



# Sierra Nevada Conservancy License Plate Marketing Campaign Plan

**Presented to**  
The Sierra Fund  
and  
Sierra Nevada Conservancy

THE SIERRA FUND

**By**

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## **I. Development Partners and History**

The Sierra Nevada Conservancy was created by legislation in 2004. The Sierra Nevada Conservancy is comprised of 25 million acres, all or part of 22 counties, 20 cities, at least 40 special districts and 212 communities.



### **Sierra Nevada Conservancy Mission**

The Sierra Nevada Conservancy initiates, encourages, and supports efforts that improve the environmental, economic and social well being of the Sierra Nevada Region, its communities and the citizens of California.

### **Sierra Nevada Conservancy License Plate History**

In 2005 and 2006, The Sierra Fund led the legislative effort to get a specialty license plate for the new Sierra Nevada Conservancy in order to ensure ongoing, sustainable funding for this crucial new state agency. Sierra Business Council and the Sierra Nevada Alliance actively supported development of this and passage of legislation to establish a Sierra Nevada Conservancy License Plate.

To create an SNC license plate, the state legislature passed Assembly Bill 84, sponsored by The Sierra Fund and carried by Assembly members Tim Leslie and John Laird, which permitted the Conservancy to seek a plate. This bill, signed by the Governor in the fall of 2006, established a new specialty license plate program. Under provisions of the bill, any state agency may apply for a specialized plate upon submission of 7,500 paid reservations to the Department of Motor Vehicles. Agencies have one year from the first paid reservation to collect the 7500.

The proposed Sierra Nevada Conservancy License Plate will presumably be the first to seek approval under new state legislation requiring 7,500 qualified registrants. Previous legislation required only 5,000 registrants.



## SNC License Plate Marketing Campaign Plan

A marketing campaign is needed to secure 7,500 Sierra Nevada Conservancy License Plate qualified registrants within the one-year period, as stipulated by California law. This campaign will be coordinated between The Sierra Fund (TSF) and the Sierra Nevada Conservancy (SNC). A Memorandum of Agreement names The Sierra Fund as the non-profit partner in this effort and spells out organizational and campaign roles and responsibilities. In general, SNC's role in the process is to design the plate and help advise the marketing strategy, while The Sierra Fund will fund and coordinate the campaign itself.

It is anticipated that the SNC License Plate Marketing Campaign will begin as early as **April 1, 2008**, with a possible Public Announcement date of **September 1, 2008**, concluding with the submission of at least 7,500 Qualified Registrants by no later than **August 31, 2009**.

### II. Executive Summary

The SNC License Plate Marketing Campaign Plan details the tactics and strategies necessary to ensure that at least 7,500 California vehicle owners register for a Sierra Nevada Conservancy License Plate.

Successfully achieving this goal will result in at least \$375,000 in new revenues generated to the Sierra Nevada Conservancy and an historic visual acknowledgement of the importance of the Sierra Nevada to the economic and environmental well-being of the state of California.



Key to the success of the Plan is a "viral" Internet strategy that captures registrants on-line and motivates those registrants to share our marketing messages with others with a sense of enthusiasm.

This integrated marketing plan seeks approximately 20 million impressions to prospective California registrants through television, radio, organizational partnerships, newspaper, newsletter, email and websites.



## SNC License Plate Marketing Campaign Plan

### **Success Measurement**

A successful campaign will solicit at least 7,500 Qualified Registrants for a new SNC License Plate by August 31, 2009. The campaign will also create new corporate, foundation and media partnerships and alliances for the Sponsor Organizations.

### **Key Plan Elements**

This Plan details a three-phased process.

***Phase I: Early Development.*** This Phase of the Campaign begins immediately and extends for approximately 120 days, ending on the proposed Announcement Date of September 1, 2008. This Phase includes the development of all web-based and paper marketing materials, including all elements of a series of email, press and visual releases to support the viral Internet strategy. This phase includes development of key media alliances, negotiation of marketing partnerships and incentive packages; and pledges of specific numeric commitments from environmental, business, arts and agency partners. Phase I also includes hiring staff and procurement of office equipment and technology.

***Phase II. Supported Strategies, Post Announcement.*** Phase II of the Campaign begins on the Announcement Date of September 1, 2008. Phase II includes execution and release of materials; “going live” of the [www.SierraLicensePlate.org](http://www.SierraLicensePlate.org) website; a high profile announcement and subsequent endorsements; regular and recurring communications with media and partner organizations and ongoing assistance to partner organizations to achieve their pledged commitments. Phase II includes a Conversion Strategy to ensure that a high percentage of the approximately 2,500 Registrants who have enrolled already become Qualified Registrants.



