



MARKETING

Outreach + Promotions = Marketing

While similar, outreach and promotions have different means to the same end. Outreach is targeted and promotions are general. Create a balanced marketing strategy with both promotional and outreach tactics to reach your identified targets.

OUTREACH

- Personal invites to clubs or groups
- Targeted announcements that reach new people
- Strategic word of mouth marketing
- Going direct to the people

PROMOTIONS

- Newspaper articles
- Radio Spots
- Advertising
- Posters
- Social Media Marketing

Take advantage of all promotional opportunities in your community: local radio, NPR, newspaper, entertainment magazines, local television, community websites/blogs, etc. PR will ensure you reach everyone in the area through traditional media channels, but to have a truly effective marketing strategy, you must employ outreach efforts.

Use a direct email marketing to send out weekly reminders. Begin with a Save-the-Date in advance; follow with messages highlighting films, musicians, menu, environmental activities, sponsors, silent auction.

Marketing Part I: Outreach

Outreach = Inviting

Quite simply, if you want to make new activists you need to find new people. You can't rely on general promotions alone to do this. To bring together a diverse audience of all affiliations you need to outreach into your community in unique and creative ways! So let's get creative! How can you personally and directly connect with different people in your community?

Key elements to an effective outreach strategy:

- 1.) Approach outreach from a "relationship building" perspective.
- 2.) Identify FIVE targets in three different outreach categories:
 - Easy Targets – leverage relationships with members, board members, other non-profits

- Low-hanging Fruits – outdoor clubs, arts council, libraries, food co-op, social groups
 - Past the Choir – churches, schools, recreation centers, town officials
- 3.) Host a brainstorm session with staff/board members to see what outreach options exist.
 - 4.) Delegate tasks – get ALL staff/volunteers to sign up and commit to at least ONE outreach effort.
 - 5.) Pass out handbills at like-minded events, farmers markets, local businesses, etc.

Three Outreach Targets:

- 1.) Easy Targets – friends, customers, members, etc. ALL non-profits in your area:
 - Local environmental organizations
 - Local tribes
 - Non-profits in your area:
 - Rotary Clubs, Community Foundations or Sustainable Business Councils
 - Societies:
 - ❖ Historical
 - ❖ Human
 - ❖ Native Plant
- 2.) Low-hanging Fruits – People who consider themselves environmentally conscious but perhaps are not currently involved:
 - Outdoor & Adventure Community (trail crews, bike clubs, climbers, etc.)
 - Arts, theater and music community
 - Social clubs (Veterans, Shriners, Toastmasters, Women’s Club, etc.)
 - Organic food buyers, farmer’s markets
- 3.) Past the Choir – Requires more cultivation but to increase the groundswell we need to reach people who may not otherwise know about environmental issues, or people we have not had success reaching in the past because of political differences. Use the event to introduce your organization to new people.
 - Schools: elementary, high school and college...do not forget the parents too!
 - Neighborhood associations
 - Community/Recreation Centers
 - Political clubs
 - Municipal officials
 - Community Service organizations
 - Public Service and Government Organizations

Outreach Targets:

- 1.) “Bring a Friend” - Put the job of recruiting back on your organization’s members, staff and board members. Utilize the infrastructure you already have in place and tap the network closest to you - your members!
- 2.) Establish Ticket Captains! Recruit 10-20 people to be personally responsible for inviting non-members (friends, associates, co-workers, neighbors, family). Create a mailing list and mail them a personal invitation. Or request board members to buy a block of ten tickets. They can sell the tickets or give them away to potential members!
- 3.) Word of mouth marketing! Look into your member, staff or volunteer base for folks who are connected or have an ability to communicate a message. They are your outreach team! Look

for candidates who have influence in different areas. Meet with your board and create a list of who knows who and who is involved where. Then conquer and divide.

