

Maryland Environmental Trust



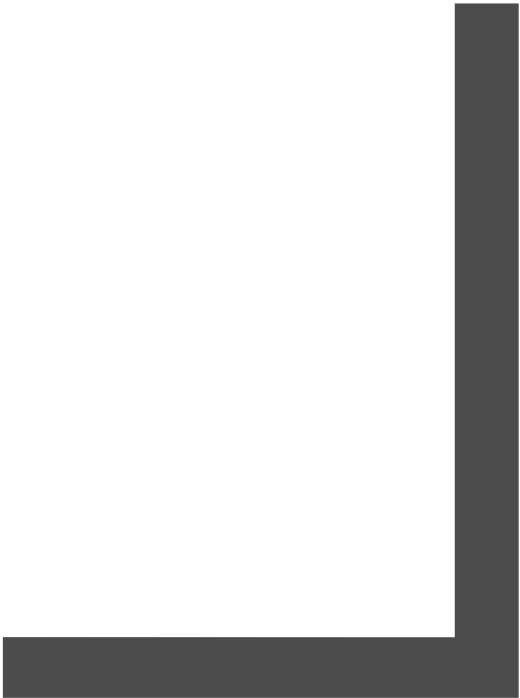
Research, Messaging
and Training

January 25, 2019





Our Work together

- Research 
 - Narrative 
 - Messaging Workshops
 - Toolkit
 - Performance Measures and Metrics
 - Technical Assistance
- 



Agenda

Here's what's on tap:

▶ **Review Research Findings**

▶ **Introduce Narrative**

▶ **Tailored Messaging and Workshop**

▶ **Spiel Training and Workshop**

▶ **Toolkit and Next Steps**



Materials Review



Stakeholder Interviews



Media Scan

Findings

Conservation is personal

farms, forests, heritage, health and habitat

Connection to the Appalachian Trail is **local and emotional**

Strong messaging focuses on **human benefit**

Opposition centers around **skepticism or lack of information**



Narrative

Shaping the Narrative

Frame

Quality of Life

Rationale

Flexibility
Personal & Persuasive
Buy-In

Formula

Values
Ends
Lived Experience
Threats
Link Problem to Solution

Narrative frame:

Land conservation protects
our quality of life.

Bringing Your Narrative to Life



Opportunity: News Article

Kent County Farm Protected by Maryland Environmental Trust


January 16, 2019

Easement Near Rock Hall Conserves Fields, Forest and Meadows

The [Maryland Environmental Trust](#) helped Expressway Corp. permanently protect its 119-acre farm along the West Fork of Langford Creek in Kent County. Expressway Corp. donated the conservation easement on the property forever protecting this important farm and forest land on Maryland's Eastern Shore.

In the vicinity of more than 2,000 acres of protected lands, the easement is located in an area dominated by farm and forest land. The approximately 39 acres of agricultural land, 60 acres woodlands and 12 acres of meadow of the property are an integral part of the area's rural setting.



Maryland DNR  @MarylandDNR · Jan 22

Kent County Farm Protected by Maryland Environmental Trust. Easement Near Rock Hall Conserves Fields, Forest and Meadows. ow.ly/CGtJ30npawT
Keeping Kent County tranquil and preserving our rich history of farming.

Opportunity: Op-ed

Bay crossing study needs to consider importance of Shore farms

Some might not think of it this way, but farmland is critical infrastructure akin to roads and bridges.

It is the source of the food that sustains us. In addition, farmland provides open space, areas for recreation and habitat for wildlife. It also controls floods, suppresses fires, filters water and represents a vast carbon sink to mitigate and even help reverse climate change. Think Maryland's Eastern Shore.



ES Land Conservancy @EShoreLandC · Jan 22

Farms are crucial to our lives on MD's Eastern Shore. From the food we eat and the water we drink to open space for the things we love and protection from natural disasters. Read more about their importance here:

<https://bit.ly/2FJPR81>



Opportunity: Legislation



LAND TRUST ALLIANCE FARM BILL RECOMMENDATIONS



Farm Bill conservation programs create major opportunities for land trusts to protect high-priority farm and ranch lands, grasslands, wetlands and forests. These special places provide the clean water, delicious local food, inspiring vistas and thriving economies that improve our quality of life. Congress needs to fully fund land conservation to ensure that ensure you, your family and your community can continue to enjoy these benefits for years to come.

