

- Create original content and information on their website and blog on a weekly basis
- Identify keywords and key phrases that are trending in northeast area
- Optimize page title, URLs, page headers, internal links, and page content with keywords
- Make top keywords more social and add alt tags to all images

INTERNSHIP

DIGITAL MEDIA & PUBLIC RELATIONS

Since the NWF Northeast Regional Center is short on staff to carry out and monitor our recommendations, the branch can hire a Digital Media intern to help execute this aspect of the marketing strategy along with the NWF Northeast's online team. A detailed description and six-month work plan is included in the Appendix. Some key responsibilities and requirements will include the following:

Responsibilities

- Write 2-3 (400-500 word) articles a month for our blog – topics will be provided
- Reach out to other bloggers & swapping articles to provide social media content
- Help coordinate online marketing campaigns
- Create newsletters, email campaigns, online promotions, etc.
- Provide support to social media efforts to target new audiences
- Research and analyze other non-profit marketing campaigns and events

Requirements

- Have a concentration in Marketing/ Communications, Public Relations or English/Writing
- Provide links to 1-3 social networking profiles to demonstrate interest and knowledge
- Have an attention to detail and an ability to work independently
- Enthusiasm for nonprofits as well as the National Wildlife Federation and its mission



Share Stories, Share Wildlife, Share the Northeast

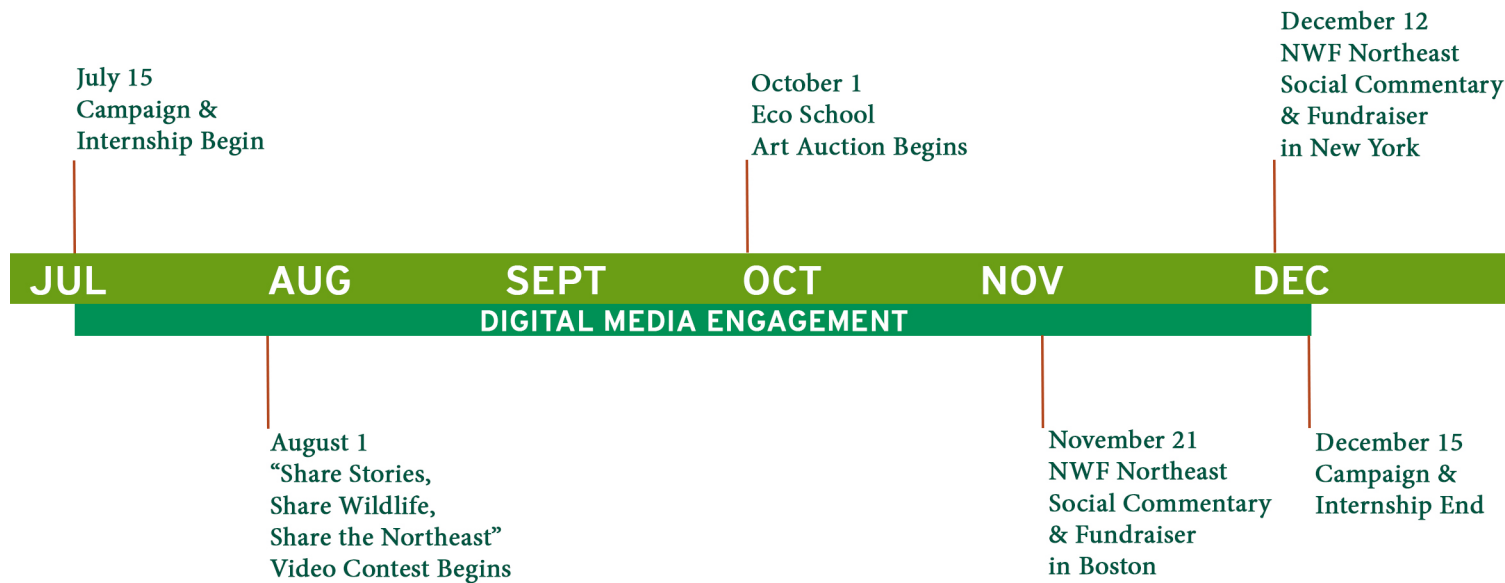
A Conceptual Plansbook | 33

BUDGET

EVENTS	DETAILS		\$
SOCIAL COMMENTARY & FUNDRAISER	Venue (Nitehawk Theater)	-2,000	+299
	Food and Beverage (NT)	-1,881	
	Ticket Revenue (\$20/person)	+1,840	
	Venue (Coolidge Corner Theater)	-2,000	
	Ticket Revenue (\$20/person)	+4,340	
VIDEO CONTEST	Online Promotion	0	-175
