

Land Conservation Trust Communication Channel Modules

A “communications channel” is an avenue by which information is transmitted from a source to a target audience. The most obvious example of such a channel would be a newsletter that is published periodically by a land trust and sent to its members.

There are many such channels through which conservation organizations can direct information to their targeted audiences. Most (but certainly not all) are listed below.

If members of CRERPA’s Land Trust Exchange are interested in improving their communications efforts or in creating new ways to communicate with their communities, it is possible that generic channel-specific implementation modules could be developed that local land trusts could use to achieve such a goal.

Please consult with your land trust board and determine which of the communication modules and sub-modules listed below would be of most interest to your land trust. (If there are any modules or channels not on the list that you’d like to be included, please let us know).

0. Module – (a.) sub-module; (b.) sub-module; (c.) sub-module; etc
1. Newsletters – (a.) Printed and Mailed; (b.) Electronic Print Format (PDF); (c.) HTML email; (d.) Other?
2. Direct USPS Mail – (a.) Membership Solicitation; (b.) Fund Raising Solicitation; (c.) Event Announcements; (d.) Annual Reports; (e.) Informational Brochures; (f.) Other?
3. Direct email – (a.) Membership Solicitation; (b.) Fund Raising Solicitation; (c.) Event Announcements; (d.) Annual Reports; (e.) Informational Brochures; (f.) Other?
4. Websites & Browser-based Platforms – (a.) RSS feeds; (b.) YouTube; (c.) Many Others.
5. Social Media – (a.) Twitter; (b.) Facebook; (c.) LinkedIn; (d.) Many Others.
6. News Media – (a.) Radio; (b.) Newspapers; (c.) TV; (d.) Local News Sites (LymeLine, Patch, etc.); (e.) Local/State Govt or NGO Newsletters & Websites; (f.) Others?
7. Events – (a.) Annual Meeting; (b.) Informational Meetings; (c.) Fund Raising Events; (d.) Outdoor Events; (e.) Other -- Endless List of Possibilities.

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