

FINAL REPORT

STRATEGIC COMMUNICATION
CAMPAIGNS

UNIVERSITY OF IOWA

MAY 8, 2025



AGENDA

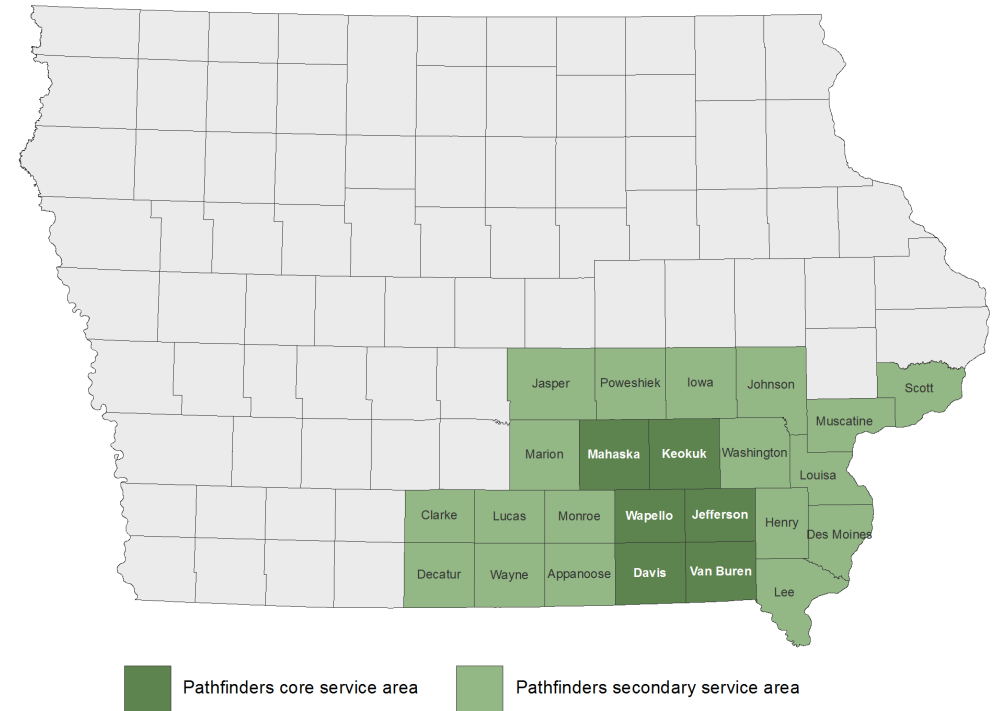
- Introduction
- Recap: Goals and Key Messages
- **Tactics**
- Implementation Plan
- Conclusion

INTRODUCTION

INTRODUCTION

Pathfinders RC&D is beloved by clients and stakeholders, but there's room for growth in telling the story of their impact more widely.

Through research with clients, board members, and staff, we developed a strategic communication plan to leverage Pathfinders' existing resources to clearly communicate their mission and successes to community leaders across southeast Iowa.



CAMPAIGN GOALS

GOALS AND OBJECTIVES

Goal 1: Develop a clear and consistent brand identity for Pathfinders

- *Objective 1.* To develop owned media that clearly convey the mission, services, and successes of Pathfinders
- *Objective 2.* To implement updated visual branding that represents the current direction of Pathfinders
- *Objective 3.* To enhance web design and communication so it is user-friendly for current collaborators and new potential partners



GOALS AND OBJECTIVES

Goal 2: Raise awareness of Pathfinders services among potential client and collaborators

- *Objective 1.* To increase awareness of Pathfinders through media coverage in all five core counties in the service area
- *Objective 2.* To enhance the website with current media materials that illustrate Pathfinders' successes
- *Objective 3.* To establish Pathfinders as a first-choice collaborator for economic development and conservation projects through consistent digital media communication
- *Objective 4.* To develop Board of Directors members as ambassadors for Pathfinders in their local communities through improved onboarding



KEY MESSAGES

Conservation + Economic Development = Vibrant Communities

- Vibrancy of rural communities depends on both conversation *and* economic development
- The domains of expertise for Pathfinders are deeply connected and work together to create thriving rural communities



KEY MESSAGES

Communities are the Experts; Pathfinders Provide Scaffolding

- Community leaders have creative ideas about what their towns and counties need to thrive
- Pathfinders provide whatever support is needed to initiate projects with the goal of piloting self-sustaining projects with local management and long-term benefits
- “They take ideas to reality”



TACTICS

- Brand Guide
- Media Kit
- Brochure
- Website Redesign
- Digital Newsletter
- Social Media Marketing Plan
- Explainer Video

BRAND GUIDE

TACTIC: LOGO, BRANDING GUIDE, AND BRANDED TEMPLATES

How the Brand Guide Supports Our Goals

- Honors Pathfinders' history while updating visuals and maintaining consistent visual branding

New Logo

- Kept the original orange and green colors and the main font
- Modernized the compass and integrated with text
- Simpler font for the secondary text

Branding Guide

- Main logo
- Colors and hex codes
- Secondary icons
- Brand fonts

Branded Templates

- Blank letterhead
- Press release template
- Presentation template
- Report template

PATHFINDERS

**resource
conservation &
development**



SECONDARY ICONS



Path and grass colors can
change with the brand guide
color palette!