	Gift Cards	-175	
BLOG ENTRIES	Online Promotion	0	0
	Blog Posting	0	
ART CONTEST & ONLINE AUCTION	Painting Supplies	-120	+2,130
	Shipping	-50	
	Gift Cards	-200	
	Minimum Revenue from Auction	+2500	
DIGITAL MEDIA & PUBLIC RELATIONS INTERNSHIP	Intern	0	0
TOTAL			+2,254



TIMELINE



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A Conceptual Plansbook | 35

EVALUATION & MEASUREMENT

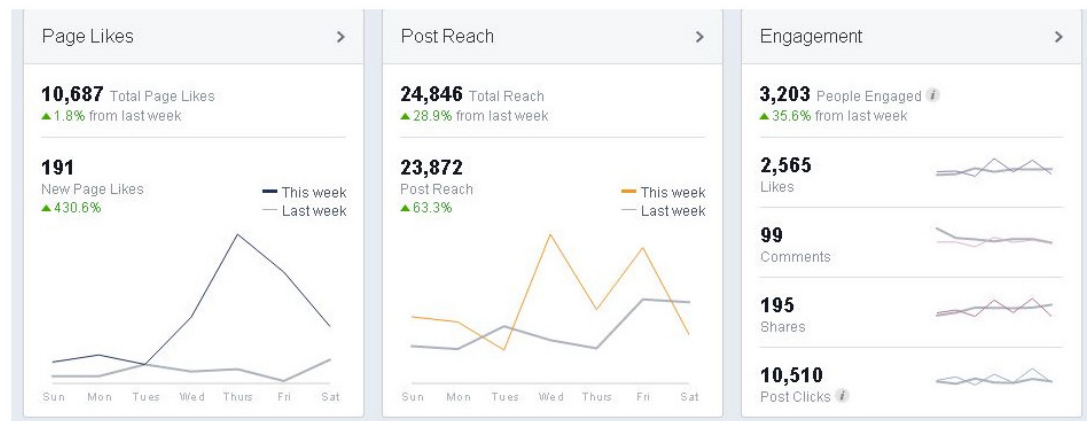
The success of this marketing strategy can be monitored and measured with a variety of tools and metrics.

Digital Media

Google Analytics provides real time data to help the NWF Northeast measuring engagement on its sites prior to, during, and after the implementation of the digital media tactics to evaluate the effectiveness of the strategy. With a better understanding of its visitors and their habits the NWF Northeast can make quick adjustments to capitalize on trends and drive more traffic to their sites.

The NWF Northeast could also use this data to measure the success of social media programs. With the help of graphs and charts, the NWF Northeast can visualize how visitors engage with content across multiple social platforms and make adjustments to maximize social media impact.

For the effectiveness of the Facebook contests and donations, simply monitor Facebook Insights for the NWF Northeast page to assess number of likes, comments, reach, and impressions as well as the number of video entries received and donations made. Similarly, the NWF Northeast can monitor the amount of blog submissions and buzz related to the blog entries to evaluate the return on investment.



EVALUATION & MEASUREMENT

Public Relations

The impact of the public relations initiatives can be assessed through the number of attendees at each event and earned media. Donations received through the events and the number of new members who sign up can also be used to measure the efficacy of each outreach activity.

