



EDUCATION | SUSTAINABILITY | ACHIEVEMENT



# PR & Communications Narrative Report Comox Valley Land Trust

(March 31, 2018 – March 31, 2019)



# Project Overview

## Social Media Growth

Facebook and Instagram pages saw significant growth in followers and engagement, with specific metrics compiled in ongoing communications reports.

## Morrison Headwaters

Successful campaign creation and roll-out of a peer-to-peer fundraising group, boosting engagement and community support.

## Quarterly Newsletter

Distribution regularly reaching CVLT members, keeping them informed of organizational developments.

This document summarizes the communications and community engagement work completed for the Comox Valley Land Trust (CVLT) between March 31, 2018, and March 31, 2019. Over this 12-month period, the focus was on communicating CVLT's successes to members, donors and the broader community, while also developing a range of materials to educate and inform the public. Both digital and print materials were produced, with a consistent commitment to high-quality, clear and concise communication. Together, these efforts helped build community and further CVLT's mandate and reach.

These materials enabled CVLT to share its message with donors, media, members and the broader community. Internal documents supported ongoing alignment by keeping CVLT up to date on progress and informing strategic decision-making. Overall, the work emphasized clear communication of CVLT's accomplishments, including the acquisition of the Morrison Headwaters Nature Preserve, while also creating educational materials and strengthening relationships with partners and donors.

# Objectives

## **Media Releases**

CVLT issued several media releases to communicate key achievements:

27-acre Father Charles Brandt  
Hermitage Protected

Major Donations from the Courtenay and  
District Fish and Game Protective  
Association, Habitat Conservation Trust  
Foundation, Pacific Salmon Endowment  
Fund Society

Partnership with Comox Valley Regional  
District to protect endangered Morrison  
Creek Lamprey habitat.

## **Donor Recognition**

A Donor Recognition Plan was  
developed, outlining how donations  
would be publicly acknowledged via  
media releases, website and social  
media. Additionally, an American Friends  
of Canadian Land Trusts donation form  
and information sheet were created for  
easy access and integration on the CVLT  
website.

## **Morrison Headwaters Nature Preserve Campaign**

Key materials and strategies were  
created for this fundraising initiative,  
including:

Peer-to-peer fundraising  
Facebook group

Campaign video, brochures, event invites  
and event packages

Ribbon-Cutting Event Planning for the  
Nature Preserve

## **Quarterly Newsletter**

A newsletter was developed and  
distributed quarterly, highlighting  
CVLT's accomplishments and updates  
for members.

## **Social Media**

Regular content was produced for  
Facebook and Instagram. Social media  
engagement grew significantly, with  
detailed analytics provided to guide  
future strategy.

## **Media Monitoring**

Reports were created, tracking media  
coverage from August 1, 2018, to March  
31, 2019, ensuring CVLT stayed  
informed about relevant issues and  
media pick-up.

## **Website and Branding**

A website rebrand was initiated,  
including regular updates and the  
creation of new materials featuring  
updated CVLT branding, such as:

Banner and sandwich board re-designs

Customizable digital thank-you cards

Letterheads for CVLT and the Comox  
Valley Conservation Partnership







**PROTECTION PROGRAM**

...t and so little remaining... of the Comox Valley's...tain biodiversity and...VLTA Land Protection...direct action to protect...ate properties for...in perpetuity.

...ers - President



**HELP US PROTECT THE ECOLOGY OF THE COMOX VALLEY**

Protecting the natural environment in the Comox Valley is critical to sustaining the fish and wildlife populations, preserving the rural character and viewscapes that define our communities, and is the best way to build a healthy, vibrant and economically viable society that is resilient to the effects of climate change.

We always welcome new people to direct and support our work. As a community-based, grassroots organization, our strength has always come from our members. Membership is the foundation of our success. Please consider joining our team as a member of the Land Trust.

Tim Ennis - Executive Director



**COMOX VALLEY LAND TRUST**

**Support Our Work**

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www.cvlandtrust.ca

Donations and memberships can be made by cheque or online.







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