

Rori Biszantz

2 November 2019

StratComm Campaign 2

The WV Land Trust is a non-profit organization that resides in Morgantown, West Virginia. This organization preserves land areas, ensures clean water, and secures open areas for recreational use. The organization conserves land areas in order to ensure clean water and keep scenic places open to the public, especially for tourism.

The non-profit has some trouble reaching a big audience and needs a higher level of public relations expertise. The WV Land Trust needs to grow its family to include a broader base of those who believe in what it does. The WV Land Trust can accomplish this by The organization hopes to fulfill this by hosting more events and targeting more tourists to ensure greater word-of-mouth publicity. Donations are vitally important for this organization since it is the only way it has to fund these initiatives. The organization wants people to be more conscious of how they are treating our ecosystems, where their water is coming from, and if it is clean. WV Land Trust wants people to fight for the earth and choose the earth's side to ensure security for beautiful places here in West Virginia. It is important to keep these places safe to ensure that future generations can enjoy the earth's beauty as well.

WV Land Trust is trying to target the audience of the locals in West Virginia, tourists, and donors or supporters of the organization. The local news media could be used to hold a public relations piece to get the word out to the media. The local news would help the organization reach its goals of 'word-of-mouth'. Showing the devastation of the earth and how fast it is deteriorating would be useful for a message. The WV Land Trust could emphasize the

importance of its organization to the public. The organization tries to target the middle and older demographic by using the slogan “Clean Water Makes Great Beer”.

“Clean Water Makes Great Beer” #EnsureGoodBeer

In order to achieve the effort for public relations, slogans and hashtags are very useful when targeting a certain audience. The plan would be to create a press release written to the local news informing the public about what the organization is and what it does. The news media could also announce any upcoming events. The most current event will be held on November 22, 2019, at the picnic area at Cooper’s Rock State Forest. Also, how people can become part of the organization’s family to support and donate towards its cause. The organization could also use social media to achieve its goals of growing its supporters by getting the word out by using Twitter to target its target audience demographic. The social media post should include the hashtag #EnsureGoodBeer, and the slogan “Clean Water Makes Great Beer”. Another form of communication could be to target the local audience by sending out an informative email and a flier for the younger audience and tourists. To stay within budget it would be easy to format a plan for the local news, boost its feed on social media platforms, and create interesting fliers on their own. To ensure saving money to use towards conserving special places. The organization's budget is slim and should use volunteers to achieve its goals for public relations. The local news can use the slogan as a headline or lede. Through an email to the local news, the slogan can be used before a debriefing of the organization. On a flier, the slogan should be the biggest feature since it is the most important to emphasize to the public. They each will get the word out by targeting major potential donor factors and achieving the goal of ‘word of mouth’.

**WV Land Trust, Morgantown, W.Va.**

**Press Contact:** Rori Biszantz, program coordinator, 440-821-4789

3 November 2019

**FOR IMMEDIATE RELEASE**

**WV Land Trust Ensures That Your Water Is Clean**

To celebrate the growth of its organization, the WV Land trust will be holding its 25th annual celebratory event. The event will be held at Cooper's Rock State Forest in the Picnic area at 4 p.m. Email [Jessica@wvlandtrust.org](mailto:Jessica@wvlandtrust.org) for any further questions.

"We want to protect special places here in West Virginia for future generations to enjoy, said Director of Development and Communications, Jessica Spatafore.

Anyone is invited: locals, tourists, and people of all ages. The organization relies on donations and volunteers to grow its cause to the public.

Donations and support are encouraged. In need of decorations, desserts, and attendance for the event.

####

**CLEAN WATER MAKES GREAT BEER**

# **WVU LAND TRUST**

**25TH ANNUAL CELEBRATORY EVENT**

**11. 22. 2019  
4PM**

**PICNIC AREA AT  
COOPER'S  
ROCK**



**WEST VIRGINIA  
LAND TRUST**

**CONTACT: JESSICA@WVANDTRUST.ORG**

[Edit profile](#)

# WV Land Trust

@rorib6

Ensure Clean Water. Protect Special Places in [W.Va.](#)

Joined September 2019

1 Following 4 Followers

Tweets

Tweets & replies

Media

Likes



WV Land Trust @rorib6 · 2s



Annual Celebratory Event: WV Land Trust. November 22, 2019. Cooper's Rock Picnic Area. 4 PM. Want to ensure clean drinking water? Donate and support our non-profit today! [#CleanWaterMakesGreatBeer](#) [@Morgantown\\_WV](#)



WV Land Trust @rorib6 · 9/17/19

Continue to learn about gender equality  
others understand and feel comfortable  
their own body. [@DiversityWVU](#)



## WV Land Trust 25th Celebratory Event



### Recipients

#### WV Land Trust 25th Celebratory Event

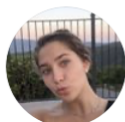
Happy Monday West Virginia Residents!

The WV Land Trust is inviting you to its annual event to become part of the organization. The event will be held on November 22, 2019, at 4 p.m. at the picnic area part of Cooper's Rock. If you have any questions don't be hesitant to contact [Jessica@wvlandtrust.org](mailto:Jessica@wvlandtrust.org).

Hope to see you there!

Let's ensure a healthy, sustainable environment for everyone, together.

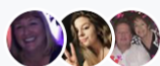


**Rori Biszantz**

Just now ·

**Ask Your Community for Support**

When you need to raise money for something or someone important to you, your friends can help. Create a fundraiser on Facebook in a few quick steps.

[Raise Money](#)

Denise Stease, Bailey Mennemeier and 23 other friends have donated through Facebook.

**Morgantown, West Virginia** UPCOMING EVENT FOR ALL!  
Residents of Morgantown, we need YOUR donations and support towards the WV Land Trust. Become part of our family by joining us at our 25th annual event on November 22, 2019 at 4 p.m. at the Picnic area at Cooper's Rock. Personal Message me for more information!

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