Opportunity: Event



Scenic Rivers Land Trust's 13th Annual Walk for the Woods

Walk for the Woods is an event to celebrate families exploring the outdoors, the beautiful Bacon Ridge Natural Area, and the power of land protection to provide quality of life, wildlife habitat, and Chesapeake Bay and River health.



Tailored Messaging

Choosing an Objective

- S**pecific
- M**easurable
- A**ttainable
- R**ealistic
- T**ime-bound



Behavior Change

Policy Change

Corporate Change

Fundraising

Target Your Audience

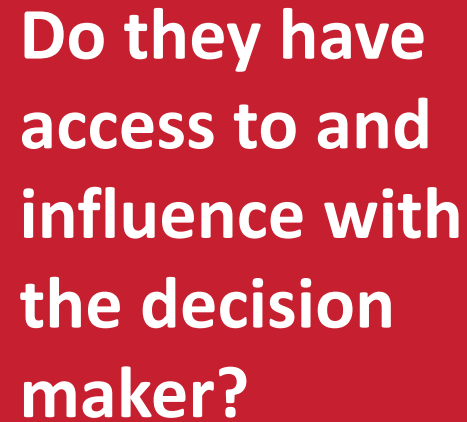


Who must you
reach
to achieve your
objective?

Assessing Audiences

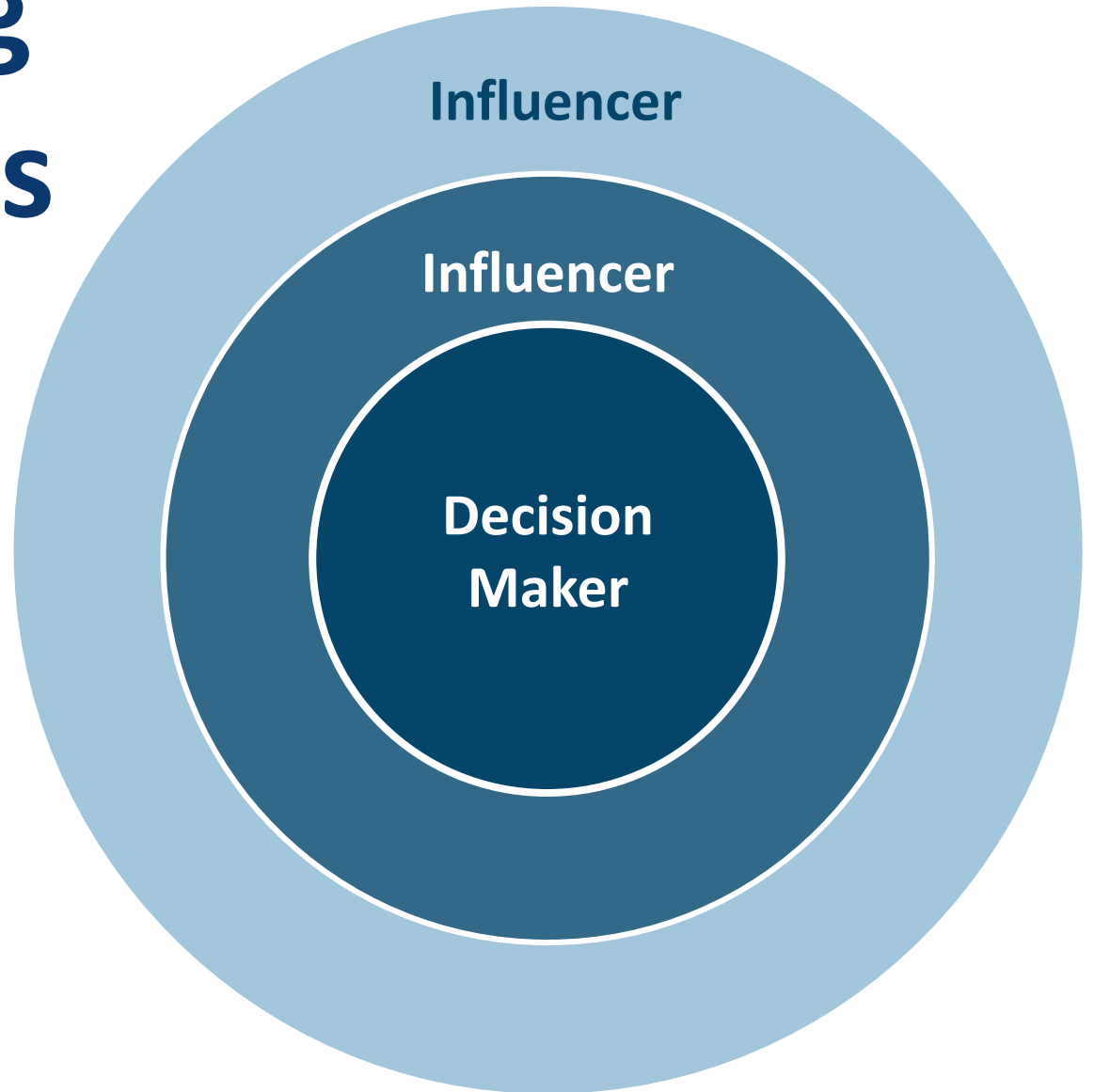


**Decision
Maker**



**Do they have
access to and
influence with
the decision
maker?**

Assessing Audiences





Your Turn:
Identify Your Audience

The Message Box

Value

Make your audience nod back at you in agreement.

Vision

“So, what?”

This is what the world will look like if your audience does what you want them to do.

Barrier Breaker

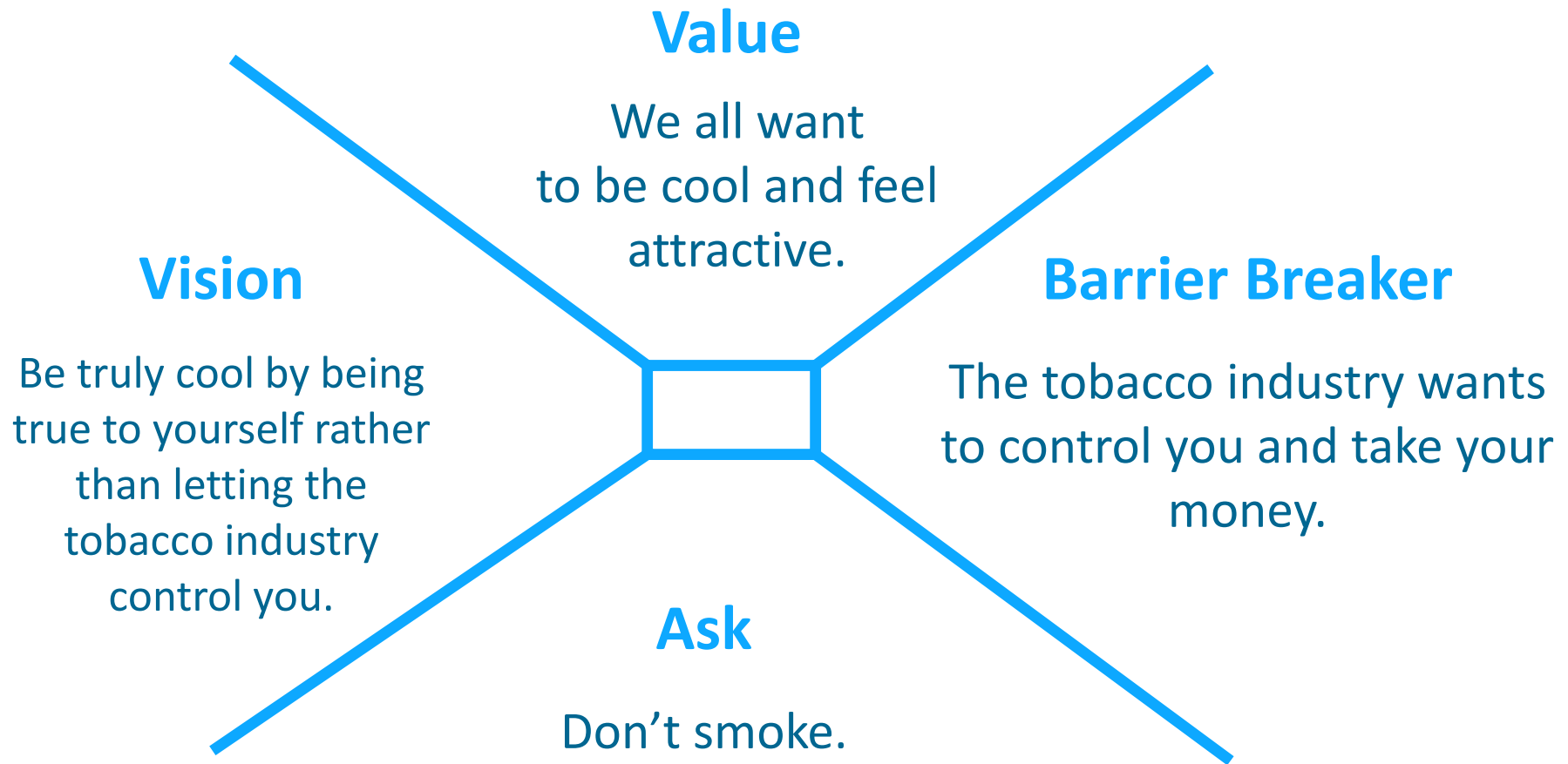
Your response when your audience says, “Yeah, but...”