## SNC License Plate Marketing Campaign Plan

### ***Phase III: Ongoing Outreach***

Phase III of the Plan includes execution of previously negotiated mass media, newsletter and magazine advertisements; targeted Internet marketing; integrated and ongoing outreach to viral customers in unique, interesting and creative ways that inspire action; follow-up communications with Registrants who must also mail a “wet” signature and other ongoing marketing and enrollment efforts (A wet signature is an actual signed document, not a digital signature).

### **Recommendations**

This Marketing Campaign Plan makes the following recommendations:

***A goal of 10,000 Registrants.*** The Campaign should incorporate a goal of 10,000 Registrants in order to ensure that resources and scheduling support a successful effort. Establishing a higher than essential goal recognizes that all Registrants realistically will not become Qualified Registrants. No other organization or campaign has ever reached a goal of 7,500 and many strong organizations have failed to reach even 5,000 registrants. Time and financial budgeting should estimate higher than anticipated effort.

***License Plate Funds directed to actual investment in resources.*** To support an effective and more coherent campaign message, the sponsors may consider ensuring that funds raised through a successful license plate program are directed to grants and investments in actual conservation and restoration projects (like the Yosemite Plate did), rather than staff and administration.

***Announcement Date set well in advance.*** The Announcement Date, for these purposes the effective date that starts a 365 day clock, should be set well in advance to allow a minimum of 120 days for staffing, funding, partnership development, branding development, media alliances and materials development. The Campaign should be fully functioning on the Announcement Date.

For purposes of this Marketing Campaign Plan, the Announcement Date is September 1, 2008.



## SNC License Plate Marketing Campaign Plan

**Staff and Funding Identified.** Successful implementation of the Campaign requires that key staff, organizational and funding requirements be in place well in advance of the Announcement Date.

**Professional Manager.** This Marketing Campaign Plan recommends a minimum of two professional, full time staff including a Campaign Manager responsible for operational, outreach, marketing and communications.

**Internet-Based Campaign.** This Plan relies on a sophisticated website and database management system to manage registration, registration follow-up, and viral marketing campaign tactics.

**Run this like a Political Campaign.** All interviews conducted in developing this Marketing Campaign Plan emphasize that human and financial effort was significantly greater than anticipated or initially calculated. It has been suggested that the Sponsors manage this Campaign with the sustained effort, investment and commitment of a long-term political campaign.

### **Budget**

The estimated budget to implement this Marketing Campaign Plan is \$350,000+.



### III. Introduction

The mission of the Sierra Nevada Conservancy (SNC) License Plate Marketing Campaign Plan is to secure at least 7,500 qualified registrants within one year. This will be an accomplishment that no other state license plate effort has ever fulfilled.



The Sierra Fund has led the effort to get a specialty license plate for the new Sierra Nevada Conservancy in order to ensure ongoing, sustainable funding for this crucial new state agency. The Tahoe Conservancy and the California Coastal Conservancy both receive important revenue from sale of specialty license plates. These plates include a beautiful design (a whale tail for the Coast, the lake for Tahoe), and cost the plate owner an extra \$40 per year for their car registration, which is then allocated directly to the designated Conservancy. The Coastal plate is on approximately 90,000 vehicles generating well over \$3 million per year, and the Tahoe plate is on 30,000 vehicles generating about \$1 million per year.

The Sierra Nevada Conservancy is a comparatively young agency. The creation of this agency generated great interest throughout California. Due to the agency's nature, the effected audience size and the new untested requirement for 7,500 qualified registrants; the Sierra Nevada Conservancy License Plate Campaign will attract broad attention.

Given the above factors, a primary objective of the SNC License Plate Marketing Campaign Plan is to assure a strong, successful effort prior to the first day of the actual public release of the campaign.



## SNC License Plate Marketing Plan Campaign Implementation

### Suggestions:

- Address all legal ramifications of marketing tools and tactics
- Suggest Campaign Advisory Group to assist in development and implementation
- A 15+ month Marketing Campaign Calendar that ensures the campaign is fully functional prior to public announcement
- Campaign benchmarks
- Supportive efforts to secure new funding partnerships
- Renew financial and marketing interest from existing partners
- Refine key messages, relationship and message delivery tools
- Identify incentive packages
- Further develop a *conversion strategy* to ensure a high percentage of Pre-Registrants become Qualified Registrants
- Further define a *grassroots strategy* to secure registrations from new targets within key constituencies in the Sierra Nevada Conservancy region
- Further develop a *viral strategy* to encourage existing registrants and organizations to repeatedly “spread the news” to their larger communities and organizations
- Further define a *mass urban strategy* to secure registrations from constituencies in target markets in urban California
- Develop an *earned media* campaign by sub-markets within and outside the Sierra Nevada
- Construction schematic for a web-based online registration and viral marketing tool
- Propose methods and procedures to secure online registrations
- Include an exhaustive local and statewide media database, including e-mail and phone numbers, for target reporters



