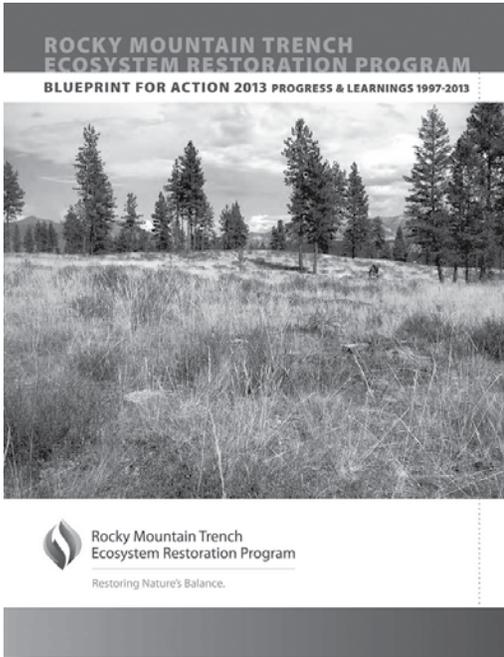


Outreach Report, Spring 2014



Praise for *Blueprint for Action*:

"...just took a look at the publication "Rocky Mountain Trench Ecosystem Restoration Program, Blueprint for Action 2013" last night. Very impressive and covers a lot of material—even more impressive than the document is all the great work that you and the KBR have done over the years on this issue. I remember when we set up the program and formalized the work that had been going on down there off the sides of desks for a long time. Its come a long way and the team involved should be proud of the accomplishments. Just thought I would pass along my congratulations and thanks."

*Tim Sheldon,
Deputy Minister of Forests*

Twitter:

Twitter is good for outreach up the ladder (to funding organizations, media) and for across the scaffold, (partner groups, researchers etc.)
STATS:

- 53 Twitter followers

Review them here:

<https://twitter.com/TrenchERProgram>

[click on "Followers."]

Website:

- New page for Blueprint
- 12 new web items since September
- Library items keep coming in

Grant success!
GREP: \$9,410
CBT EI: \$10,000
(Education program.)

Additional Fundraising for Education:

Dan Murphy and Trish did training sessions with a rep from Foundation Search. We learned to use this online database. Through it, we discovered an opportunity with the Real Estate Foundation of BC. We applied for a grant of \$15,500.

We want to use this grant database to help fund more projects!

eNews (newsletter):

We're now using a free e-mail outreach tool called Mail Chimp.

We send e-mail newsletters that link to our website. We sent one out on March 14, 2014.

STATS:

- 193 recipients
- 118 opens (61% open rate.)
- 53 click-throughs (27% click rate.)
- 332 total clicks.



Above, Randy at the Science Fair (April 10) Dan Murphy and Trish Barnes were also there.

We're working with EKIPC (Todd Larsen), our partners and teachers to develop *Crowns and Roots, Burns and Blades: Restoring Grasslands and Open Forests* field trip program for Grades 6, 7 and 8.

Coming up:

Internal and public event with researcher Lori Daniels. We are in process of booking the venue (COTR) and starting publicity. We will send out a press release announcing the public event, an eBlast (eNewsletter) to our subscribers, and an e-mail to Ministry staff, partners and ecology students. Several sessions throughout May 22, and a tour of recent sites. We'll keep you in the loop.

Blueprint Distribution

Print Distribution List:
to January 24 (by Susan B.)

Press run: 500 booklets/
1,000 summary reports

Distributed: 137 booklets/
197 summary reports

Requests for print copies continue to come in.

Web:

- **Trench-ER.com:**

It's got a dedicated page:

http://trench-er.com/our_blueprint

- **HCTF web:**

(<http://www.hctf.ca/communications/blog/entry/trench-er-program-releases-new-report>)



Blueprint press release:

We snagged Ministers Thomson and Bennett and released a PR in January. Pick-up in Cranbrook and Kimberley.

Other press releases:

"Volunteers honoured":
Cranbrook, Kimberley, EKnow

"Sheep Enhancement Project (Mastication)":
Cranbrook, Kimberley

"Bare Mountain Burn"
"Brewery Ridge Burn":

Both pre-and post burn press release coverage in Cranbrook, both publications, and Kimberley. PR distribution list has 24 media contacts.

Notes for improvement:

- Better follow-up after distribution.
- Post PRs to our website.
- Send to BC Gov sites.
- Send out more often.