Ask

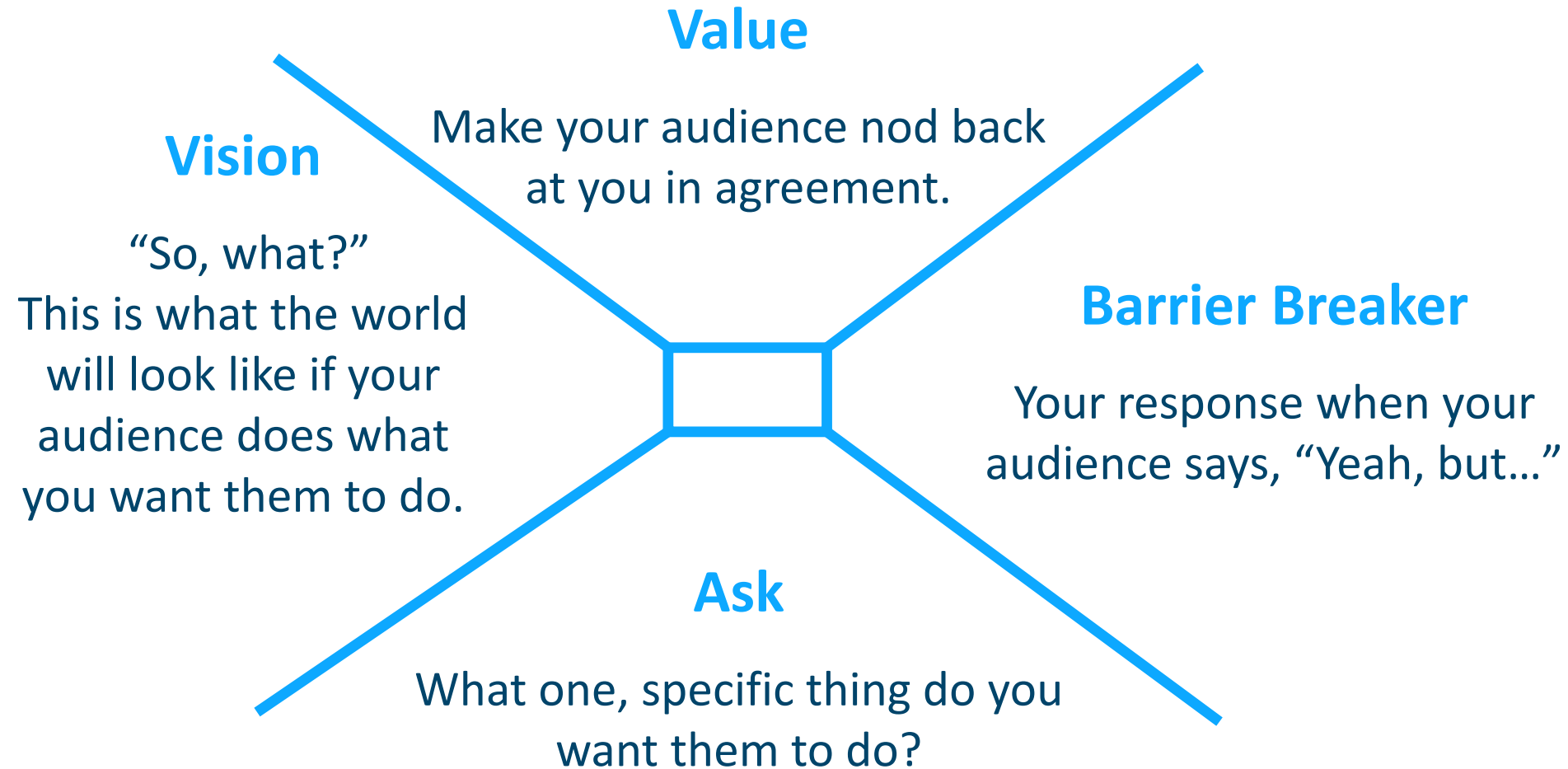
What one, specific thing do you want them to do?