## IV. Situation Analysis and Plan Overview

### Background

In 1992, legislation was enacted that established a process for the Department of Motor Vehicles to issue so-called "special interest license plates," which are license plates that include a distinctive design or decal identifying a group or cause and which are sold to interested vehicle owners as a mean of developing public funds and promoting the public recognition of an agency, region or sponsor organization. This program was rejected by the courts in 2004. All current plates were issued under the 1992 laws. The new program, which became law on January 1, 2007, establishes new requirements including, 1) sale of 7,500 Registrants, 2) only State Agencies are eligible to apply.

### The current special interest license plate types include:

+ *Total number of license plates ordered since inception of the program*

- Collegiate (UCLA) (4,444)
- Yosemite (96,072)
- Arts (131,967)
- Kids (143,000)
- Veterans (34,510)
- Firefighters (25,368)
- Lake Tahoe (45,702),
- Coastal Conservancy (Whale Tail) (125,802)
- California Memorial License Plate (30,250)

### Over the last several years, the legislature has approved additional special interest license plates supporting:

- Girl Scouts of America
- Rotary International
- Ronald Reagan Presidential Library
- Breast cancer treatment
- Anti-terrorism programs

The five license plates listed immediately above were never issued because the sponsors were unable to collect the required registrations. This infers that even powerful, successful organizations have been unable to inspire their own very large memberships to purchase special interest plates.



## SNC License Plate Marketing Campaign Plan

The SNC License Plate Marketing Campaign is breaking ground in terms of online marketing and registration options. Traditional marketing techniques have been employed in past specialty license plates. The SNC License Plate Marketing Campaign Plan proposes using Internet-based technology as part of its integrated marketing approach.

The California Department of Motor Vehicles requires a wet signature, meaning that all Qualified Registrants must provide an ink signature with their registration. To meet this requirement while making use of Internet technology and marketing techniques, the SNC License Plate Marketing Campaign Plan proposes implementing a sequenced registration strategy: registration forms and payment may occur online with a second step of mailing the signed registration form in for qualified registration. This sequenced approach was successfully employed in the SNC Logo Design Concept Competition. Traditional marketing methodologies will also be fully utilized in the SNC License Plate Marketing Campaign.

### **Registration Definitions**

For the purposes of this campaign, there are important distinctions in the term “registrants:”

Pre-Registrant means those approximately 2,500 individuals who pre-registered for a Sierra Nevada Conservancy License Plate from June 2004 through January 2008 without making payment. Pre-registrants are the target of a conversion strategy to ensure a high proportion become “Registrants,” and ultimately, “Qualified Registrants.”

Registrant refers to those individuals who register on-line and pay \$50 for their SNC License Plate. Department of Motor Vehicles requirement to obtain a wet signature means that Registrants must also print, sign and mail in their on-line registration form.

Qualified Registrant refers those “Registrants” who have paid all fees and for whom a completed, *signed* registration form has been received by the Campaign.



## V. Goals and Objectives

The Sierra Nevada Conservancy License Plate Marketing Campaign will communicate broadly to the registrants of the more than 30 million vehicles in California through the Internet, television, radio, newspaper, newsletter, magazines and direct mail.



This integrated marketing plan seeks approximately 20 million impressions on this audience in order to successfully ensure that at least 10,000 Pre-Registrants are secured, resulting in at least 7,500 Qualified Registrants for a SNC License Plate by completing all registration requirements.

### **The SNC License Plate Marketing Campaign Plan will include targeted marketing elements directed to:**

- Prospective corporate and foundation funders
- Media and corporate partners who provide broadcast/print ad reach for the campaign
- Grassroots and groundswell multi-level alliances and stakeholder partners

### **Range of objectives for marketing and outreach efforts:**

1. 7,500 Qualified Registrants for SNC License Plates
2. Ongoing license plate web presence with links from all major stakeholder websites
3. Inclusion in 10 stakeholder membership packages
4. Inclusion in at least two corporate, utility or stakeholder mass mailings
5. Email news mailings from TSF and at least two other major stakeholders
6. Monthly press releases for at least 12 months
7. Endorsement by high-ranking California politician (s)
8. Create new corporate, foundation and media partnerships for SNC



