

A close-up photograph of several green leaves, likely from a plant like a fern or a similar species, showing detailed vein patterns. The leaves are covered with numerous small, clear water droplets, giving them a fresh and vibrant appearance. The lighting is bright, highlighting the texture and color of the foliage.

Rebranding Proposal

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Agenda

- I. Lee County Conservation Board
 - A. Logo
 - B. Social Media
 - C. Public Relations
 - D. Competition
 - E. Merchandise
- II. Three Rivers Conservation Foundation
 - A. Logo
 - B. Donation Letter
 - C. Fundraising

Please feel free to glance at our Rebranding Proposal document for more insight!



Lee County Conservation Board



LEE COUNTY
Conservation Board



Social Media: Facebook

- Increase interaction with public
 - Create groups for events
 - Create polls for potential events/reviews
- Increase reviews by the public to showcase brand
 - Currently only 2 reviews
- Facebook Live
- Stories
- Consistency in posts
 - Weekly content (#triviatuesday, etc.)

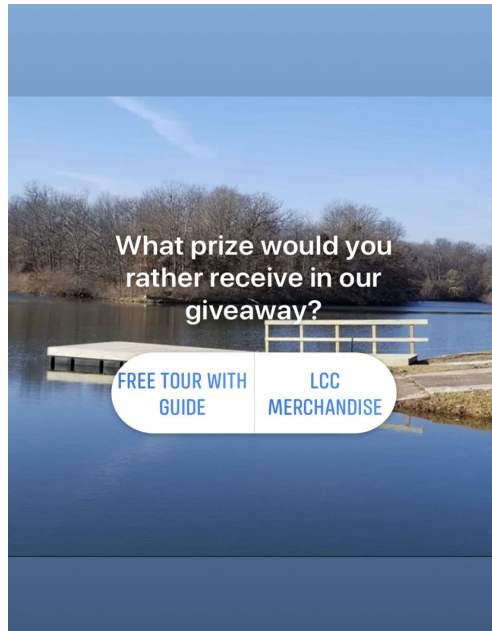


Social Media: Instagram

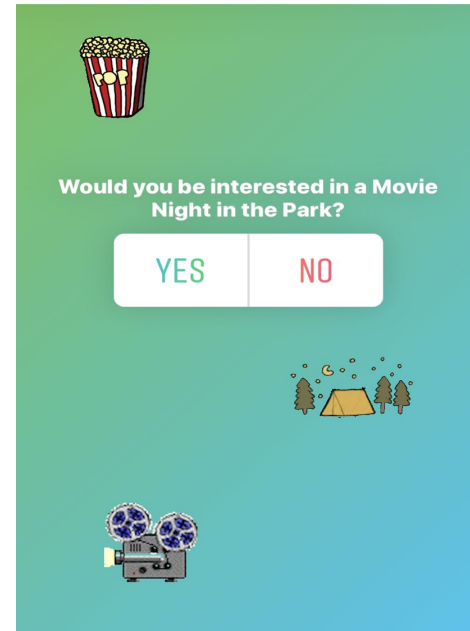
- Highlight page
 - Show around the different campsites/trails
- Hashtag to encourage customer posts
 - Contests and giveaways
- Instagram Live
- Consider hiring photographer or one rep for all company posts
 - Consider hiring intern
 - Provides consistency and aesthetic



Polling Ideas



Facebook



Instagram



Public Relations

- Goal: increase consumer awareness & engagement
- Be active and engaged
 - Post frequently and consistently
 - Photos, events, informative content
 - Consider a travel writer
 - Reply to comments
 - Facebook Messenger
- Ratings & reviews
- Cover photo
- Newsletter



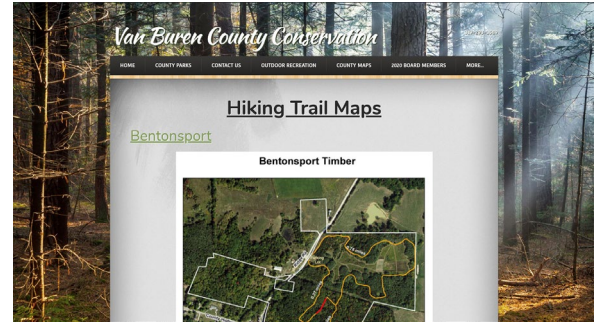
Merchandise

- Easy way to promote brand awareness and generate revenue
- Giveaways on social media for merch
- Sell merchandise on website and in main lounge / office
- Merchandise Ideas
 - Shirts, hats, water bottles, drawstring bags





