



Communications Committee 2018 Work Plan & Roster

Bill Greffin, Bridget Harrison, Karen Horrell, Nancy Webster (ex-officio)

Task	Lead	Timeline
Draft January Clear Thinking	Bridget	January
Draft March Clear Thinking	Bridget	February / March
Draft May Clear Thinking	Bridget	April / May
Draft a Website & Social Media posting policy	Bill	May
Draft July Clear Thinking	Bridget	June / July
Draft September Clear Thinking	Bridget	August/ September
Draft November Clear Thinking	Bridget	October / November
Review website for updates	Bridget	March
Review website for updates	Bridget	November
Draft a list of topics of possible position papers	Karen	Year end
Post event calendar	Bridget	Monthly in Exec. Dir report & in the newsletter
Annual Report drafted & printed for July mtg & include in July newsletter	Bridget & Karen	June 29



Communications Committee Charter

The Communications Committee supports the Conservancy, its Board of Directors, Board committees and staff by developing effective ways and means to support, educate and engage the Conservancy's audiences and supporters about the Conservancy's mission, strategies, activities, events, properties, accomplishments, fundraising and volunteer needs, overall financial position and relevant topics, issues, and news within the community.

The Committee's efforts are intended to increase public recognition and reputation of the Conservancy in its service area, among peers and with community partners to enable the growth and achievement of its mission and the engagement and participation of the community.

I. Duties and Responsibilities

- 1) Create standards and guard the consistency of the Conservancy's brand identity and message.
- 2) Use multiple communication platforms to tell the Conservancy's story to reach a wide audience, including:
 - a) Print (newsletters, brochures, event promotions, among others)
 - b) Electronic (email, video)
 - c) Website
 - d) Social media (Facebook, Twitter, Next Door Neighbor, Bulletin Board)
 - e) Property signage
 - f) News media
 - g) Group presentations
- 3) Create and distribute engaging content about the Conservancy's mission and activities
 - a) Create and distribute engaging newsletters 4-6 times a year
 - b) Create and maintain up to date key information about the Conservancy on an easy to navigate website and on social media
 - c) In partnership with staff and appropriate Board Committees, develop publicity to encourage successful events to raise awareness, attendance and financial support for Conservancy events
 - d) Craft position papers on key Conservancy issues that can be used by staff and Board members in community, press and governmental communications
 - e) Support staff in developing effective brochures, donor communications and grant provisions to advance the Conservancy's mission and financial position
- 4) Regularly seek feedback from the community about the effectiveness of the Conservancy's communications

II. Membership

The Communications Committee membership includes the:

- Committee chair (also a Board Director);
- Conservancy Executive Director (non-voting);
- Conservancy Board President (ex officio); and
- Committee members from the Board and community with knowledge and experience to support the Conservancy on communications matters.