**Funding and branding partners benefits include:**

- Reach millions of Californians through traditional and non-traditional earned media
- Highly targeted paid media campaign to outdoor enthusiasts, recreationists, property owners and active lifestyle individuals who support the Sierra Nevada
- Branding partnership on a campaign with tremendous bipartisan support in the legislature and with the Governor’s office
- Achievable results that generates identifiable supporters of the Sierra Nevada
- Creates reliable funding for projects that promote economic, social and environmental well being in the region

**VI. Strategies and Tactics**

**A. Produced Strategies, Early Development, Pre-Announcement**

*Large-volume, gatekeepers, key stakeholders*

The SNC License Plate Marketing Campaign’s success is based on a strategy of achieving critical mass and the involvement of key stakeholders, gatekeepers and partners prior to the Announcement Date. Strategically establishing project advocates in multiple areas, opens communication channels. Messages spread through these early key holders to their spheres of influence through each stage of the Campaign process.

**These areas have been identified as vital:**

**1. Key existing stakeholders**

Key existing stakeholders include organizations that have been pivotal in creating the SNC License Plate, legislators, and advisory council members. These stakeholders have invested the most in terms of time and commitment. It is anticipated key stakeholders, like The Sierra Fund, Sierra Nevada Alliance, and Sierra Business Council, will continue this deep level of involvement by acting as gatekeepers for members, affiliates and associates. Their early support will provide channels for reaching many audiences and inspiring additional partners.



## **2. NGO partners, stakeholders, and their members**

NGO partners, stakeholders and their members will provide many of the same functions as key stakeholders. Organizations shaping the success of the SNC License Plate Marketing Campaign are in this group. NGO's with values and interests that align with SNC and are capable of reaching large numbers through memberships and other existing marketing efforts, such as the Sierra Club, will be contacted at the earliest possible point.



The impact here comes not only from endorsement, but opening communication channels to interested audiences. In this phase, contracts and marketing tools will be planned, such as incentive programs, which will be implemented after the Marketing Campaign Public Announcement.

## **3. Corporate partners**

Securing appropriate corporate partners whose business is centered in the Sierra Nevada generates endorsements, possible advertising, communication channels and other forms of support will further assure success of the SNC License Plate Marketing Campaign. Companies may develop stewardship programs, aligning SNC projects with volunteers and SNC License Plate Registration for employees, company-wide. Corporations will include SNC License Plate registration details as part of their advertising, websites and public relations outreach planning.

## **4. Utility and water partners**

Utility and water companies are directly impacted by what occurs in the Sierra Nevada. These companies are highly educated and motivated to support the SNC License Plate campaign. Utility and water companies have mass numbers of subscribers who they routinely mail. Securing utility and water partners adds critical mass to the SNC License Plate Campaign and provides an important distribution channel, especially for urban audiences.



## SNC License Plate Marketing Campaign Plan

By securing early support, statement inserts, newsletter notices and website inclusion will add the critical mass needed at the point of Marketing Campaign Public Announcement.

### **5. Media partners**

Not only do media partners communicate to mass audiences through many distribution channels, they also produce and manage public service announcements, select news stories and in some cases, choose to support certain projects. Gaining the attention and respect of media partners early extends the reach of the SNC License Plate Marketing Campaign. To the extent possible, focusing on high-level gatekeepers is desirable (Clear Channel broadcasting, Comcast, CBS).

### **6. Vehicle registration opportunities (Fleets, New vehicles, CSAA)**

Companies registering multiple vehicles may elect to create a fleet of vehicles with SNC License Plates. Fleets become part of public outreach programs, making a statement for their commitment to the environment and the Sierra Nevada region.

When a person purchases a new vehicle, they may be more likely to consider a specialty plate. Reaching new buyers through lending officers and car dealers by developing incentive packages for car buyers would reach a highly targeted mass market. Early negotiation of special offers and materials distribution partnerships are a high priority.

Automobile clubs reach millions of members through website, statements and news mailings. Many automobile clubs publish their own magazines. Securing support, partnership or distribution alliance with automobile clubs would greatly enhance the reach of the SNC License Plate Campaign.

### **7. Bipartisan government support**

The SNC License Plate Marketing Campaign is a truly bi-partisan effort and may be embraced by politicians from both sides of the political aisle. Using high-level political endorsements creates a win-win situation for all parties and establishes a strong media-worthy event for the public campaign announcement.



## **8. Celebrity endorsements**

Securing celebrity endorsements for specific audiences spreads the word, creates buzz and establishes distribution channels for public relations and news. Apart from generating media attention and enhanced perception, celebrity endorsements provide a captivating focus for advertising efforts.