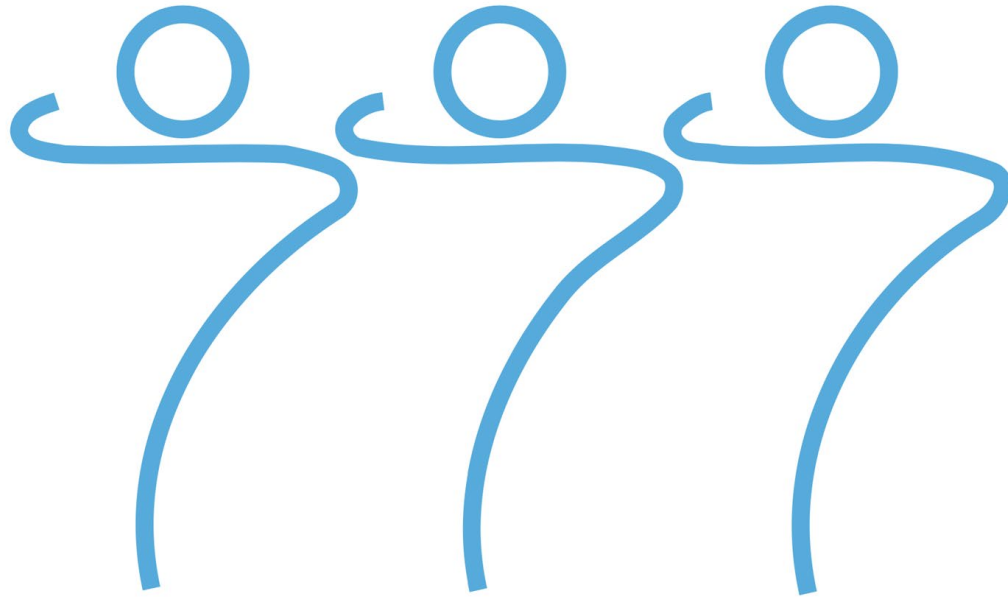
Competition



- Van Buren County Conservation
- The Henry County Conservation Department
- Des Moines County Conservation
 - Personal websites
 - Updated trail maps on website
 - Updated activities and event times
 - Weak social media



Three Rivers Conservation Foundation



THREE RIVERS
Conservation Foundation



LEE COUNTY
Conservation Board



THREE RIVERS
Conservation Foundation

Donation Letter and Funding

Donation Letter

- Include description for photo at the top
 - Who?
- Make sure to include logo
 - Best place might be where child picture is currently



Dear Conservation Supporter,

We hope this letter finds you well this holiday season!

Many people do not always know how Three Rivers Conservation Foundation supports conservation here in Lee County. Our mission is simple. We help Lee County Conservation advance their work locally in whatever way possible. We have done this in a variety of ways throughout the years. Currently, we're focusing on two areas: educational programming and improving playgrounds in county parks.

No one does more locally to connect children to the great outdoors than Lee County Conservation. They do this by providing numerous family-oriented public programs, field trips for all grade levels, and visiting almost every elementary classroom in Lee County. We are proud to support these educational efforts by buying supplies and other teaching materials needed for successful programming.

Lee County Conservation hosts thousands of people at their county parks each year. Three Rivers Conservation Foundation is committed to ensuring our county parks provide an outstanding visitor experience. To do our part, we started the "Places to Play" campaign this last year to revitalize playgrounds at major county parks. We plan to replace the Fulliller playground in 2020. Lee County Conservation Board has agreed to match our donations up to \$50,000 for this project. To date, we have raised \$10,000 (with the match \$20,000). We still have a long way to go to reach our goal of \$100,000 for this project, though.

If you are like us and believe Lee County Conservation is doing fantastic work here in our county, we ask you to donate today. Together, we can help Lee County Conservation provide quality programs for children, families, and adults as well as improve our county parks one playground at a time. No matter what, your donation will help connect more children and families to the great outdoors here in Lee County.

Thank you for your support!