Example Audience:

Teenagers in Kentucky Who Smoke Cigarettes



Your Turn: Create Your Message Box



Narrative Formula

VALUES

The land you live on and around shapes your life.

- Land can be as essential as your source of income or as profound as your place for peace and tranquility. Both ends – and everything in between – connect your quality of life to the place where you live.

BENEFITS

When we conserve land, we invest in our quality of life.

THREATS

If we don't prioritize land conservation, we put at risk much of what we value in our lives: clean water, healthy food, exercise, recreation and relaxation, and, in some cases, our livelihoods.

SOLUTIONS

If we are smart about how we use and protect our land, we can continue to enjoy the things we love and feel secure in knowing that these lands will be here for us and our families.

**Share
Your
messages**





What's Your Spiel?

The background is a solid orange color with a repeating pattern of elevator buttons. Each button is embossed with a number and a Braille symbol. The numbers visible are 1 through 28, arranged in a grid. The text is centered in the lower half of the image.

So, What's an Elevator Speech?

Why
Have
One?



Why Have One?

Unity of voice/identity

Clarity of message

Ease of use

The Audience Matters



Do's
&
Don't

Do

- ✓ **Be brief** | 30-60 seconds
- ✓ **Be clear** | No jargon or acronyms
- ✓ **Be passionate**
- ✓ **Focus on why**, not just what

Don't

- x Repeat your mission statement
- x Give a history lesson
- x Deliver a monologue
- x Write a script

Z

Z

Z

Z

Four Components

1. Strong opening: Shared Values

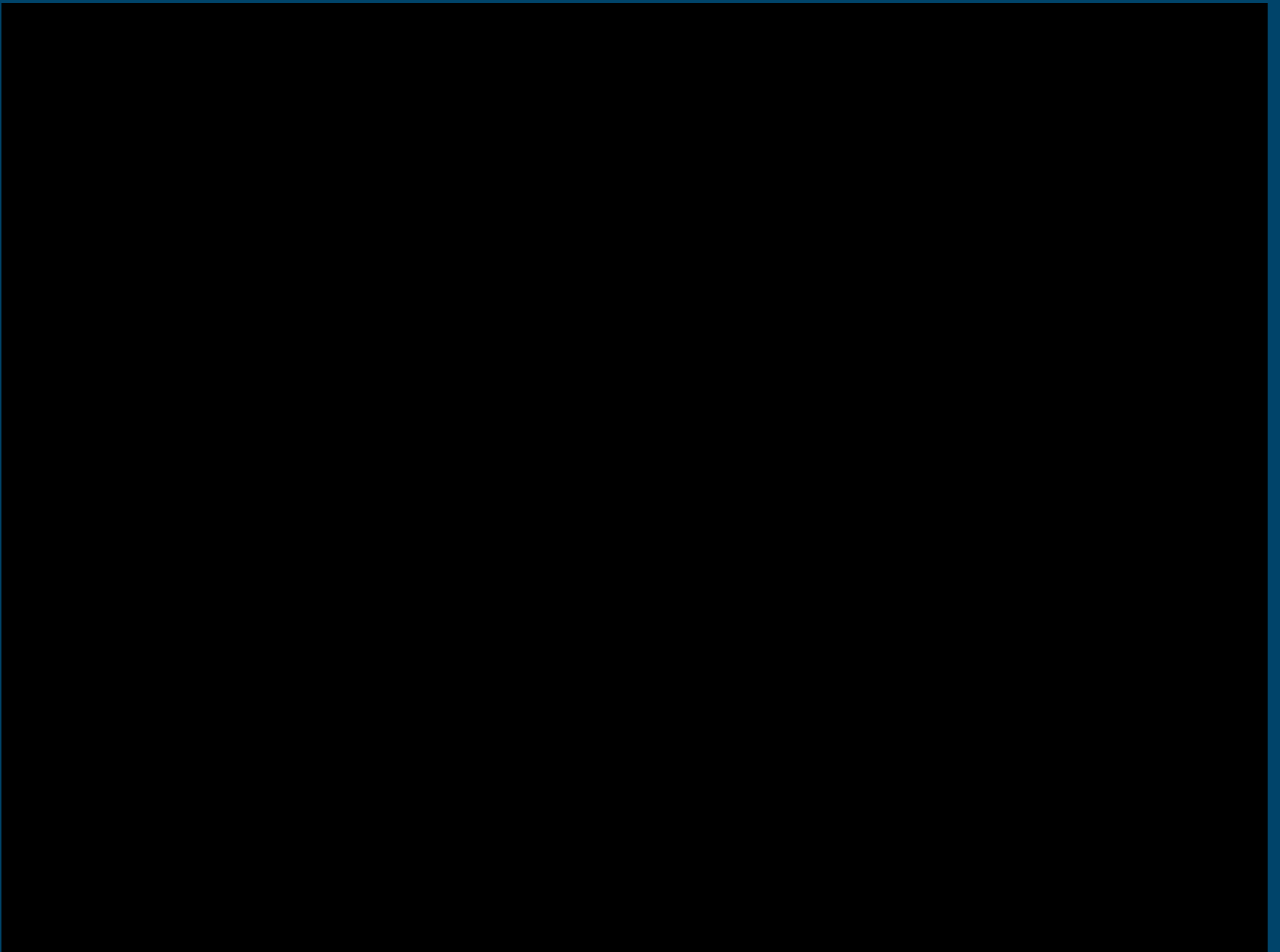
- What gets you up in the morning?
- Why do you do what you do?
- Why is the work important?