After this marketing strategy has concluded, we recommended that the NWF Northeast send out another survey to members of the NWF Northeast by the end of December 2014. This survey can be compared with the results to the survey of April 2014 to measure brand awareness. The NWF Northeast can also compare the amount of members and donations received through the duration of this campaign with the previous year to measure its success.



Share Stories, Share Wildlife, Share the Northeast

A Conceptual Plansbook | 37

FURTHER RECOMMENDATIONS

For future marketing campaigns, The Conceptual Group recommends that the NWF Northeast look into partnerships that are congruous with their mission. These partnerships can further improve brand awareness for the northeast office through promotions and event sponsorships.

CONCLUSION

The Conceptual Group recognizes that, as a nonprofit, the National Wildlife Federation's Northeast Regional Office has limited resources. However, we believe that through the key digital media and fundraising concepts we have recommended you will be able to achieve even greater success. We are confident that you will see an increase in your brand awareness, memberships, and donations by the end of our suggested campaign!



Share Stories, Share Wildlife, Share the Northeast

A Conceptual Plansbook | 39

APPENDIX



TABLE OF CONTENTS

APPENDIX

Survey Questions	42-44
Press Release	45-46
Art Contest	47
Video Contest	48
Internship	50-57
References	58



The following set of questions is about the National Wildlife Federation

SURVEY QUESTIONS

1. Did you know that NWF has a regional office in the Northeast and are you familiar with the work being done by them specifically?
 - a. Yes, I know about the Northeast office and am familiar with their work
 - b. Yes, I know about the Northeast office and am not familiar with their work
 - c. No, I did not know about the Northeast office
2. Which NWF activities or programs interest you most? (check top 3)
 - a. Ranger Rick
 - b. Protecting wildlife habitat
 - c. Wildlife-friendly clean energy
 - d. Fighting dirty oil, gas, and mining
 - e. Connecting kids to nature
 - f. Backyard habitat and/or gardening for wildlife
 - g. Environmental education programs in schools
 - h. Working with hunters and anglers to raise up conservation voices
 - i. Wildlife photography
 - j. Other
3. What is your relationship to NWF? Are you a ...
 - a. Member? (donated to NWF within the last year)
 - b. Activist? (someone who responds to action requests by emailing a representative, making phone calls, volunteering, etc.)
 - c. Volunteer? (someone who attends events, sends letters to editors, etc.)
 - d. Magazine subscriber (Ranger Rick or Ranger Rick Jr.)
 - e. Other [fill in]
4. Have you made monetary donations to NWF in the past? [no skips to #7]
 - a. Yes
 - b. No
5. Approximately when was your last monetary donation to NWF?
 - a. Within the last year
 - b. Within the last 2 years
 - c. More than 2 years ago
6. What was the primary motivation for your most recent donation to NWF? (For example a specific campaign, general concern, a purchase or membership, etc.) _____
7. What would be your preferred method of donating to the NWF?
 - a. Buying a ticket to an event
 - b. Buying products or merchandise
 - c. An online gift
 - d. Sending a check
 - e. Making a gift using my mobile phone
 - f. Other [fill in]
8. How often do you volunteer at the NWF?
 - a. I have never volunteered before
 - b. Less than once a year
 - c. At least once a year
 - d. 2 – 4 times a year
 - e. More than 5 times a year

SURVEY QUESTIONS

9. What would motivate you to volunteer and/or donate to a nonprofit? [Please check all that apply; donate & volunteer columns]

- a. A cause that I care about
- b. Participation in a class/work group activity
- c. To create a family tradition
- d. To establish a positive social image
- e. To gain experience/skills
- f. To have fun with friends while making a contribution
- g. To meet new people
- h. To see immediate results
- i. Self-fulfillment
- j. Volunteer activity is related to my skill set
- k. Tax considerations

10. Please tell us about any other motivations you have for donating to or volunteering with a nonprofit

11. How would you like to learn more about the issues and activities highlighted by the NWF Northeast Regional Center? [check all that apply]

- a. Advertising
- b. Direct mail
- c. Events
- d. News
- e. Official website
- f. Regular email updates
- g. Social media
- h. Issue emails that let me take immediate action
- i. Other: _____