## **B. Supported Strategies, Post Announcement**

*Grassroots efforts, groundswell*

Key stakeholders and partners will assist in getting SNC License Plate marketing efforts integrated into their organizational communication systems. They may also act as spokespeople, encouraging others to participate.

The initial stakeholders and partners developed each have members, affiliates and other audiences, contacts (see VI. A.). A Post-Announcement supported strategy targets groups with outreach efforts for their trickle-down audiences. Partners and affiliates become catalysts for viral marketing aspects of this Marketing campaign. While Pre-Announcement efforts are focused on organization leaders, Post-Announcement efforts are directed to the much larger body of leaders' sphere of influence.

Additionally, Post-Announcement strategies include secondary stakeholder organizations whose members have interest in the Sierra Nevada in a less concentrated manner. For instance Chambers of Commerce and Economic Development organizations will be interested and effected by the Sierra Nevada Conservancy License Plate, though not pivotal to these organizations' mission.

### ***Suggested tactics include:***

- a. Point-of-sale materials for prominent display in organization offices. Posters, brochures with registration forms and tabletop displays create a constant contact channel.
  
- b. Direct mail notices included in routine organization mailings (news, promotions, invoices).



## SNC License Plate Marketing Campaign Plan

- c. House-parties with scripted educational information on the Sierra Nevada Conservancy.
- d. Membership incentive programs. For an increased membership donation, organizations can include Sierra Nevada Conservancy License Plate registration. This provides a strong endorsement and value-added membership.
- e. Opportunities to participate in events, and the potential creation of events specific to Sierra Nevada Conservancy License Plate.
- f. Link to <<http://www.SierraLicensePlate.org>> inclusion on websites.
- g. Send an E-card from the Sierra Nevada (highlight region) with a return link to <<http://www.SierraLicensePlate.org>>.
- h. Incentives, such as custom license plate holders and valuable coupons.

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### **Supported strategies include:**

#### **1. Conservation organizations and members grassroots strategies**

Conservation organizations and their members are strong stakeholders for the Sierra Nevada Conservancy License Plate and as such, a high degree of participation is anticipated with multiple tactics from the above list.

Providing training and supportive materials will be vital to the success of grassroots efforts. Conservation organizations will be presented with options from the above tactics. The Sierra Nevada Conservancy License Plate Campaign management will provide appropriate materials, templates, and training and associated marketing support.

#### **2. State, regional and local groups (Chambers, Arts, Econ. Dev.)**

As secondary stakeholder organizations, Chambers of Commerce, Economic Development organizations and Arts Councils are envisioned as outreach ambassadors in a slightly more passive stance than Conservation organizations.



## SNC License Plate Marketing Campaign Plan

Outreach tactics may include point-of-sale, website presence and one-time inclusion in a direct membership mailing. Reciprocal website links may be appropriate here—a link to host organization’s website is included in a special section of <<http://www.SierraLicensePlate.org>>.

### **3. Viral marketing strategies**

Whenever possible, reciprocal website links and distribution for point-of-sale materials should be negotiated to spread information through each organization-wide audience.

Creating partnership alliance programs that offer registration rewards and open new marketing channels simultaneously, like merchant coupons and discounts to provide access points. This spreads the message, offers an exciting means of viral marketing, and builds new project stakeholders while reaching out to new audiences.

Postcards from the Sierra Nevada with pre-paid postage and a message inviting Sierra Nevada Conservancy License Plate registration can be included with other point-of-sale materials. Postage used creates record of effectiveness.

Sending e-postcards to a friend with options for selecting your favorite Sierra Nevada scene provides a viral marketing tool that builds a user database.

MySpace and Facebook pages featuring celebrity endorsements will encourage viral distribution among friends and associates.

#### **Viral Marketing Definition from Wikipedia:**

Viral marketing and viral advertising refer to marketing techniques that use preexisting social networks to produce increases in brand awareness, through self-replicating viral processes, analogous to the spread of pathological and computer viruses. It can be word-of-mouth delivered or enhanced by the network effects of the Internet. Viral marketing is a marketing phenomenon that facilitates and encourages people to pass along a marketing message voluntarily....

It is claimed that a satisfied customer tells an average of three people about a product or service he/she likes, and eleven people about a product or service that he/she did not like. Viral marketing is based on this natural human behavior.



#### **4. Strategy to convert pre-registrants**

Pre-registrants need to be re-contacted to secure wet signatures and collect payment for registration. This group of Pre-Registrants warrants special attention, a display of appreciation and motivation to finalize registration after a very long wait.