- 4.) Social Networking. Whether you tap the network of your own organization and those of folks you know, social networking tools should play an integral role in your outreach efforts. Go beyond just word-of-mouth marketing and use online social networking tools, which have the potential to reach “beyond the choir” especially to a younger audience. If you feel uncomfortable with social media, find a volunteer to manage your PR! This volunteer could be younger and could include their peers in your outreach!
- 5.) The key to social media is making sure that your posting is consistent, especially in the weeks prior to the event. Post multiple times, making sure that all your information does not get bunched up into one day or one point in the day so the information is shared more effectively. Share information about your sponsors, film trailers, film stills, speakers, emcees, and musicians! By incorporating multiple types of media in your social networking (photos, videos and text) you give your audience a better idea of what to expect.
- 6.) “Like” your sponsors on Facebook, so their logos will be incorporated further into your outreach efforts.
- 7.) All in all, social media will generate anticipation and has the potential to include your whole community and others around the world.
- 8.) Use “forward to a friend” links in emails so that recipients could share them with other friends who were not on the email list.
- 9.) Evaluate how people communicate in your area and see what your best options are. Here are a few:
 - Facebook
 - Twitter
 - Email
 - Online community calendars – on a local radio station or newspaper website
 - Blogs – is there a community blog? Get a post!
 - [Wild & Scenic Facebook page](#): Use your personal Facebook page, or that of your organization, to create a Facebook “event.” Link to the Wild & Scenic “Fans” page so we can leverage all our efforts.
- 10.) Ticket Giveaway! If you have a big venue, one of the best ways to pack the house is to give away lots of tickets. Give away single tickets, not in sets of two. You want people to bring their friends.
 - Give every radio station 10-20 tickets. Have them giveaway tickets five days leading up to event.
 - Give staff and members each five tickets to giveaway to non-members. They could be talking to the check-out clerk at the grocery store and stoke them out with a free ticket!
 - Everyone will be talking about it... radio DJs, businesses, customers, etc... Tell the press, too! If you have a 500-seat theater, give away 60 tickets. If you have a 1000-seat theater give away 100. Even if you have a small venue, giveaway tickets, too - just not as many.
- 11.) Interdisciplinary Film Committee: Create a committee comprised of a variety of people from stay at home parents, business owners, town officials, community leaders, etc. Selecting your film program is not only fun but a great way to engage the community. Fostering a sense of inclusion builds goodwill for your event and is a great way to connect with hard-to-reach branches of your community.

- 12.) Chamber of Commerce: They may help promote or advertise. Perhaps you can make an announcement at the weekly mixer. Ask the Chamber for a list of all the non-profits in your area!
- 13.) Non-Profit Collaborative: Many communities have a Non-Profit Collaborative where all the non-profits in the area, environmental or social, get together to share ideas and synergize efforts. Attend one of their meetings and get the festival on their community board.
- 14.) Street Teams: One week before the event, have “street teams” stage in front of key public areas to let people know about the festival. Have a simple handbill or flyer ready to hand out. Be sure to check with store management for authorization to solicit. Don’t forget the college campuses!

Marketing Part II: Promotions

Bottom line: you must get press! The basis for your promotional efforts should be to determine which tactics are the most effective for your community. Where do people get their information and what options exist?

What to Promote...Your Films! The films are what you will use to hook people. If you’re excited about them, people will get excited about them. Tell their story everywhere possible: interviews, poster, website, talking with people, articles, etc. Also promote your other event elements. Make the event look festive and something not to be missed. Let people know if you are having food, beer/wine, keynote speaker, music, art show, etc.

The PR’s of Marketing:

Social Networking Tools – See bullet under Outreach above for more details. Be sure to include social media in your marketing strategy. Social networking is a low-hanging fruit. Be sure to harvest it!

Posters — The more posters, the better. Begin putting up posters a minimum of one month before the event and continue throughout the month. You will need a diligent volunteer who can triple check all the

poster locations. Keep a list of all the places you hung a poster for future events. Include places outside your local area as well. PLEASE EMAIL TOUR MANAGER A DRAFT OF YOUR POSTER FOR APPROVAL BEFORE YOU GO TO PRINT!

Places to hang posters:

- Coffee shops
- Libraries and bookstores
- Video stores and theaters
- Outdoor stores
- Climbing/yoga/fitness gyms
- Community centers
- Grocery stores
- Local businesses
- Beauty salons
- Doctor’s offices
- Trail heads

Posters get ripped down! Be sure to go back around and re-poster at least twice after the initial postering. You do not want to find out the week of your event that all your posters have been removed!

Handbills/Postcards—should be a small version of your poster. People like having something they can take home as a reminder and Save-the-Date. See our online Resources Page for templates.

