

Step 1: Set your Objective.

What do you want landowners to do after receiving your message?

Is your objective:

Specific? Yes No Not Sure

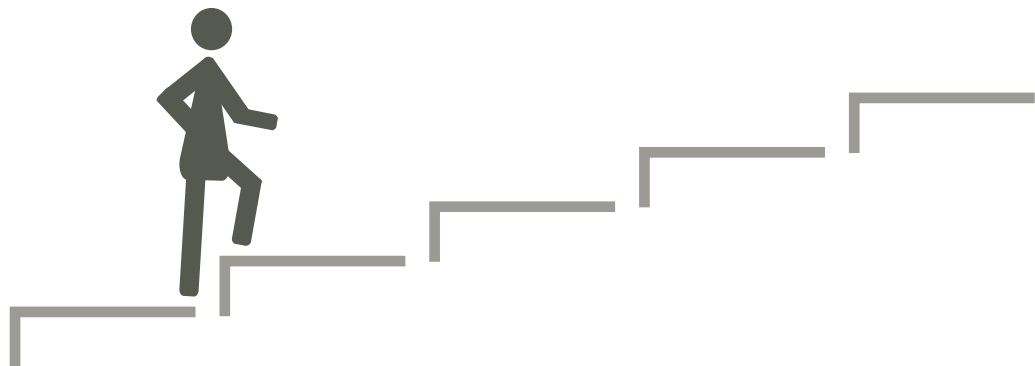
Measurable? Yes No Not Sure

Attainable? Yes No Not Sure

Relevant? Yes No Not Sure

Time-bound? Yes No Not Sure

How is this objective related to the ultimate changes you want to see? What are the various steps on your ladder of engagement? (Draw a rough picture of your ladder here.)



Step 2: Choose an Audience Segment

Who is your primary target audience for this outreach effort? Why?

Who else do you also want to reach and influence?

Step 3: Develop an Audience Profile

What are the most important audience attributes and themes that will guide your message development? (Write the main themes that emerged from your Stick Man brainstorming exercise.)

Step 4: Develop Your Message

Write your Because Statement here. The format is
[Audience X] will do [Action Y] because [compelling reason].

Write your final call to action here. This is the specific thing you will ask landowners to do.

What is the main reason why landowners will take this action?

Determine your emotional appeal. How will taking this action make audience members feel?

What are the main barriers to taking action? How will you address these in your materials?

What other supporting information, benefits or ideas will you present to make your message more credible, relevant or persuasive?

What thoughts and emotions do you want your materials to evoke and how will you do that?

What will you include in your message to grab the target audience's attention?

Take a moment to jot down any memorable phrases or visual ideas that emerged in your brainstorm. Review these later to see how well they fit with your overall message strategy.

Step 5: Choose Channels

When and how will you get the message out to your target audience?

How effectively can your organization reach your audiences? What organizations could you partner with to increase the reach and credibility of your message?

What materials will you need? What will work best for the channels you have chosen?

Step 6: Evaluate and Adapt

What indicators will you use to track how effectively your outreach is being implemented?

What measures will you use to track changes in landowners' behavior? When do you expect to see these changes?

What measures will you use to see if your outreach is having an impact on woodland health and other conservation goals? When would you expect to see these changes?

What main hypotheses or ideas are you testing via this outreach? What do you expect to learn about your target audience?