Sincerely,

Three Rivers Conservation Foundation Board Members—Mary Moore, Tom Pulpester, Mike Thimmesch, Bill Muller, Emily Benjamin, Elmie Schiller, Dean Mabaeus, and Ben Schlader



Please Send Donations To:
Three Rivers Conservation Foundation
2622 Hwy 61
Montrose, IA 52639

Fundraising

- January newsletter includes donation link near the bottom
 - "Places to Play Campaign" progress bar
 - Include donation link on every newsletter
- Events in the parks
 - Movies
 - Snacks and Beverages
- Penny wars in schools
 - Incentive programs

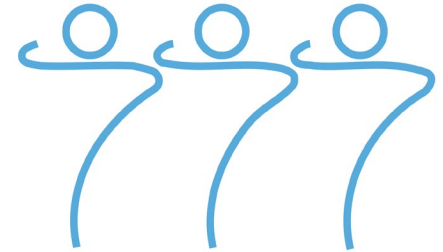


Summary

- New logos
- Social Media
 - Facebook and Instagram
- Public Relations
 - Engage with consumer
- Funding
 - Events and Donation Letter
- Branding Guide



LEE COUNTY
Conservation Board



THREE RIVERS
Conservation Foundation

Any Questions?

LEE COUNTY and THREE RIVERS FOUNDATION



Rachael Wagner, Lexi Noonan, Kate
Isaac, Emily Dybas, Jordan Winke



BRAND PERSONALITY NEW MISSION STATEMENT

“The Lee County Conservation Board is dedicated to education, community, and preservation. We strive to educate all residents on the value of our resources, create and maintain beautiful recreational spaces for the Lee County community to enjoy, and preserve and promote the natural beauty and amenities the region has to offer.”

In 3 words:

Education, Community, Preservation

LOGO REDESIGN LEE COUNTY

- County outline
- Blue and green lines representing the rivers and parks
- “Education, Community, Preservation”
- Simple and clean design with branding and printing ease in mind
- Modern but timeless - distancing from “badge” style



LOGO REDESIGN THREE RIVERS FOUNDATION

- Three lines, three rivers
- Same colors and fonts as county logo
- Complementary and easily recognizable



APPAREL EXAMPLES



ADVERTISING

- The current Facebook features a lot of quality information - use that to market facilities
- Improve Social Media accounts
 - Weekly spotlights on Facebook and Instagram featuring an activity/location in Lee County
- Social media advertising
 - Cohesive branding across all media platforms



leecountyconservation • Follow

Keokuk, IA



Liked by Mother Nature and 1,560 others

leecountyconservation The pot of gold must be juuuuust behind the trees!

#leecounty #iowa ... more

View all 20 comments

FEBRUARY 13

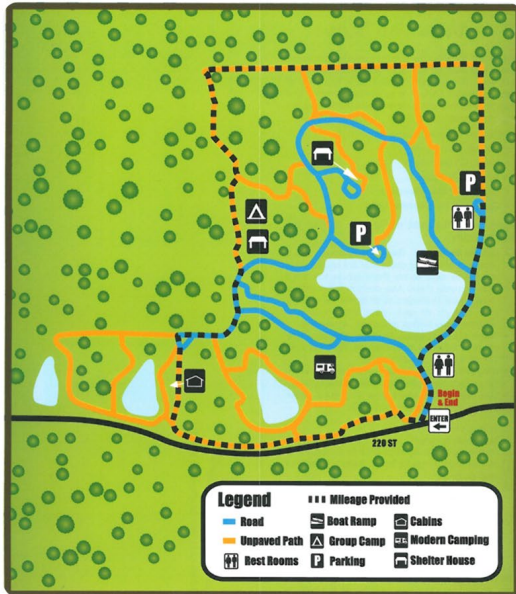


Lee County Conservation Board

leecountyconservation



This St. Patrick's Day, we are encouraging everyone to GO GREEN and explore Lee County's awesome trails. Who knows, maybe you'll find a leprechaun!



3:00 PM · Feb 19, 2020 · Twitter for iPhone

3.2K Retweets 10.1K Likes



leecountyconservation • Follow

Keokuk, IA



Santa Clause and 1,560 others

leecountyconservation We're walking in a winter wonderland

#leecounty #nature ...more


View all 20 comments

DECEMBER 25, 2019

ADDRESSING NEGATIVE PERCEPTIONS

- The new branding will help transition from the past and create a fresh start
- Town Hall Style meetings: allow people to feel like they're being heard
- Questions/comments section on the website
 - Allow the community to ask questions or provide feedback confidentially
 - Facebook Messenger also allows this feature
- Address popular comments in monthly newsletter

COMMUNICATION

Constant Contact  855-783-2314 Help & Tips My Account

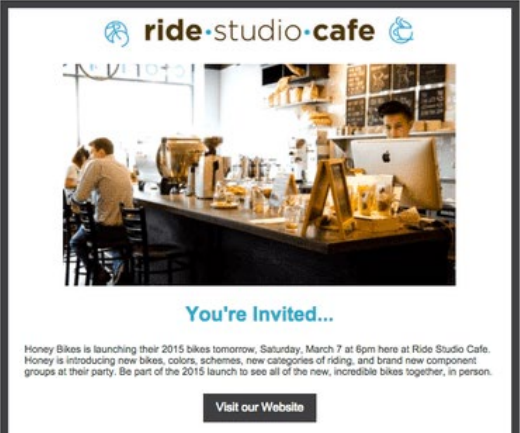
You're Invited... Save Undo Redo Preview Continue