Methods to use handbills:

- 1.) Wherever you hang a poster, ask if you can leave some handbills.
- 2.) Place them on café counters, bookstores, at cashier counters, public events, etc.
- 3.) A great way to reach a diverse group of people - ask a local restaurant to insert a handbill inside the billfold they give customers. Make the restaurant a sponsor for their support!
- 4.) If you canvas public and high traffic areas, use handbills to hand out to people. This could be at an outdoor event, farmers market, Costco, post office, grocery store, etc.
- 5.) Direct Mailers— send a handbill/postcard as a direct mailer! A mailing should go out at least six weeks ahead of the event. Take advantage of your database. Contact everyone! Ask local outdoor retailers, climbing centers, mountain climbing clubs if you can use their mailing lists to send out handbills. Maybe they will let you include the handbill in their next mailing.
- 6.) Give people a stack to hand out: board members, business partners, sponsors, cashiers, etc.

MEDIA

Radio:

One of the best ways to reach people is through radio which is a great vehicle to schedule a variety of radio plug - interviews, ticket giveaways, DJ announcements, looping PSA. Try for at least two radio stations which reach a different demographic. Make the station a sponsor!

- Community radio
- College stations
- Pop stations
- Talk Radio – NPR

UNDERWRITING: Have a local business sponsor underwrite a radio ad! Have them record the ad to give the event credibility and ask a prominent local celebrity or have a youth program record the ad.

Print Media: Schedule at least two articles. Pitch to all print media in your area including alternative, college and entertainment newspapers. Some papers offer a non-profit section, entertainment section, occasionally an environmental section, a “locals” section, a weekend calendar, editorials, candid interviews, etc. See if you can get an article and a mention in another part of the paper, too. And do not forget the online events calendars!

E-vites: Send an event email 2-4 weeks before the event to your mailing list. Share the list with sister organizations, local environmental groups and community nonprofits. Leverage all email lists you have access to! There are great online invitation and email template services.

Television: See if you can get on a local network or cable station - a morning talk show or perhaps a PSA. See the online Resources Page for an example of a television PSA you could build.

Advertising: Budget for some advertising to reinforce your grassroots promotional efforts. Place an ad in newspapers one week before the event. See the online Resources Page for ideas of how you can use film stills. Choose an eye-catching photo and pair it with an attention-grabbing headline. Do not clutter your ad with logos. The goal is to get people’s attention and peak their interest. Images work, logos do not.

Street Banners: You know those banners that stretch over a main street to advertise events? Get your Wild & Scenic event in that prime real estate.

Website: You must post the event on your website, not just on your events calendar but also on your home page. This is the face to your organization and often the first place people find out about you. Place your web address on all promo collateral. When people visit your site, you don’t want them to have to search for the event. Use the Wild & Scenic logo as a button to link from home page to event page.



Embed trailers on your site and have your webmaster embed the Wild & Scenic Trailer onto your website as well, your Tour Manager is happy to send it to you.

- Or if you'd like to include trailers from your selected films you may find them on our website. Scroll down till you find the film you want, right click and open in a new window. From here you can grab the code to embed the trailer.
- List film synopses on your website's event page.
- Link to <http://wildandscenicfilmfestival.org/on-tour/on-tour-films/> for more information.

Media offers the most efficient way to get the word out and there are lots of vehicles to carry the message: newspapers, websites, radio and local TV. Effective PR will boost ticket sales and build your organization's profile. Your local sponsors will be happy to support a well-publicized event. The media should be happy to promote a new and exciting event like an environmental film festival hosted by a local group. But remember...you have to pitch the story.

Ideas to get you thinking media savvy:

- Use it as an opportunity to gain awareness for your organization
- Leverage the environmental component!
- Highlight what the festival brings to your community and how it can help inspire activism!
- Think like a journalist. Why would they want to cover the festival? What makes the event unique? What is special about your venue?
- Promote the "feel good" story on how the festival got started..."An environmental group started the festival and is now sharing their success with communities nationwide and bringing the films to a larger audience."
- Get the media interested in the films. The film's messages are a great story and something the media can grab onto. Connect the media with the filmmakers for interviews, too. Choose one or two films to spotlight. Provide good film stills and celebrate the films!
- Invite the media to the event and offer comp tickets.

Tips for working with the media:

- Create a press kit: Introductory letter, info/mission of your organization, campaigns you are currently working on, a copy of other recent press coverage, press release, customized film synopses, film stills, Wild & Scenic trailer, other film trailers, National partners (raffle prizes, giveaways)
- Start early! Leave enough lead time. Lead time varies.
- Write a press release – distribute to ALL media outlets.
- Follow submission guidelines – they differ between media
- Be persistent and follow-up
- Have your pitch and sound bites ready – know your facts
- Get to know your films, celebrate your favorites. Use your anchor films to sell people on the event.
- Always send personalized emails - no group emails, no mass press releases
- Wherever possible, include info and links in the body of your email. Attachments are a secondary option but less desired and effective.