12. What social media do you subscribe to or visit with frequency? [Choose top three]

- a. Facebook
- b. Google+
- c. Instagram
- d. Pinterest
- e. Twitter
- f. Vine
- g. YouTube
- h. Other: _____



SURVEY QUESTIONS

Demographic Information

1. What is your gender?
 - a. Female
 - b. Male
 - c. Other
 - d. Prefer not to answer
2. What age group are you in?
 - a. 18-24
 - b. 25-34
 - c. 35-44
 - d. 45-54
 - e. 55-64
 - f. 65 and older
 - g. Prefer not to answer
3. Do you have any children under 18?
 - a. Yes
 - b. No
4. What is the highest level of education you have completed?
 - a. High School
 - b. Some College or Associate's Degree
 - c. Bachelor's Degree
 - d. Graduate Degree
 - e. Post Graduate Degree
 - f. Prefer not to answer
5. What is your employment status?
 - a. Employed full time
 - b. Employed part time
 - c. Unemployed
 - d. Retired
 - e. Homemaker
 - f. Student
 - g. Prefer not to answer
 - h. Other: _____
6. What is your annual household income?
 - a. Less than \$25,000
 - b. \$25,000 to \$44,999
 - c. \$45,000 to \$64,999
 - d. \$65,000 to \$84,999
 - e. \$85,000 or more
 - f. Prefer not to answer
7. Which of the following best describes your race?
 - a. White/Caucasian
 - b. Black/African American
 - c. Hispanic/Latino
 - d. Asian
 - e. Pacific Islander
 - f. Native American
 - g. Prefer not to answer
 - h. Other: _____
8. In which state do you live in?
STATE DROPDOWN MENU
9. What best describes the area you live in?
 - a. Urban
 - b. Rural
 - c. Suburban

PRESS RELEASE

SAMPLES

National Wildlife Federation, Northeast
149 State Street, Ste 1
Montpelier, VT 05602
p: 802-229-0650 f: 802-229-4532
<http://www.nwf.org/Northeast>



FOR IMMEDIATE RELEASE

The NWF Northeast: Wind Energy is Not Always a Breeze!

Want to learn more about the future of wind energy while also contributing to a good cause? The National Wildlife Federation is hosting their first-ever Social Commentary Fundraiser in New York City on December 12. It will be an event with hors d'oeuvres, drinks, and a documentary screening that is planned to take place at the Nitehawk Cinema in Williamsburg, Brooklyn. The film to be shown is "Windfall"; this documentary takes place in a rural upstate New York town, demonstrating a darker side of wind energy development. It is an eye-opener for anyone concerned about the future of renewable energy, and certainly an issue that will be more prevalent in the years to come.

Complimentary hors d'oeuvres will be available to guests as well as a no-host bar. The screening will begin a half hour into the event to get NWF members a chance to mingle with each other and the NWF staff. Right after the film, there will be an open Q&A session with NWF employees about the issue at hand.

Tickets for the fundraiser are \$20, which can be purchased on the NWF Northeast's website or at the door.

About the National Wildlife Federation: President Franklin Delano Roosevelt created the NWF in 1934. The mission of the federation has always been to connect people with nature, as well as protecting wildlife habitats. The Northeast branch includes Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, and Vermont. Its 600,000 members and supporters have helped the NWF with recent campaigns, such as Eco-Schools USA, The Great American Backyard Campout, and Tar Sands Northeast.

For more information, contact Carol Oldham at OldhamC@nwf.org

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SAMPLES

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Share Wildlife From Your Neck of the Woods!

The NWF Northeast branch is excited to announce its first-ever "Share Stories, Share Wildlife, Share the Northeast" short video contest. Participants will be asked to submit a video of up to five minutes in which they are interacting with nature and wildlife from the Northeast region of the United States.

The contest is open to any National Wildlife Federation member that lives in the Northeast region (CT, MA, ME, NH, NJ, NY, RI, and VT) who wants to share their interaction with wildlife and nature. There is no age restriction, however adult supervision will be required for children under 18.