Their early registration indicates that they may be more concerned about the environment than other audiences. For this reason, an incentive that is highly sensitive to the environmental impact of the gift itself is proposed. Negotiated carbon offset credits through a third-party corporate sponsor, or environmentally friendly rewards that can be delivered by email are strongly suggested here.

At the same time, the invitation to re-confirm should be accompanied with a concrete offer providing a desirable, immediate benefit. A one-day park pass, discount at a Sierra restaurant or sporting goods coupon would be excellent considerations for Pre-Registrant confirmation incentives.

A thank you letter from the Blue Ribbon Advisory committee would be a gracious way to recognize the Pre-Registrants for their support of the SNC License Plate.

Following this letter, an email inviting them to register and collect a special incentive gift would further inspire their registration completion.

A postcard reminder with a time dated request for collecting the incentive will enhance registration.

**C. Convening, Coordinating Alliances/Partners, Ongoing Outreach**  
*Realizes incentive partners, value-added, direct marketing opportunities, education, and public relations*

Key stakeholders and partners act as gatekeepers, involving their organization members in reaching targeted mass markets, using existing mailings, websites and other communication tools and incentives for the SNC License Plate.



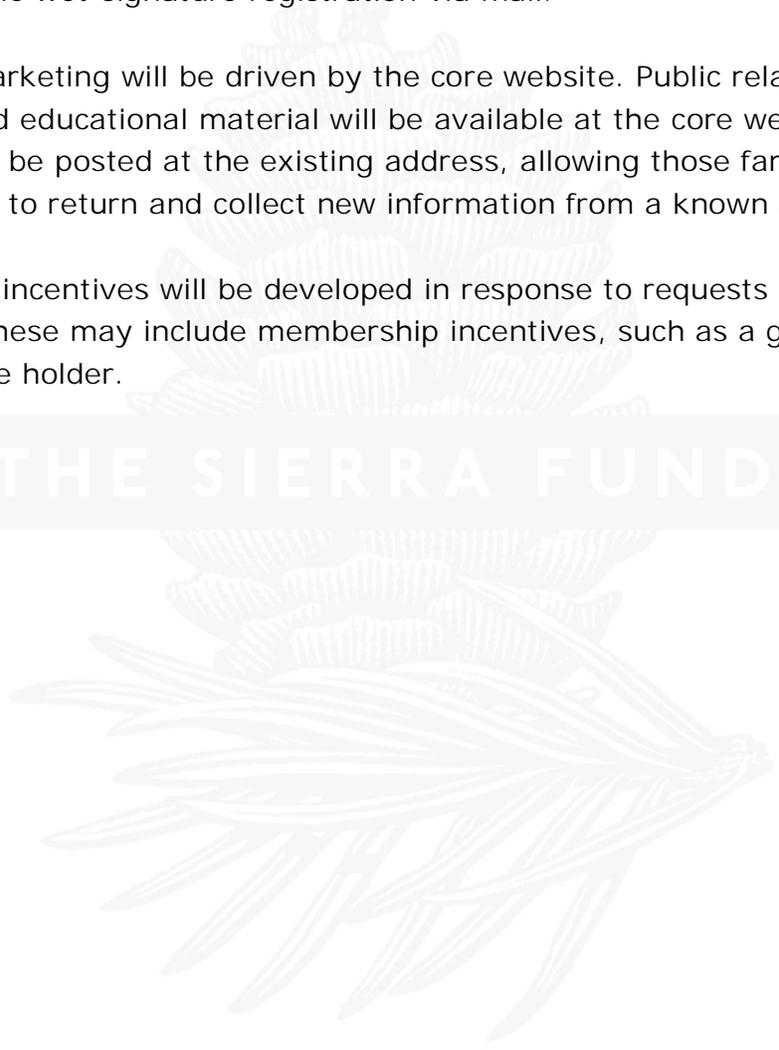
## SNC License Plate Marketing Campaign Plan

The primary strategy for convening and coordinating alliances and partners is through the implementation of a comprehensive, multi-level website. The website will be capable of meeting many audience needs in an easy to use online environment.

Registration may be initiated and paid for online and then qualified with the receipt of the wet-signature registration via mail.

Ongoing marketing will be driven by the core website. Public relations, news updates and educational material will be available at the core website. This website will be posted at the existing address, allowing those familiar with the website to return and collect new information from a known address.

Specialized incentives will be developed in response to requests from partners. These may include membership incentives, such as a gift, decal or license plate holder.