PATHFINDERS

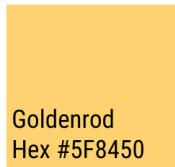
resource
conservation &
development



COLORS



Autumn
Hex #E89E01



Goldenrod
Hex #5F8450



Sage
Hex #853D54



Oak
Hex #848FA5



Twilight
Hex #848FA5



White
#FFFFFF

Black
#000000

SECONDARY ICONS



BRAND FONTS

ITC Benguiat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

bold & *italic*

Roboto Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

bold & *italic*

Autumn
Hex #E89E01

Goldenrod
Hex #FED271

Sage
Hex #AFC9A6

Oak
Hex #5F8450

Twilight
Hex #2F4E89

White
Hex #FFFFFF

Black
Hex #000000



PATHFINDERS RC&D

RESEARCH REPORT

STRATEGIC COMMUNICATION CAMPAIGNS, SPRING 2025



Abandoned Mine Land Field Day, Oskaloosa, IA

TABLE OF CONTENTS

- 03 EXECUTIVE SUMMARY
- 04 RESEARCH REPORT: BOARD OF DIRECTORS
- 06 RESEARCH REPORT: PATHFINDERS CLIENTS
- 07 RESEARCH REPORT: PATHFINDERS CONSERVATION STAFF
- 08 RESEARCH REPORT: COMMUNICATION AUDIT
- 09 IDENTIFYING AUDIENCES AND STAKEHOLDERS
- 10 DETERMINING WHAT THE AUDIENCE MAY ALREADY KNOW DURING A CRISIS
- 11 WHO SPEAKS TO WHOM: ESTABLISHING A COMMUNICATOR
- 12 PLAIN LANGUAGE
- 13 THE REV FACTOR
- 14 CONCLUSION



Bloomfield, IA

Research Report: Board of Directors

Overview

The purpose of this report is to discover how Pathfinders' internal and external communication is perceived by its board of directors. Pathfinders RC&D is a non-profit organization that serves rural counties in southeast Iowa. Due to limited funding and resources, the group lacks a clear strategic communication strategy. Interviews with members of the board of directors gave insight into Pathfinders' strengths and weaknesses in terms of communication. The research demonstrates strength in internal communication within the board and a notable lack of external communication to local communities. This results in a lack of awareness and restricts Pathfinders' ability to attract new clients and partners.

Methods

To determine our research method for analyzing the Pathfinders board, we debated various approaches to gathering information and ultimately decided that conducting direct interviews with board members would be the most effective. Interviews were the best choice in this situation because they allowed us to engage with board members directly, gaining insight into their perspectives on both internal and external communication strategies. Interviewing board members in different positions was another crucial aspect of our research. This approach enabled us to collect a broad range of viewpoints on Pathfinder's communication plan and identify areas where the board sees potential for improvement.

To develop our interview questions, we first narrowed down the key information needed to better understand the board's expectations for a communication plan. We categorized our questions into three main areas: general perception, communication and measures of success.

The general perception questions helped us understand how the board views Pathfinders' overall image and whether its communication strategies align with that perception. The communication section focused on how the board itself communicates and what key messages are essential when engaging with prospective board members and elected officials. Finally, the measures of success category allowed us to identify what the board values in effective communication strategies, helping us incorporate those successful elements into our recommendations.

Key Findings

Organizational Perception

Pathfinders is a well-established organization with deep community ties. According to board members, those who are directly involved or partnered with Pathfinders recognize its value and impact. However, public awareness outside of these networks is inconsistent. The board actively acknowledges that expanding recognition beyond existing partners will be valuable for growth and sustainability of the organization.

A key challenge is ensuring that the organization's projects and resources are visible to those who benefit from its work. While collaborations with institutions such as the University of Iowa on development projects have been impactful, they lack direct attribution to Pathfinders. Current chair Deke Wood said that the organization needs to get "links on each other's websites so people can find us easier". By strengthening branding efforts, such as incorporating the Pathfinders logo on supported projects, the organization can enhance visibility to wider audiences.

MEDIA KIT

TACTIC: MEDIA KIT

The media kit is a strategic tool for generating earned media coverage, coverage that comes from news outlets choosing to share your story because its timely, relevant, and community focused.

