



**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**

At and so little remaining, of the Comox Valley's items is now a high, natural biodiversity and CVLT's Land Protection direct action to protect properties for in perpetuity. Powers - President

**PROTECTED SITES**

ate conservation covenants (5) rison Headwaters Project lumen Commons loughlin Hill Nature Park Master's Greenway Sandwick Forest Cumberland Community Forest

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

Protecting the natural environment in the Comox Valley is critical to sustaining 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

**Support Our Work**

PO Box 3462 Courtenay, BC V9N 5NS +250-650-9561 info@cvaltrust.ca www.cvaltrust.ca

Donations and memberships can be made by cheque or online.



**APRIL 22-24 2020**

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Climate Change, Collaboration and Landscape Restoration

Courtenay, B.C.

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