Who Are You?

Can you articulate what your organization is all about – your mission, your message, your values, your goals? In a one minute sound bite? What makes your organization unique? What are your goals for hosting Wild & Scenic?

What is the Wild and Scenic Environmental Film Festival?

The Wild & Scenic Film Festival was started in 2003 by the South Yuba River Citizens League (SYRCL, pronounced 'circle'), a watershed advocacy group based in the Sierra foothills of Northern California. The organization was formed in 1983 when a small group of concerned citizens banded together to fight against several proposed dams. The festival's namesake is in celebration of achieving Wild & Scenic status on 39 miles of the South Yuba River in 1999. The festival celebrates its annual event in Nevada City, CA each winter featuring over 150 awardwinning films and welcoming filmmakers, celebrities, and activists who bring a human face to the environmental movement. SYRCL's Wild & Scenic Film Festival is a call to action! The films illustrate not only the challenges facing our planet but the work communities are doing to protect the environment and the places we love. The stories give us a sense of place and what it means to be responsible stewards of the earth. Once the curtain closes in Nevada City, SYRCL shares their success with other organizations nationwide by packaging the 4-day event into a one-night festival which visits over 200 communities worldwide. The tour is building a grassroots network of organizations connected by a common goal of using film to inspire activism. The festival's five National Partners: Peak Design, Hipcamp, Sierra Nevada Brewing Company, Klean Kanteen, and Earthjustice have joined together to support this campaign. They help to bring these inspiring and provocative films to communities across the country. Enjoy the festival!

Radio Sound Bites:

- 1.) The South Yuba River Citizens League – SYRCL, pronounced "circle"
 - A watershed advocacy group in Nevada City, CA
 - Started by a group of concerned citizens for the river they loved
 - 33 years old
 - Received Wild & Scenic status for 39 miles of the South Yuba River in 1999
 - The film festival's namesake is in honor of this victory
 - Started the film festival in 2003 to mobilize their community and raise awareness
- 2.) The annual film festival in Nevada City is a gathering of filmmakers and environmentalists from all around the world featuring over 150 films in ten venues over five days.
- 3.) The home festival kicks-off the On Tour program each winter.
- 4.) SYRCL is sharing their success of the festival and as an environmental group with other groups nationwide by offering Wild & Scenic On Tour
- 5.) Wild & Scenic On Tour has over 230 tour events around the world.
- 6.) Wild & Scenic On Tour informs people about the state of the world and inspires them to take action.
- 7.) Wild & Scenic On Tour shows environmental and adventure films that illustrate the Earth's beauty, the challenges facing our planet, and the work communities are doing to protect the environment.

- 8.) The tour is creating a network of grassroots organizations connected by a common goal, to use film to inspire activism.
- 9.) The festival's alliance of National Partners helps make the tour possible: Thank you to Peak Design, Hipcamp, Sierra Nevada Brewing, Klean Kanteen, and Earthjustice.

STEP 1: Build a Media List

Make a comprehensive media list for your town or region – BUILD A DATABASE!

- 1.) **Print Media** - Start with print media. Include daily papers at the top of the list followed by weeklies, monthlies, specialty magazines, and newsletters. Do not forget student newspapers! List them alphabetically by organization and include the main contacts, i.e., Sports Editor, Environmental News Editor, Entertainment Editor, Outdoor Writer, Film Critic, Lifestyle Editor, Community Events Columnist, or whoever you think is appropriate. The entertainment section is a great placement.
- 2.) **Specialty Publications** - Many local communities have specialty publications that come out seasonally and are geared to special audiences: sports, music, events, tourists, seniors, or parents.
- 3.) **Broadcast outlets: radio and television stations** - For radio, list the news/sports/entertainment directors. Do you have a community radio station? And do not forget campus stations. For TV stations, look for community news producers, talk show hosts and film reviewers. Even some of the larger TV stations have community calendars – do not neglect the big guys.
- 4.) **Internet magazines** - Do you have a local website that features special or community events?
- 5.) **Newsletters** – printed and electronic: Sierra Club, community clubs, kayak groups – think email lists, too.