How the Media Kit Supports Our Goals

- Reinforces a clear, consistent brand identity through structured messaging and professional materials
- Increases visibility of Pathfinders services by securing coverage in trusted local outlets.
- Helps attract collaborators and clients by highlighting community impact and timely initiatives.

What We Made

- Media Pitch and Press Release Template
- Sample Press Release and Pitch for the AML Field Day
- Implementation Strategy
- Local Media List

MEDIA KIT IMPLEMENTATION

Timing

- Typically want press release and pitches sent out minimum of two-three weeks before the event

Responsible Person

- Person in charge of event would be best to write the press release/pitch. This should save time by following the template and not having to ask others for information about the event

Key Performance Indicators (KPIs)

- Number of media mentions
- Website traffic
- Increased attendance following coverage

HOME / HOMETOWN CURRENT

Department of Ag begins more mine land reclamation

Oct. 3, 2024 10:48 am

WORKING + ECONOMY

CAPITAL CLICKS

More than 20 Iowa communities will benefit from rural small business grant

BY: CAMI KOONS - SEPTEMBER 30, 2024 2:12 PM



HOME / NEWS

University of Iowa researchers mapping accessible parks in Iowa

Ultimate goal is an Iowa that is 'built for everyone'



Olivia Cohen

Jan. 4, 2025 5:00 am, Updated: Jan. 6, 2025 7:59 am



Why you can trust The Gazette



Pathfinders RC&D
403 South Maple Street #101
Fairfield, IA, 52556
641-472-6177

info@pathfindersrcd.org



Pathfinders RC&D
403 South Maple Street #101
Fairfield, IA, 52556
641-472-6177

info@pathfindersrcd.org

FOR IMMEDIATE RELEASE

[Press Release Headline in Title Case]

([City, State, Date]) The first paragraph. Begin the press release with a two-sentence paragraph that provides a quick overview of the news and why it is important. It should read easily and make your news sound exciting to a general audience.

Next, provide some background information. Make sure to write your press release in terms that the general public will understand.

“[Quote from a relevant person that provides more specific information,]” says [first name last name].

Wrap up about why this is important.

ABOUT PATHFINDERS

Pathfinders RC&D was founded in the 1970s with the goal of creating vibrant communities through strengthening local economies and encouraging conservation. Pathfinders partners with cities, counties, organizations and individuals in southeast Iowa with a focus on their core service area of five counties. To learn more visit <https://pathfindersrcd.org/>. Follow us on [Facebook](#).



Pathfinders RC&D
403 South Maple Street #101
Fairfield, IA, 52556
641-472-6177

info@pathfindersrcd.org

April 24, 2025
Blake Lough, Abandoned Mine Land, Water Quality, & Soil Health Coordinator
Pathfinders RC&D

Hello,

As Iowa celebrates Soil and Water Conservation Week, Pathfinders RC&D is preparing for an important event that brings attention to land restoration efforts across the state. On **Wednesday, April 30th**, we're hosting an **AML Field Day** from **10 a.m. to 11:30 a.m.** at a reclaimed abandoned mine site in Mahaska County (**1815 265th Street, Oskaloosa, IA 52577**).

This event supports our mission to engage Iowans in protecting and restoring conservation areas in Southeast Iowa. It will include a **guided tour** of the reclaimed mine project, provide **insight into the work of the Mines & Minerals Bureau**, and offer a chance for attendees to **connect with key conservation partners**.

We believe this event would be a strong fit for your publication's upcoming coverage—especially for audiences interested in environmental restoration, land conservation, and community-based partnerships. The story of how Iowa is transforming its land, one project at a time, deserves a spotlight.

Please let me know if you'd be interested in covering this event or speaking with one of our team members or partners. We'd be happy to coordinate interviews, share background on the site's transformation, or provide high-quality photos from the event.

Best regards,
Blake Lough
Abandoned Mine Land, Water Quality, & Soil Health Coordinator
Pathfinders RC&D



Pathfinders RC&D
403 South Maple Street #101
Fairfield, IA, 52556
641-472-6177

info@pathfindersrcd.org

FOR IMMEDIATE RELEASE

Contact Information:

Blake Lough, Abandoned Mine Land,

Water Quality and Soil Health Coordinator

Blake@pathfindersrcd.org

PATHFINDERS RC&D TO HOST AML FIELD DAY TO CELEBRATE SOIL AND WATER CONSERVATION WEEK

Oskaloosa, IA – April 10, 2025 – Pathfinders RC&D is inviting the participate in an AML Field Day in celebration of Soil and Water Conservation Week in the state of Iowa. The event takes place on Wednesday, April 30th from 10 a.m. to 11:30 a.m. The event will be held at 1815 265th Street in Oskaloosa.

