



North Carolina  
Coastal Federation

35 years .....  
working together for a healthy coast

**Mission:** To empower coastal residents and visitors from all walks of life to protect and restore the water quality and critically important natural habitats of the North Carolina coast.

**Our Vision:** A natural, beautiful and productive coast that is a great place to live, work and visit.

***Restoration & Protection • Education • Advocacy***

# Save Banks Channel

- Communications and strategies for different revenue streams
- I love data



# Save Banks Channel

- The Project: Develop watershed plan and install bmps
- Fundraising goal and strategic plan tapping a mix of sources
- Multi-faceted communications plan in place- social media, email, mail

# Save Banks Channel

## Communications

Launch,  
Foundation  
& Gov.t  
Apps

Funding: Facebook, web, email, mail

Sponsors,  
Supporters  
Team

Friend- &  
Fund-  
Raisers

End of  
Year  
Giving

Celebration,  
Thank you

First year

# Government Grants

- Longer planning window
- High reporting/application demand, less communication
- Metrics/ Data: Budget, timeline, watershed characteristics, pollutants, pre- post-monitoring, permits, land use, partners, match, volunteers, flora/fauna
- Title: Developing a strategic watershed restoration and implementation plan for Banks Channel, New Hanover County



# People

- Members, Contributors, and Foundations
- Talk about what they care about
- Make the Ask: Opportunity to support something they care about



# People

- Talk about **the WHY**
- Develop a watershed restoration plan...
- ...to reduce TSS/ fecal coliform pollution/ stormwater runoff...
- ...to restore water quality...
- ...so **YOU** can fish, swim, kayak, sail, eat the seafood, enjoy our coast!



# Foundations

- Philanthropic, Corporate, Private
- Find: AFP, Foundation Center, Judy Hills Eastern Carolina COG
- Shorter turn-around
- Range of reporting/budget/match requirements
- Staff time & communications needs vary
- Talk about their priorities



THE  
**PEW**  
CHARITABLE TRUSTS



BILL & MELINDA  
GATES *foundation*



# Membership

- Major investment of staff time
- 3 Renewals, fulfillment, lapsed, new
- Deliver benefits, tax information, customer service, outreach
- Talk about *mission*



# Contributions

- Online Campaigns- Kickstarter, Facebook, Peer to Peer
- Email
- Direct Mail, bills, materials- short
- Individual meetings
- Web support, 1 ask
- Major investment of staff time
- Timing



# Events

- Outreach, friendraiser, FUNdraiser
- Mission <-----> Fluff
- Income: Sponsors, Tickets, Merch, Donations
- Small part of budget, large amount of time
- Friends groups



# People

- Listening vs. hearing...
- ...reading vs. comprehending
- Get message 10x before you “hear” it





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Working Together for a Healthy Coast



June 3, 2015

Dear Sarah,

Our state faces one of the most important decisions in recent memory – one with the potential to change the cultural, economic and environmental face of our coast. **Debates about offshore oil and gas drilling have erupted** since it was announced that exploration may be allowed along our continental shelf. In these early days, **we are faced with many conflicting answers to potential concerns.**

That's where we can help. In 2012, the N.C. Coastal Federation launched *Coastal Review Online (CRO)* to cover important stories like this one. As the **only daily online news service** focused on coastal issues, **CRO is uniquely positioned to investigate the offshore oil issue with the utmost fairness and accuracy – but we need your help to do that.**

CRO is not the media mouthpiece of the federation. To the contrary, CRO – a member of the N.C. Press Association – **is dedicated to providing coverage that is as unbiased as possible.**

In the coming months, CRO will launch an in-depth investigative series on the issue of offshore drilling in North Carolina – **almost 40 stories written by professional, accomplished reporters** – on a tight budget of \$10,000. With your support, CRO coverage will:

- Give all stakeholders and coastal communities a voice;
- Cover what life is like among the oil rigs of the Gulf Coast;
- Outline the risks and opportunities for our coastal environment, tourism and economy.

**We're asking for your generosity because we believe you appreciate the power of information.** Together, we can tell the full story of offshore oil – for the benefit of our coast and the beloved state we call home.

Sincerely,

Todd Miller  
Executive Director

PS: North Carolinians deserve uncompromised access to the facts – **please make your donation today to support in-depth coverage of offshore drilling.**





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# Communications

- What is your BIG goal?  
Who is your audience?
- Friendly, personal, stories
- Short, No data! 96% vs →
- Consistent, repeated messaging
- Hook, then share data
- Deliver





# Save Banks Channel

- Clean Up, Save, You, Family, Future, Reminiscent, Experiences
- Have all the data for backup
- Communicate YOUR Success



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