2. The need or problem

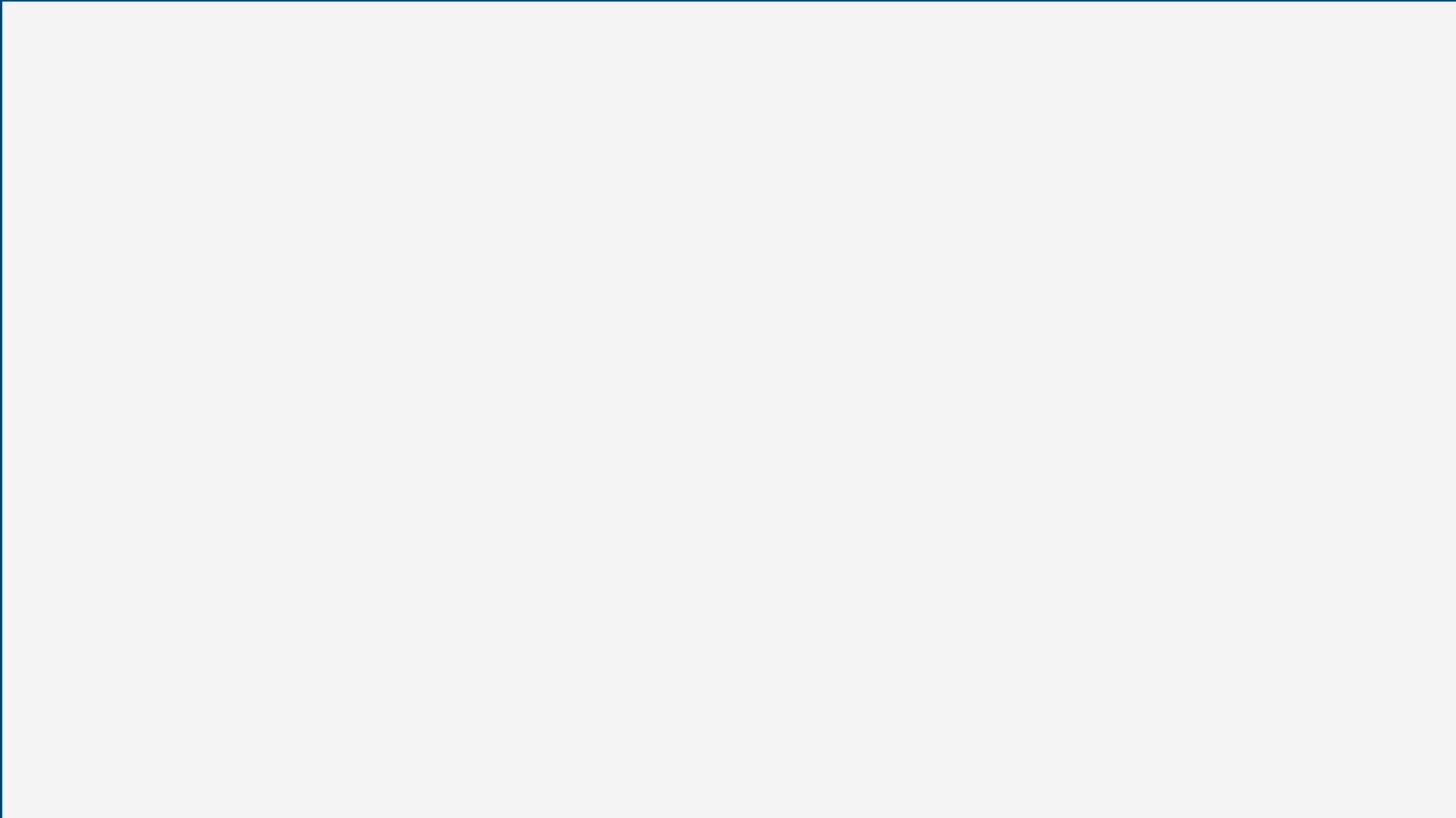
- Story
- Anecdote
- Statistic

3. Our unique response: Big picture

4. Engage them: Ask



Video Spiel



Work session

1. Strong opening: Vision

- What gets you up in the morning?