The event is part of Pathfinders RC&D mission to engage Iowans to protect and restore conservation areas in Southeast Iowa. The field day will include a tour of a reclaimed abandoned mine project in Mahaska County. The event will also give attendees the opportunity to learn more about the Mines and Minerals Bureau as well as Pathfinders' partners.

"We're proud to host this year's AML Field Day during Soil and Conservation Week," said Blake Lough, Abandoned Mine Land and Soil Health Coordinator of Pathfinders RC&D. "It's a great opportunity to highlight our reclamation efforts and the importance of protecting Iowa's natural resources."

The event is free and open to the public. For more information email Blake at Blake@pathfindersrcd.org.

About Pathfinders: Pathfinders RC&D was founded in 1978 with the goal of creating vibrant communities through strengthening local economies and encouraging conservation. Pathfinders partners with cities, counties, organizations and individuals in southeast Iowa with a focus on their core service area of five counties. To learn more visit: <https://pathfindersrcd.org/>. Follow us on [Facebook](#).

###

BROCHURE

TACTIC: BROCHURE

How the Brochure Supports Our Goals

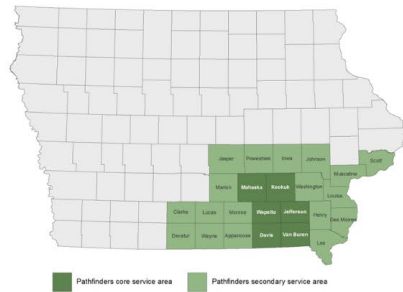
- A visually-pleasing general Pathfinders Brochure that informs and engages key stakeholders by focusing on the key messages:
 - Domains of expertise for Pathfinders (economic development, conservation) are deeply connected and work together to create thriving rural communities
 - Communities are the experts; Pathfinders provides the scaffolding
- Utilize the brochure as the backbone of communication with stakeholders

Key Components:

- Updated visuals: new branding and colors, photos
- Overview of the five service buckets + key projects
- Service map
- Client testimonials

TACTIC: BROCHURE

**We provide
the scaffolding for
YOUR great ideas!**



Our work extends from our 5 member counties to communities across southeast Iowa. We've developed **more than 600 projects and partnerships** with communities and awarded **more than \$30 million in grant funding** for our partners.



Keosauqua, IA

From Our Partners

"Pathfinders is involved in almost every aspect of economic or community development. Whether it's funding, help putting it all together, help writing grants, or directing you to get more resources, Pathfinders does it all."

"Pathfinders is improving the quality of life in these communities, whether its beautifying the surrounding area or having tourism that helps the local economy."

"Without the Pathfinders team, our grant application probably would not have been successful. They have a gift with words."

Connect With Us!

pathfindersrcd.org

Follow our Facebook!
@Pathfinders RC&D

info@pathfindersrcd.org



PATHFINDERS
resource
conservation &
development



Creating vibrant
communities by
strengthening local
economies and encouraging
natural resource
conservation since 1978.

TACTIC: BROCHURE

Key Projects

Historic Hills Scenic Byway

We support the visitor experience along the 110-mile byway by installing scenic wayfinding signs and enhancing tourism along the route.



Lake of the Hills Reclamation

We developed a comprehensive long-term plan to improve water quality and conservation in the Lake of the Hills watershed. This provided the groundwork for future improvement projects in Scott County.



Bloomfield, IA



Outdoor Recreation & Tourism

We develop and promote recreational assets to boost tourism, enhance the quality of life and strengthen local economies.



Youth Empowerment & Leadership

We co-create programs with youth that foster leadership, civic engagement, workforce readiness and personal development, which ensures that young people have a voice and a role in shaping their communities.



Conservation & Natural Resources

We support projects that protect, restore and enhance natural resources, with more than 1,700 acres of abandoned mine land restored so far.



Economic & Community Development

We partner with local leaders to spark economic growth, revitalize main streets, attract business and build vibrant and resilient communities through planning, collaboration and resource development.



Grant Writing, Fiscal Management & Technical Assistance

We offer grant writing, project development, compliance support and financial management as fee-for-service offerings to help communities access funding, meet program goals and build local capacity.