STEP 2: Create a Press Kit

We provide you with a sample press release, film synopses, film stills, and festival facts. Armed with all this information you should be set to build a Press Kit.

1. **Press Release:** Adjust the press release sample following for your particular screening. Make sure to include a contact number and all of the W's (who, what, when, why, where, etc).
2. **Digital Images:** An article is more likely to run if there are images available. Most media prefer electronic submissions of all the press materials, but confirm the submission guidelines.
3. **Film Program:** provide a list of films you are screening with synopses. Include information about the filmmakers.
4. **Festivals Facts:** Include info about the Wild & Scenic Film Festival and SYRCL.
5. **Organization Overview:** Background information on your organization.
6. **Contact Information:** Be sure to let the media know who to contact for more information.

STEP 3: Contacting the media

1. **Daily papers:** About 2-3 weeks before your event
2. **Monthly papers:** At least 1-2 months (depending on their deadline)
3. **Weekly papers:** At least 1 month
4. **Radio and television stations:** Allow 2 weeks for radio and television stations. Note: PSA's can go in by fax/email/mail much earlier.

STEP 4: Conduct interviews

1. Arrange newspaper interviews with the WSFF's Tour Team. We love to help get you PR!
2. Arrange newspaper interviews with a filmmaker. A story about a film can give the festival tangibility.
3. Arrange an interview with your local radio station—call them to set up 1-2 interviews within 3 weeks of the event. Telephone interviews with someone from the WSFF staff can also be conducted for radio.

STEP 5: Follow-Up

1. Media appreciate knowing you liked what they did. A call or a thank you note will make their day – handwritten notes to people who have helped you are key! Write a kudos or Letter to the Editor thanking the community, the sponsors, and the volunteers publicly.
2. Write down all the notes on what you did – all your sources of promo. It's helpful for next year.

PRESS RELEASE



For More Information:



A CELEBRATION OF OUR ENVIRONMENT!

The Wild & Scenic Film Festival comes to <city name> <CITY, STATE>: Join <HOST ORGANIZATION> when they host the Wild and Scenic Film Festival On Tour at the <VENUE> on <DATE AND TIME>.

The Wild & Scenic Film Festival is a collection of films from the annual festival held the third week of January in Nevada City, CA which is now in its 18th year! Wild & Scenic focuses on films which speak to the environmental concerns and celebrations of our planet.

The Wild & Scenic Film Festival was started by the watershed advocacy group, the South Yuba River Citizens League (SYRCL) in 2003. The festival's namesake is in celebration of SYRCL's landmark victory to receive "Wild & Scenic" status for 39 miles of the South Yuba River in 1999. The 5-day event features over 150 award-winning films and welcomes over 100 guest speakers, celebrities, and activists who bring a human face to the environmental movement. The home festival kicks-off the international tour to communities around the globe, allowing SYRCL to share their success as an environmental group with other organizations. The festival is building a network of grassroots organizations connected by a common goal of using film to inspire activism. With the support of National Partners: Peak Design, Hipcamp, EarthJustice, Klean Kanteen, and Sierra Nevada Brewing Company, the festival can reach an even larger audience.

"In recent years, the festival and its On Tour Program has grown to more than 230 events, supporting organizations and their local community causes through outreach, fundraising, and education. The On Tour community is an incredible collection of organizations from every corner of the country who are full of empathy, open-minded, and eager to make a positive difference for the world, their communities, and the environment," says Sarah Muskin, WSFF On Tour Coordinator.

Featured at the tour event in <CITY>, <SHARE A BRIEF OVERVIEW OF 2-3 FILMS FROM YOUR FILM PROGRAM (USE FILM BIOS FOR IDEAS)>. The festival is a natural extension of <HOST ORGANIZATION>'s work to inspire people to act on behalf of the environment. <TAKE THIS OPPORTUNITY TO TALK ABOUT YOUR ORGANIZATION, CAMPAIGNS, AND WHY YOU ARE HOSTING THE FESTIVAL.>

EVENT DETAILS:

Date and Time: Doors open at XXpm and shows start at XXpm.

Venue Name and Address:

Ticket Prices: \$XX in advance and \$XX at the door.

Tickets can be purchased at XXX box office or www.XXXX.org. The box office is open XXX. For more information: Contact XXX, xxx@.org, 555-555-5555. www.xxx.org