- Why do you do what you do?
- Why is the work important?

2. The need or problem

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**Try it
out!**

Elevator Speech in Action:

Prep People to Use It

Who?

How?

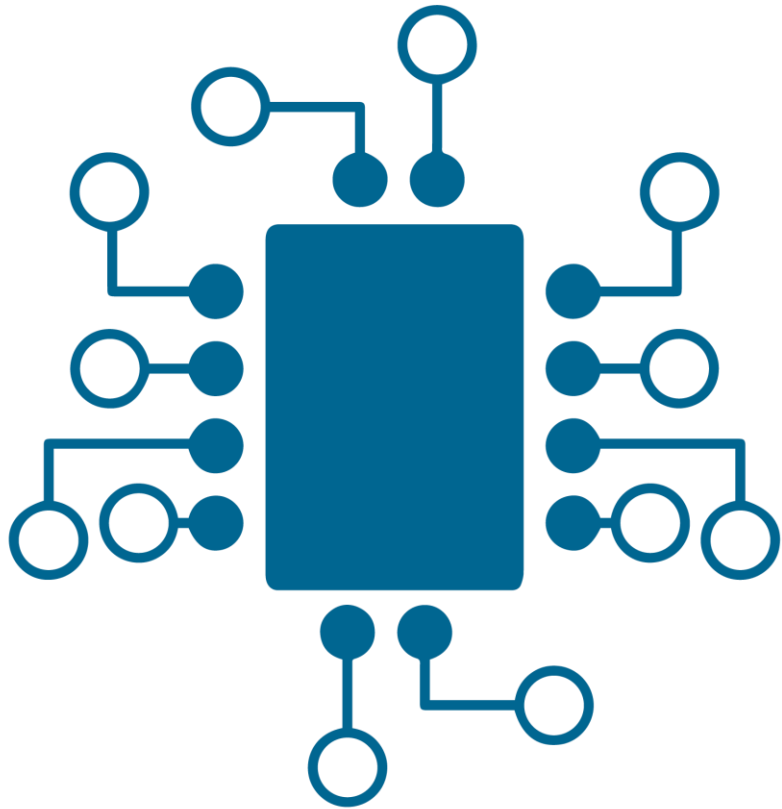
When?