WEBSITE REDESIGN

TACTIC: WEBSITE REDESIGN

How the Website Redesign Supports Our Goals

- Reorganizing the strong content already on the website improves the user experience and puts the Pathfinders mission front and center
- Adding strong visuals captures attention and features a range of projects to keep visitors on the site longer and to accurately convey the breadth of work
- Providing several ways to stay in touch encourages people to follow Pathfinders' work
- Focusing on the 5 service buckets and example projects helps potential clients see successes and envision collaboration possibilities

Key Components

- New home page that includes the mission, key projects, ways to learn more and stay in touch
- Revised sample project page that features updated visuals and engaging project descriptions

TACTIC: WEBSITE REDESIGN, HOMEPAGE

What We Added

- Mission statement
- Portfolio
- Use of plain language
- Upcoming events
- Brand anthem video
- Newsletter sign-up
- Work with us form
- Social media channels

TACTIC: WEBSITE REDESIGN, CONSERVATION AND NATURAL RESOURCE MANAGEMENT PAGE

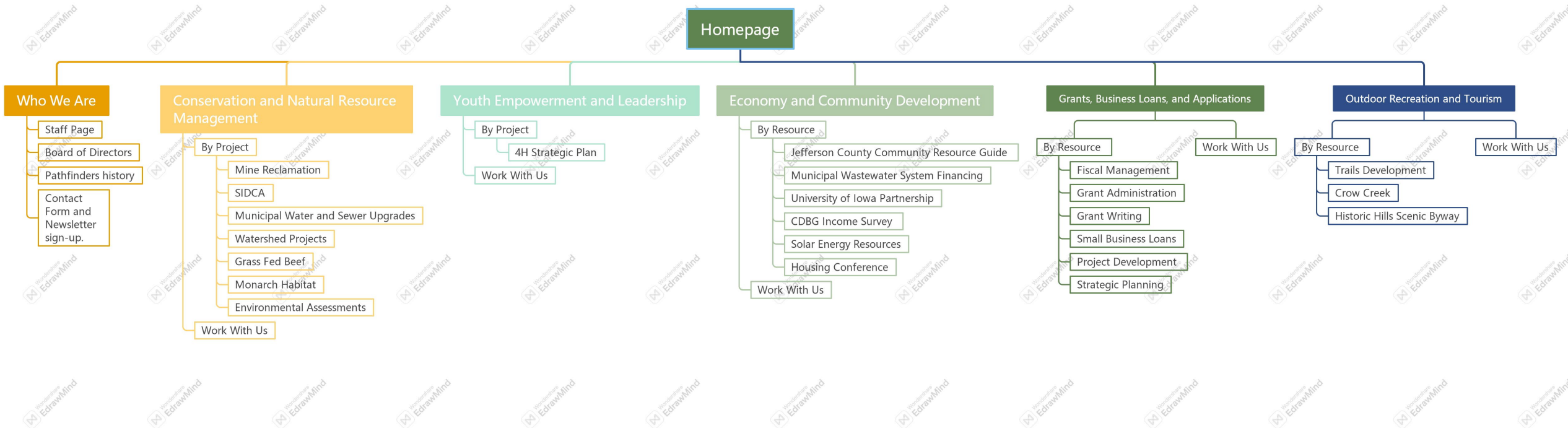
What We Added

- Examples of CNRM projects
- Work with Us button: leads to a form for potential clients

Why?