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**Outreach efforts include:**

**1. Integrated marketing/outreach support through web presence**

SierraLicensePlate.org will act as the central hub for the campaign. The website will have three primary audiences:

- Individuals
- Partners
- Media

SierraLicensePlate.org includes information, interactive features and viral marketing functions.

**Individuals.** For individuals wishing to register, online registration with options for providing the VIN# and online payment allows website visitors to make a commitment and begin the registration process. Registration is supported by instructions and mailed documents. Forms can be printed as they are filled out online, making it easy for registrants while simultaneously building a database for ongoing communication. Optional donations and coupons are offered in this section of the website.

Although the website will focus more on how to register than why, general information on the website explains how buying a SNC License Plate helps the Sierra Nevada. A dynamic graphic of a thermometer, displays the number of registrants. Personal stories from registrants discuss why they purchased a SNC License Plate registration and adds appeal to the website. T-shirts and stickers offered online printed on-demand, through a third-party vendor spreads the word through merchandising.

Viral marketing features offered at the website include newsletters, tell-a-friend, and an interactive license plate design "game." Celebrity endorsements on YouTube, Facebook, MySpace, Tribe.net, Gather and other social network pages add to the "spread the word" appeal.

**Partners.** A section of the website is dedicated to attracting, informing and providing materials for partners and affiliates. This section of the website allows existing partners to login and register. Banners, logos and high-resolution images, as well as other documents and printing templates are available for use by registered partners. This automates outreach efforts and makes delivering unified branding a simple on-demand process.



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**Media.** Finally, a dedicated Media section of the website provides up-to-date press releases, recent news and high-resolution images for members of the press.

SierraLicensePlate.org is the vital, living hub enabling constant, automated activity for the Sierra Nevada Conservancy License Plate Campaign. This core component should be completed at the earliest possible date to support all communication and outreach efforts.

### **2. Ongoing marketing**

Allies and partners will engage in mass targeted direct marketing through statement mailings and other efforts initiated in early phases of the project. These efforts will be supported by the continuing presence of the website and the site address will be prominently included in all marketing materials.

### **3. Value-added incentives and partners strategies**

Partners and stakeholders established in early phases could add value to their memberships, donation programs and special events by including the Sierra Nevada Conservancy License Plate in their marketing and outreach efforts.



## **VII. Message Themes**

Message themes will direct the branding effort for the SNC License Plate Marketing Campaign Plan. The following message themes and language are intended to serve as core messages to be communicated throughout all marketing plan materials.



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**Language Template #1.**

*OUR LAND OUR AIR OUR WATER*

**OUR SIERRA**

**The new Sierra Nevada Conservancy License Plate.**

***Your license to protect the places you love.***

We each have a special place in our hearts for the Sierra Nevada – it's the place of epic history, childhood memories, wilderness adventures, vibrant communities, and – most of all – hope for the future.

Now, you have a chance to do more than just hope for the future of the Sierra. By registering to purchase a Sierra Nevada Conservancy License Plate, you'll join thousands of visionary Californians in a statewide effort to protect and restore this cherished place.

The California Department of Motor Vehicles will issue Sierra Nevada Conservancy License Plates in the coming year. These are official license plates available for all vehicles registered in California.

Proceeds from the sales and renewal of Sierra Nevada Conservancy License Plates will directly fund the Sierra Nevada Conservancy's efforts to protect and restore the 25 million acres of majestic landscapes in the Sierra Nevada – it's rivers and creeks, lakes and ponds, meadows and forests, farms and ranches, and rural towns and villages – on the Modoc Plateau, through the Sierra Valley, down the Truckee River, in Hope Valley, Kings Canyon and the Sequoia National Forest – and all the places you love in between.

**OUR SIERRA**

**The new Sierra Nevada License Plate.**

**Your license to protect the places you love.**



**Language Template #2.**

*OUR LAND OUR AIR OUR WATER*

**OUR SIERRA**

***You know that the Sierra is a very important place.***

And now you can let the world know how important the rivers, lakes, forests and small towns of the region are to you.

By registering to purchase a Sierra Nevada Conservancy License Plate, you'll join other visionary Californians in a statewide effort to protect and restore the Sierra Nevada.

The California Department of Motor Vehicles will issue Sierra Nevada Conservancy License Plates in the coming year. These are official license plates available for all vehicles registered in California.

Proceeds from the sales and renewal of Sierra Nevada Conservancy License Plates will directly fund the Sierra Nevada Conservancy's efforts to protect and restore the 25 million acres of epic landscapes in the Sierra Nevada – it's rivers and creeks, lakes and ponds, meadows and forests, farms and ranches, and rural towns and villages – all the way from the Oregon border to Kern County.