Build Images Colors

From: Constant Contact <cchusano@constantcontact.com>
Reply: cchusano@constantcontact.com
Subject: **You're Invited**

Image Text Button
Divider Social Media Spacer

Layouts




ride-studio-cafe

You're Invited...



Honey Bikes is launching their 2015 bikes tomorrow, Saturday, March 7 at 6pm here at Ride Studio Cafe. Honey is introducing new bikes, colors, schemes, new categories of riding, and brand new component groups at their party. Be part of the 2015 launch to see all of the new, incredible bikes together, in person.

Visit our Website

Constant Contact 

You did great!
Your email's initial results are in.

Based on your email's first 48 hours, [your campaign](#), May Sunny Suprise Flowers email to May1 has racked up some impressive numbers:

 — OPEN RATE — 65.8%	 — CLICK RATE — 14.5%
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Start building on your email's success.

There's so much you can do to grow your business with our email marketing tools. Read how you can [segment your email list](#) to connect with the right audience and [keep subscribers interested with email automation](#).

VIEW YOUR FULL REPORT

NEW PAMPHLET EXAMPLE

WE WON'T LET YOU WANDER ALONE.

"Crew up right down the road... this is a remarkable little cabin"

"Can't wait to come back!"

"Had an amazing stay as usual and plan on returning many more times."

"I have fond memories of love and laughter here at Wilson Lake."

"Our stay in this cabin will always be remembered, not just for the "Country Log Cabin" feel, but for the tranquility and peace at night after such a long day in the woods."

ENJOY THE FUN



2218 Avenue H
Fort Madison, IA 52627

WILSON LAKE PARK TRAILS

WITH YOU FOR EVERY ADVENTURE



ABOUT US

Wilson Lake Park is 116 acres and is located 5-1/2 miles east of Donnellson or 5-1/2 miles west of Fort Madison, north of Highway 2 making the location an easy to access route for early mornings and afternoons.

AMENITIES

7 Acre Lake and 3 Ponds
2 Cabins
21 Campsites
2 Picnic Shelters
Boat Ramp
Group Camp Site
Wilson Lake Perimeter Trail - 1.4 Miles



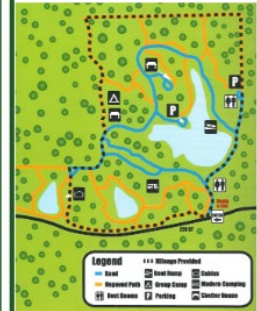
CABINS

The Wilson Lake Cabins are built to accommodate park visitors any time of the year. The Prairie and Timber View Cabin is accessible for all.

included:

- Modern Kitchen with All Appliances
- Kitchen Table and Chairs
- Modern Bathroom and Shower
- Porch Furniture and Fire Ring
- Central Air and Heat
- Bed Structures (depends on Cabin)
- Sofa/Conversion Bed
- Limited Silverware

TRACK YOUR STEPS



TRAILS

Wilson Lake is the perfect destination for family reunions, relaxing getaways and memorable outdoor experiences with it's beautiful scenery and everlasting charm.

EVENTS

- Any events that encourage the community to come to the parks has the opportunity to showcase the amenities
- **Farmers Market**
 - Hold once a week- every Saturday in the summer and fall
 - Charge vendors a small fee
- **Partner with Paw Animal Shelter to host the Walk for Life**
- **5k trail run/walk**
- **Outdoor concert ft. local talent/outdoor movie**
- **Frisbee golf tournament**
- **Girl Scout camps**

FUNDRAISING

- Reformatted donation letter
- Donation set up through Facebook instead of through the other website
 - More reputable and easier to access
- Charging vendors fee through Farmer's Market
- Partnering with local businesses for fundraising events
 - Percentages of businesses sales goes to Three Rivers Conservation Foundation
 - Promoting in newsletter

RECAP

- Modern logo creates new brand image for Lee County and Three Rivers Foundation
- Focus on community, education, and preservation
- Utilizing social media to reach and engage with the audience - build relationships with audience
 - Cohesive Branding and consistent templates
- Diverse Community Engagement
- Fundraising Ideas