- Easier to navigate
- Visually appealing

TACTIC: WEBSITE REDESIGN SITEMAP



NEWSLETTER

TACTIC: NEWSLETTER

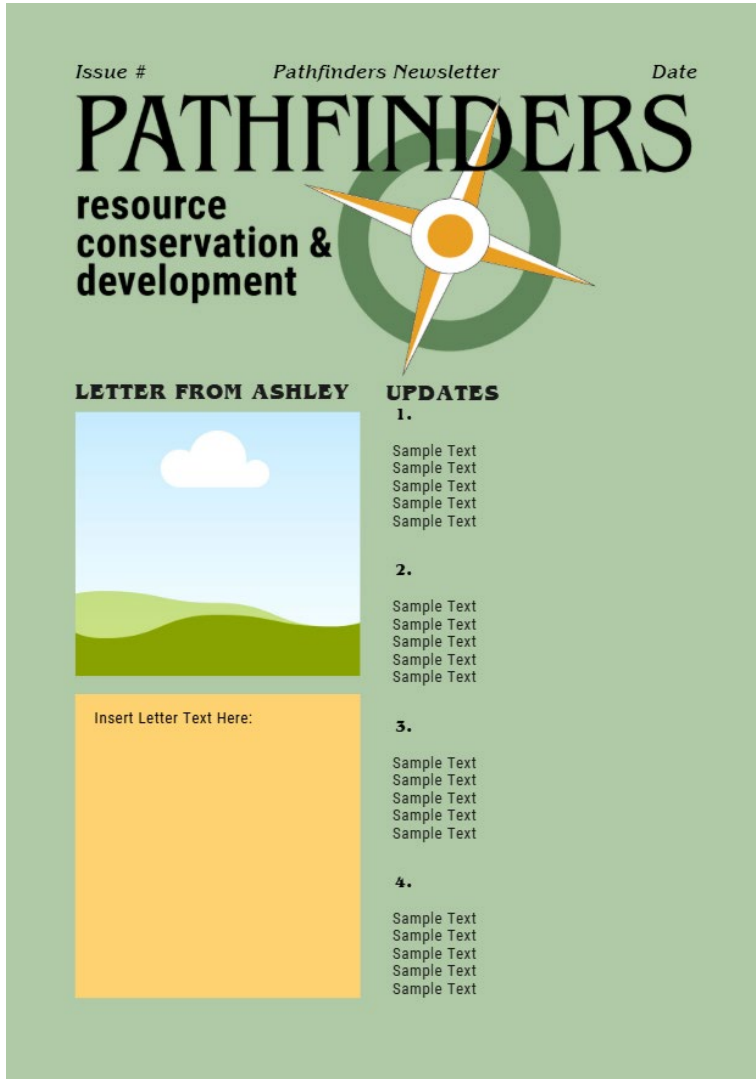
How the Newsletter Supports Our Goals

- Staying in touch with current stakeholders helps inform them about the range of projects Pathfinders works on throughout the year
- Updated information develops stakeholders as ambassadors for Pathfinders' work
- Featuring clients helps them tell the story of successful collaborations to encourage more partnerships
- Adding photos helps stakeholders visualize the work
- Using a digital template is cost effective and easy to update; email was the preferred channel among current clients

What We Made:

- Canva Newsletter template that adheres to new brand guide
- Sample issue to be sent out in June
- Implementation plan with publishing deadlines

TACTIC: NEWSLETTER



Overview

- Releases quarterly
 - Through MailChimp & Canva
- Deliverables:
 - Template
 - Sample Issue 1

TACTIC: NEWSLETTER

Issue 1 Pathfinders RC&D June 2nd, 2025

PATHFINDERS

resource
conservation & development



LETTER FROM ASHLEY



Happy summer!

As the executive director of Pathfinders RC&D, I would like to welcome you back to our quarterly newsletter. Pathfinders has been up to a lot in the past months, including getting Iowa's All Inclusive Amenity Map up and running and an exciting partnership with the University of Iowa. We also hosted, and attended, a variety of events such as the Historic Hills Shop-Around and a Youth Empowerment Summit.

Wishing you the best,
Ashley

UPDATES

- 1. University of Iowa partnership**
We are excited to work with students in the Strategic Communication Campaigns class at the University of Iowa. Follow this link to see a video dedicated to Pathfinders the students helped us make: [\[LINK\]](#)
- 2. Historic Hills Scenic Byway episode**
Iowa PBS's series Road Trip Iowa takes you on an adventure across Iowa's scenic byways to showcase the historic sites, unique attractions, and natural beauty. The episode aired on Wednesday, May 14th: [\[LINK\]](#)
- 3. Youth Prevention & Empowerment Convening**
On April 23, Pathfinders co-hosted the Youth Prevention and Empowerment Convening. More than a conversation, the event was an opportunity to inspire youth to empower change, build connections, and take actions.
- 4. Iowa's All Inclusive Amenity Map**
Our organization created an [Accessibility Map](#) to help list places throughout southeast Iowa in the categories of museums, playgrounds, lakes, campgrounds, and trails that offered fully accessible or partially accessible amenities. This map allows users to see what locations have different amenities such as accessible bathrooms, braille or large print, and more.

CLIENT FEATURE: MAHASKA COUNTY CONSERVATION BOARD

The Mahaska County Conservation Board is currently working with Pathfinders on a \$500,000 nature playscape in Oskaloosa, IA. Hear from Chris Clingan, the executive director, on how Pathfinders helped create this "immersive nature experience."



play scape, which is going

WORK WITH US

Apply for a Small Business Loan

With no application fee, small and emerging businesses from 10 Iowa counties can get up to \$20,000 from Pathfinders. Get more information about the program [here](#).

Get Help with Grants

With more than a decade of experience in writing grants, Pathfinders will help businesses and organizations identify possible grants and tell their stories to secure funding. Learn more about our services [here](#).

Calendar

- August 9th: Farm Crawl in Keosauqua
- August 16th-17th: Bike Van Buren
- More to Come
- More to Come
- More to Come
- More to Come
- More to Come



Smiles before KASS Water Monitoring!
This process helps us keep our water clean and healthy.



Our Spring Shop-Around highlighted all the great shops along the Historic Hills Scenic Byway and even a haunted house!



This is how the land looks after a successful reclamation project!