The video contest will begin on August 1st, and end on August 30th. The winner will be announced on September 1st. Prizes will be given to the top three participants. Submit your video for a chance to win!

A complete list of contest rules and regulations are available online at:

<http://www.nwf.org/northeast/videocontest>

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For more information, contact Carol Oldham at OldhamC@nwf.org

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ART CONTEST

Guidelines:

- Artwork must be painted on the 18x24 inch canvas that was provided by the NWF.
- All submission will become property of the NWF Northeast
- Profits from the auction will go exclusively to the NWF's Northeast office and the Eco-Schools program

Promotion:

In order to publicize this event, the NWF Northeast will:

- Contact all schools involved in the Eco Schools program.
- Place an advertisement in one issue of National Wildlife magazine.
- Reach out to regional newspapers via a press package.
- Reach out to regional radio stations by offering to have a member of the NWF come on and describe their efforts and the contest/auction.
- Publicize the event on national and regional webpages along with their Facebook counterparts, as well as email newsletters.
- Contact appropriate podcasts and offer to provide them with a knowledgeable guest (a NWF staffer) in exchange for a free plug for the event.
- Utilize our network of bloggers and offer them an opportunity

How to Enter:

All artwork must be submitted to participating Eco-schools in the Northeast please attach a sheet with the students' name, school, email and other information about their artwork submission. Each student who submits a canvas to the cause will receive a \$20 gift card.

Your Rights:

Your artwork will help The NWF protect the Northeast's amazing diversity of wildlife, people, plants and habitats. Thank you for helping to further our mission through your artwork. If your artwork is chosen for the competition, you grant The NWF a royalty-free, nonexclusive right, in perpetuity, to:

- Use the artwork on the Internet in support of our mission.
- Use the artwork in The NWF's non-commercial communications.
- Provide your artwork to other individuals and organizations for non-commercial use, NWF-related use in news stories, newsletters, reports, slide shows, displays, web pages, and the like.
- Use, in connection with the Art Contest, your name, city, state and country of residence in promotions and other publications.
- Keep the files provided, and to archive the images on CD or in other electronic forms, so that your artwork can be used to support our mission and be properly credited. As conditions of this permission, The NWF shall credit all artwork with the caption "© Person's Name" when the full name is available.

Questions:

Questions and inquiries about contest rules can be emailed to:
contest@nwf.org/northeast.aspx



VIDEO CONTEST

Requirements and Regulations

- Only one entry is permitted per person who must complete the online entry form including your name, phone number, city, state, ZIP code, and title of the video (200 characters or less).
- Eligible entries may not exceed 5 minutes in length or 100MB in size. All music used should be fully credited at the end of the video.
- All entries must be filmed in the states represented by the NWF Northeast Regional Center (CT, ME, MA, NH, NJ, NY, RI, and VT) and feature nature or wildlife.
- All entries will be uploaded to the NWF Northeast's Facebook video page and the three entries with the most amount of "likes" will win.
- The NWF reserves the right to determine eligibility of any work submitted. All submitted materials become property of the NWF.
- Acceptable file formats include: WebM, MPEG4, 3 GPP, MOV, AVI, MPEGPS, and WMV.

INTERNSHIP

Digital Public Relations and Social Media Internship

APPLICATION

National Wildlife Federation,
Northeast Regional Office
1496 Beacon St. #5
Brookline Ma 02446

Application Deadline: Available Year-round

Position: Part-time, Virtual, Unpaid

Description

The National Wildlife Federation (NWF) is a National organization that serves as a voice for wildlife. We are dedicated to protecting wildlife and their natural habitats while inspiring future generations of conservationists. The Northeast region is the nation's largest conservation organization with more than 600,000 members and supporters in eight Northeastern states. NWF staff are based in New York, Boston and Vermont and work with our affiliates and other organizations on projects in every state in the region.

This internship will explore the digital realm of public relations and how the ever-evolving web landscape continues to change the industry. The key channels through which companies communicate with their audience are constantly changing; this internship allows students to learn how companies communicate with their audiences, and how digital PR and social media can help a company accomplish a variety of goals.