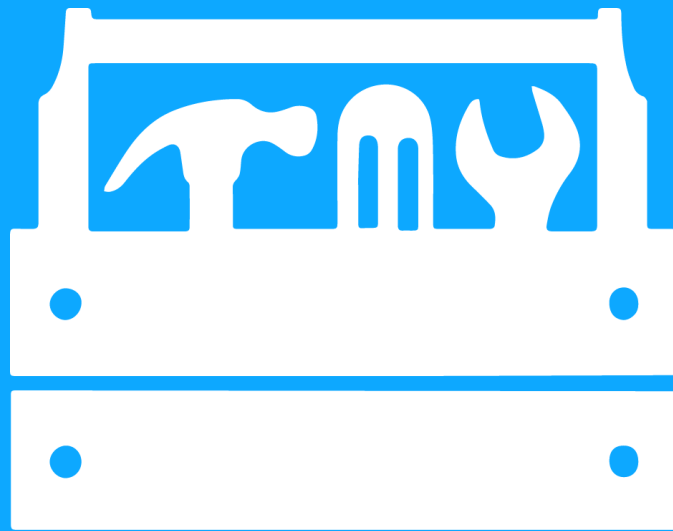
How we'll help you



Communications and Messaging Training



Technical
Assistance



Toolkit

Toolkit Components



**GRAPHICS FOR
SOCIAL SHARING**



**ONE-PAGE
INFOGRAPHIC**



**PRESENTATION
SLIDES**



**DESIGN
GUIDELINES**



**GEOGRAPHIC
GUIDELINES**



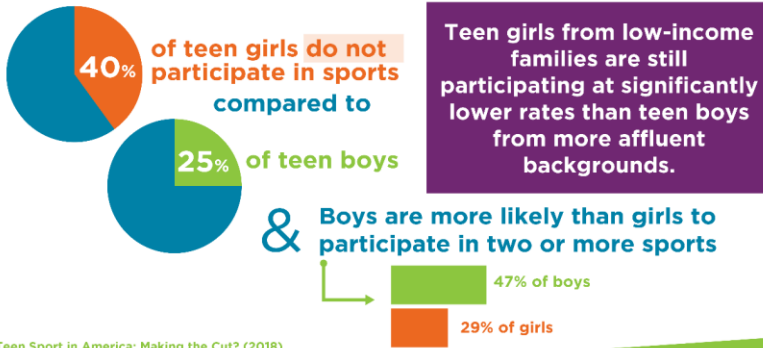
**ELEVATOR
PITCH**



TALKING POINTS

TEEN SPORT IN AMERICA

Teen girls are less likely to participate in sports than teen boys.



Teen Sport in America: Making the Cut? (2018).
Women's Sports Foundation

Check out the full report:
WomensSportsFoundation.org/TeenSportReport

WOMEN'S
SPORTS
FOUNDATION

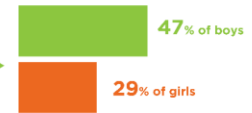
TEEN SPORT IN AMERICA

The number of sports your child plays can impact her health positively

Teens who participate in two or more sports are more likely to:



But girls are less likely than boys to participate in two or more sports



Teen Sport in America: Making the Cut? (2018).
Women's Sports Foundation

Check out the full report:
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WOMEN'S
SPORTS
FOUNDATION

Social Share Graphics

TEEN SPORT IN AMERICA

WOMEN'S
SPORTS
FOUNDATION

Overall,
**Sports have a positive
impact on teens**



Sports participation promotes multiple healthy behaviors

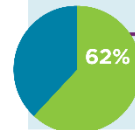


More sport participants report earning an average grade of "A" in school

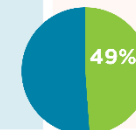


Teens who play sports fare better in areas of psychological health.

The number of sports matters.
Teens who participate in two or more sports are more likely to:



exercise vigorously every day



eat breakfast and fresh fruit and vegetables every day



Each sport has a unique impact on health

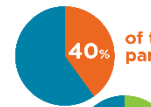


Diversity and disparities in sport depends on geographic region and type of sport



Teen girls from low-income families are still participating at significantly lower rates than teen boys from more affluent backgrounds.

Teen girls are less likely to participate in sports than teen boys



compared to 25% of teen boys



of teen girls do not participate in sports

Boys are more likely than girls to participate in two or more sports



47% of boys



29% of girls

The time for **sport-by-sport** evaluation has come.

Check out the report for recommendations on how we can make sports even better.

WomensSportsFoundation.org/TeenSportReport


Infographic

The Aspen Family Prosperity Innovation Community

 **ASCEND**
THE ASPEN INSTITUTE



Goals



Garner attention among decision-makers at the national, state, and local levels — in both the public and private sector — to influence and fund policies and practices that advance family economic security through stronger workplace, early childhood, and health services.

The Opportunity

- Collaborate with leading peer organizations working on family economic security
- Share information across a diverse range of issues and organizations
- Investigate challenges and opportunities to help families with low incomes thrive
- Innovate new and different ways to support families with low incomes
- Amplify our work and mission through Aspen and community partner channels



Four Components

1. Strong opening: Shared Values

- What gets you up in the morning?
- Why do you do what you do?
- Why is the work important?

2. The need or problem

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3. Our unique response: Big picture

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Questions & Conversation



Thank you



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