- Sections:
 - Letter from Ashley
 - 4 Updates
 - Client Feature
 - Work With Us
 - Calendar

SOCIAL MEDIA MARKETING PLAN

TACTIC: SOCIAL MEDIA

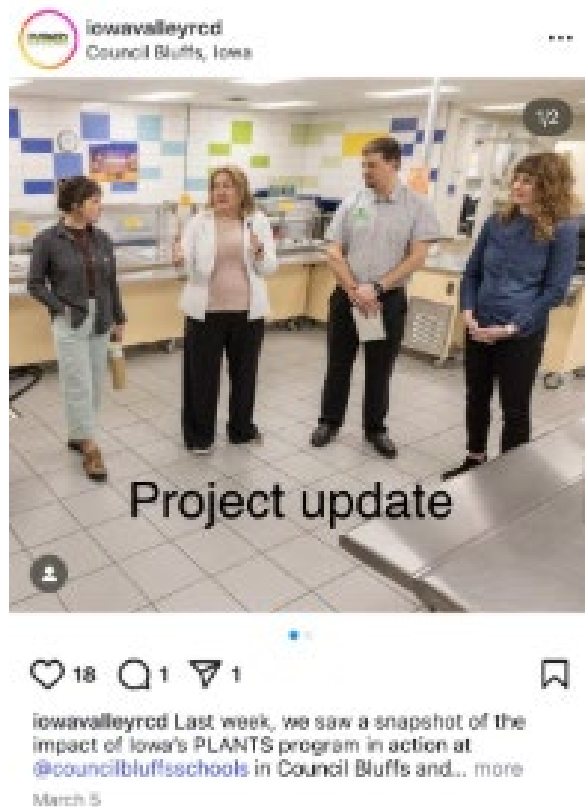
How the Social Media Marketing Plan Supports Our Goals

- Consistent social media posts provide a way to update stakeholders and attract new followers and demonstrate the range of successful projects to build a unified brand for Pathfinders
- Using visual assets from current projects helps staff build social media posting into the work they're already doing
- A detailed implementation and tip sheet make social media approachable for staff and spreads the responsibility across areas
- Prioritizes platforms most used by current clients, Facebook and Instagram

What We Made

- Content examples from other RC&Ds
- Sample posts using Pathfinders' existing photos
- Implementation plan and tip sheet
- Advertisement for a social media intern

TACTIC: SOCIAL MEDIA TACTIC, CONTENT EXAMPLES



TACTIC: SOCIAL MEDIA, SAMPLE POSTS

 Pathfinders RC&D



@PathfindersRCD Happy soil and water conservation week! We celebrated this week by having a Field Day at one of our finished reclamation sites in Oskaloosa. Secretary of the Iowa Department of AG, Mike Naig, came out and spoke to everyone about the importance of conservation in the state!

 Pathfinders RC&D



@PathfindersRCD This week we spent time filming a special project with Iowa PBS on the Byway! It premieres on ____, don't miss it!

 Pathfinders RC&D



@PathfindersRCD This week our very own Tori met with local kids to talk about water quality and why its so important here in Iowa!

TACTIC: SOCIAL MEDIA, SAMPLE POSTS



Pathfinders RC&D



@PathfindersRCD We are excited to announce our next Field Day will be on __ at ___ in ___ at their ___ Park! Come hang out with us and enjoy a meal!



Pathfinders RC&D



@PathfindersRCD This week our very own Krista spoke at the __ Youth Conference to talk about ____.



Pathfinders RC&D



@PathfindersRCD The Kayak Rental is back up and running for spring starting on ___!