Interns will learn how a digital agency creates social media strategies. They will learn about the initial stages of setting goals, evaluating existing channels, creating a social media strategy all the way through to the implementation of and reporting on those communications strategies. The National Wildlife Federation is a hands-on learning environment in which interns can gain knowledge of how to foster two way communications between companies and their customers, a greater understanding of how to leverage social media for marketing and PR purposes, stronger writing skills, and published works for their portfolios.



APPLICATION

INTERNSHIP

Responsibilities

- Write 2-3 (400-500 word) articles a month for our blog – topics will be provided
- Reach out to other bloggers & swapping articles to provide social media content
- Help coordinate online marketing campaigns
- Create newsletters, email campaigns, online promotions, etc.
- Provide support to social media efforts to target new audiences.
- Research and analyze other non-profit marketing campaigns and events

Requirements

- Have a concentration in Marketing/Communications, Public Relations or English/Writing
- Provide links to 1-3 social networking profiles to demonstrate interest and knowledge
- Have an attention to detail and an ability to work independently
- Enthusiasm for nonprofits as well as the National Wildlife Federation and its mission

To apply:

Visit this link <http://www.nwf.org/northeast/internships.aspx> to set up an interview
Send your resume and cover letter to internships@nwf.org

INTERNSHIP

DEVELOPMENT STRATEGY

Digital Media and Public Relations Intern

Intern Development Strategy

Welcome to the NWF's Northeast Regional Office! As our Digital Media and Public Relations Intern you will support our team with activities connecting NWF's work to our target audiences, media, peer organizations and the general public. These activities include online communications, public events, press relations and relationships with other non-profit organizations.

In addition, you will work to build The NWF's online presence with social media outlets through listening and engaging target audiences on a wide variety of platforms. These activities include building and maintaining new and unique content for the website and social media platforms, updating statuses, and monitoring and evaluating the best practices for the campaigns.

This is a unique opportunity to work in an innovative, rapidly growing nonprofit environment and gain experience working in collaboration with other dedicated interns and our impassioned staff.



DEVELOPMENT STRATEGY

INTERNSHIP

Month One

New Tasks:

- Familiarize yourself with our current methods of digital communications. This includes NWF and its regional office webpages, Facebook pages as well as Twitter accounts.
- Search out bloggers and social media users with a large number of followers who create content similar to what you've seen from the NWF.
- Pick a topic that speaks to you personally and research its effect on the Northeast region.
- Type up a brief (300-500 word) blog post about the topic.
- Find photos online that complement the post and include them in the layout.
- We will give you feedback on your blog post and suggest ways to improve your skills.

Communications:

- Your first blog post will be annotated by a member of our staff and returned to you for further reflection. Once this is updated you will be given a choice of new topics or the ability to choose one of your own.
- At the end of the month we will have a telephonic conference with our Outreach Campaigns Manager and your fellow interns to discuss overall goals, content suggestions and any questions or concerns that you may have.

Deliverables:

- 4 brief (300 to 500 word) blog posts with appropriate visuals.

INTERNSHIP

DEVELOPMENT STRATEGY

Month Two

New Tasks:

- This month you will use your knowledge of Conservationist bloggers to assist you in developing content-linking partnerships with them.
- After deciding on a group of like-minded bloggers build a relationship with them by subscribing to them and commenting on their most recent posts with favorable, thoughtful reflections. Remember to link back to your own blog and sign off with your name as well as your blogger tag.
- Once this connection has been made send them an email introducing yourself and explaining your interest in their content. After that you can explain your affiliation with the NWF. You can then offer to link their blog content to the NWF's website and therefore begin a relationship of mutual promotion.

Communications:

- Provide us with links to your blog posts and to the blogs that you have commented on.
- At the end of the month we will have a telephonic conference with our Outreach Campaigns Manager and your fellow interns to discuss overall goals, content suggestions and any questions or concerns that you may have.