TACTIC: SOCIAL MEDIA, SAMPLE REEL

TACTIC: SOCIAL MEDIA, CONTENT CALENDAR

A	B	C	D	E	F	G	H	I	J	K
Week 1										
Channel	Day	Published?	Date	Department	Post Topic	Copy	Visual Type	Link to visual	Name	Link to content
Instagr... ▼	Tuesday ▼	<input checked="" type="checkbox"/>	4/22/2025	Conse... ▼	Project... ▼	(Caption)	Photo ▼	(Dropbox link)	(ex: Crista)	(insta/ fb link)
Faceb... ▼	Tuesday ▼	<input checked="" type="checkbox"/>	4/22/2025	Conse... ▼	Project... ▼	(Caption)	Photo ▼	(Dropbox link)	(ex: Ashley)	(insta/ fb link)
Instagr... ▼	Thursd... ▼	<input checked="" type="checkbox"/>	4/24/2025	Outdo... ▼	Event ... ▼	(Caption)	Photo ▼	(Dropbox link)	(ex: Ashley)	(insta/ fb link)
Faceb... ▼	Thursd... ▼	<input type="checkbox"/>	4/24/2025	Outdo... ▼	Event ... ▼	(Caption)	Photo ▼	(Dropbox link)	(ex: Ashley)	(insta/ fb link)
Week 2										
Instagr... ▼	Monday ▼	<input type="checkbox"/>	4/28/2025	Econo... ▼	Project... ▼	(Caption)	Photo ▼	(Dropbox link)	(ex: Ashley)	(insta/ fb link)
Faceb... ▼	Monday ▼	<input type="checkbox"/>	4/28/2025	Econo... ▼	Project... ▼	(Caption)	Photo ▼	(Dropbox link)	(ex: Ashley)	(insta/ fb link)
Instagr... ▼	Wedne... ▼	<input type="checkbox"/>	4/30/2025	Fee-fo... ▼	Infogra... ▼	(Caption)	Graphi... ▼	(Dropbox link)	(ex: Ashley)	(insta/ fb link)
Faceb... ▼	Wedne... ▼	<input type="checkbox"/>	4/30/2025	Fee-fo... ▼	Infogra... ▼	(Caption)	Graphi... ▼	(Dropbox link)	(ex: Ashley)	(insta/ fb link)
Instagr... ▼	Friday ▼	<input type="checkbox"/>	5/2/2025	Youth ... ▼	Local ... ▼	(Caption)	Photo ▼	(Dropbox link)	(ex: Ashley)	(insta/ fb link)
Faceb... ▼	Friday ▼	<input type="checkbox"/>	5/2/2025	Youth ... ▼	Local ... ▼	(Caption)	Photo ▼	(Dropbox link)	(ex: Ashley)	(insta/ fb link)
Week 3										
Instagr... ▼	Tuesday ▼	<input type="checkbox"/>	5/6/2025	Conse... ▼	Behind... ▼	(Caption)	Short ... ▼	(Dropbox link)	(ex: Ashley)	(insta/ fb link)
Faceb... ▼	Tuesday ▼	<input type="checkbox"/>	5/6/2025	Conse... ▼	Behind... ▼	(Caption)	Short ... ▼	(Dropbox link)	(ex: Ashley)	(insta/ fb link)
Instagr... ▼	Thursd... ▼	<input type="checkbox"/>	5/8/2025	Outdo... ▼	Project... ▼	(Caption)	Photo ▼	(Dropbox link)	(ex: Ashley)	(insta/ fb link)
Faceb... ▼	Thursd... ▼	<input type="checkbox"/>	5/8/2025	Econo... ▼	Project... ▼	(Caption)	Photo ▼	(Dropbox link)	(ex: Ashley)	(insta/ fb link)

TACTIC: SOCIAL MEDIA TACTIC, TIP SHEET

Why Social Media & What People Want to Consume

- Briefly explains why social media is a tool that Pathfinders should be leveraging and how easy it will be for staff members to incorporate getting content into their routines.

Facebook v. Instagram

- Facebook is focused more on details and information rather than the actual photos themselves.
- Instagram is focused more on how visually appealing the photos and videos are to the consumer.

How to Take a Good Photo or Video

- Photos or videos don't need to be perfect, but they need to be done with intention.

EXPLAINER VIDEO

TACTIC: EXPLAINER VIDEO

How the Video Supports Our Goals

- Conveys the mission of Pathfinders to promote economic development and conservation for vibrant rural communities, through interviews and visual storytelling.
- Staff members are the best messengers: they can explain Pathfinders' approach to collaboration and how projects support their mission
- Footage from Pathfinders' projects and service area gives a sense of community thriving through nature shots, events and community meetings, and public spaces like parks and downtowns that Pathfinders has helped improve.

IMPLEMENTATION PLAN

CAMPAIGN IMPLEMENTATION PLAN

Task	Frequency/ How Often	Timing/ When	Responsibility	Links to Relevant Resource	Budget (Time)	Budget (Cost)
Update brand guide	Annual	January	Ashley	Brand Guide	1 hour per year	None
Review logo and icons	Annual	January	Ashley	Folder on computer	1 hour per year	None
Use branded templates	Press releases and official documents	As needed	Ashley, Krista, or other staff	Folder on computer	None	None
Social media posts	3-5 post/ week	Weekly	Whole team as needed	Dropbox	1-2 hours per week	None
Press releases/pitches	As needed (1-2/ month average)	3 weeks before event	Event lead	Media feautres	1 hour per pitch/release	None
Newsletter	Quarterly	June, December, September March	Ashley, Krista; staff contribute updates and events	https://www.canva.com/design/DAGkERh0hSI/c0-rJT7UkCnaJG77EzSVA/edit	4 hours per quarter	\$20/month for 500 subscribers
Website Updates	Monthly	As needed	Ashley	Website	1 hour per month	None

CONCLUSION

The **new brand guide, media kit, brochure, website redesign, newsletter, social media plan, and explainer video** convey Pathfinders' impact and establish Pathfinders as an important collaborator in the service era through:

- Consistent branding
- Clear messaging about Pathfinders' services and successes across their areas of expertise
- Adapting communication tasks to the capacity of the current staff

Together, these tactics convey Pathfinders' commitment to **sustaining vibrant rural communities through economic development and natural resource conservation.**



THANK YOU!

QUESTIONS?

STRATEGIC COMMUNICATION
CAMPAIGNS
UNIVERSITY OF IOWA
MAY 8, 2025