Deliverables:

- 4 brief (300 to 500 word) blog posts with appropriate visuals.
- 10 friendly and respectful comments on appropriate blog posts.
- 5 blogger connections



DEVELOPMENT STRATEGY

INTERNSHIP

Month Three

New Tasks:

- This month we will be expanding our reach out into other social media platforms. Begin by searching out content similar to your own on Facebook, Twitter, YouTube, Instagram and other similar platforms.
- Link this content back to your blog and explain why you related to it, remember to be positive.
- You will also have the opportunity to contribute directly to the NWF Northeast's Facebook and Twitter accounts and be able to steer our interactive media campaign.
- In addition to contributing to these accounts you will now be responsible for reviewing the analytics of our digital presence in order to gauge the effectiveness of each post.

Communications:

- Provide us with links to your blog posts and to the blogs that you have linked to.
- At the end of the month we will have a telephonic conference with our Outreach Campaigns Manager and your fellow interns to discuss overall goals, content suggestions and any questions or concerns that you may have.

Deliverables:

- 4 brief (300 to 500 word) blog posts with appropriate visuals.
- A brief evaluation of recent site content and the analytic trends that coincided with the most successful digital media activities.



INTERNSHIP

DEVELOPMENT STRATEGY

Month Four

New Tasks:

- This month is all about analytics. You will track the success of our social media initiatives as well as those of our competitors.
- This includes tracking likes, friends and comments on Facebook, favorites, followers and retweets on Twitter, and links and mentions on blogs associated with the NWF both nationally and regionally.
- You should also research competitor profiles and analyze how they are using social media marketing to identify helpful contacts.

Communications:

- Provide us with links to your research subjects and your analytic tools.
- At the end of the month we will have a telephonic conference with our Outreach Campaigns Manager and your fellow interns to discuss overall goals, content suggestions and any questions or concerns that you may have.

Deliverables:

- 4 brief (300 to 500 word) blog posts with appropriate visuals.
- A thorough evaluation of your analytical research as well as an analysis of trends that coincided with the most successful digital media activities.



DEVELOPMENT STRATEGY

INTERNSHIP

Month Five

New Tasks:

- After becoming an expert on social media analytics it is your task to seek out and recommend new forms and formats for NWF's social media activities.
- Which social media platforms would work best to stimulate interaction and ultimately donations to the NWF Northeast?
- Also use your knowledge of other successful campaign to suggest timely and popular keywords that can be used to optimize our webpages.

Communications:

- Provide us with links to your blog posts and to the blogs that you have linked to.
- At the end of the month we will have a telephonic conference with our Outreach Campaigns Manager and your fellow interns to discuss overall goals, content suggestions and any questions or concerns that you may have.

Deliverables:

- 4 brief (300 to 500 word) blog posts with appropriate visuals.
- Your suggestion for future marketing tactics and online donation driven campaigns.
- A list of 25 trending keywords and their optimal platforms that could drive traffic to the NWF.

INTERNSHIP

DEVELOPMENT STRATEGY

Month Six

New Tasks:

- Now you will solidify all that you've learned over the past six months.
- Look back at your blog posts and evaluate how your thoughts and topics have evolved over time. What have you learned, what about this experience do you think would sway others to take a more active role in supporting the NWF?
- Use these higher concepts to inform your blog posts and reach out to other bloggers to spread the information that you've learned. Comment on friendly blogger posts with suggestions on how to effect the change that they wish to see.
- Reflect on your experience as an intern and write a letter to the intern that will come after you. Explain the tips, tricks and tactics that you have learned along with any advice on how to better benefit the organization.

Communications:

- Provide us with links to your blog posts and to the blogs that you have linked to.
- At the end of the month we will have a telephonic conference with our Outreach Campaigns Manager and your fellow interns to discuss overall goals, content suggestions and any questions or concerns that you may have.

Deliverables:

- 4 brief (300 to 500 word) blog posts with appropriate visuals.
- A brief evaluation of recent site content and the analytic trends that coincided with the most successful digital media activities.
- A final synopsis of your internship with suggestions for future interns as well as a recommendation for the future of NWF Northeast's digital media presence.



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