**The new Sierra Nevada License Plate.**

**Your license to protect the places you love.**



## VIII. Audiences

The primary audiences for SNC License Plate Marketing Campaign are residents, businesses, environmental organizations, recreators, property owners and policy makers in the Sierra Nevada Conservancy region.

The SNC License Plate Marketing Campaign is structured to build on progressive spheres of influence, beginning with core stakeholders and partners. These organizations and individuals will inform and influence their audiences (employees, members, associates).

In addition to key partners and gatekeepers, many other organizations will participate as distribution channels for SNC License Plate Campaign messages and information. These organizations will assist in communicating the SNC License Plate Marketing Campaign messages to primary audiences.





## **IX. Personnel and Infrastructure**

The License Plate Campaign will require a tremendous and substantial organizational and administrative commitment by the Sponsor Organizations. This Campaign Plan recommends that additional staff and a marketing firm be retained well in advance of the Public Announcement Date.

In the Early Development phase of this campaign, there are substantial and time consuming campaign elements that include negotiating marketing partnerships and incentives with NGO and corporate sponsors; establishing payment processing methodologies; developing data management tools necessary to coordinate 10,000 registrants in a year; and managing substantial local and state media and communications efforts to heighten the profile of this effort. It is recommended that the Announcement Date be scheduled to give marketing communications firm and staff a minimum of 3 to 6 months in order to set in place the proper foundation for a successful yearlong campaign.

### **Marketing Plan Development Coordination**

This campaign will be coordinated between The Sierra Fund and the Sierra Nevada Conservancy. A Memorandum of Agreement names The Sierra Fund as the non-profit partner in this effort and spells out organizational and campaign roles and responsibilities. In general, the Conservancy's role in the process is to design the plate and help advise the marketing strategy, while The Sierra Fund will fund and coordinate the campaign itself.

### **The Sierra Fund**

Staff and Board of The Sierra Fund will be responsible for managing the implementation of this Campaign Plan and the performance of the marketing communications firm and staff. The Sierra Fund will be responsible for creating and executing funding partnerships with foundation and corporate partners.



## SNC License Plate Marketing Campaign Plan

### **Outreach Developer or Campaign Director**

An Outreach Developer or Campaign Director (or person capable of fulfilling critical tasks as explained below) will be hired by The Sierra Fund at least 90 days prior to the Public Announcement Date. The Outreach Developer will be sufficiently experienced so as to coordinate and manage all aspects of the Sierra Nevada Conservancy License Plate Campaign, and shall make at least a 15-month commitment to see the Campaign through to its success.

Critical tasks include:

- Coordinating and managing of the development of marketing and public relation materials
- Oversee and participate in all discussions and negotiations with water agency, utility, corporate, conservation, NGO and media partners, negotiate from corporate partners value-added incentives for successful registration
- Ability to communicate fluently with funding partners
- Manage the Blue Ribbon Advisory Committee
- Manage staff and consultants to ensure successful execution of this Marketing Plan

This individual will understand the importance of viral Internet based campaigns to successfully solicit at least 10,000 registrations. This position might best be titled as **Outreach Developer** or **Campaign Director**.

The Campaign Director/Outreach Developer (or comparable) position will report to the Executive Director of The Sierra Fund in consultation with the Executive Director of the Sierra Nevada Conservancy.

Additional needs will include clerical support staff to perform tasks related to depositing of funds, record-keeping and filing, etc.



### **Outreach Administrator**

The Sierra Fund will hire an Outreach Administrator at least 45 days prior to the Public Announcement Date.

Critical tasks include:

- All administrative elements of the campaign
- Facilitating the attainment of partner registration pledges by providing inspiration and critical thinking supporting partner organizational success
- Ensuring timely and recurring press, media, and viral communications to partners and registrants
- Assisting partners in setting up events and other viral efforts
- Managing web based databases; and ensuring complete registrations, including wet signatures, by on-line registrants

### **Consultants and Outsourcing**

Implementation of this Campaign Plan requires outsourcing to Consultants, including a marketing communications firm. This firm will be retained at least 90 days prior to the Public Announcement Date to build a successful campaign foundation.

Critical tasks include:

- Professional interactive website
- Branding, collateral, advertising and public relations
- Database management system
- Professional graphics and print materials for mass reproduction
- Fund development (Possible high profile individual for key donor inquiries)
- Printers for collateral materials
- Fulfillment facility ("Fulfillment" may be required in sending out incentive packages to successful registrants)

Marketing communication consultants report directly to the Executive Director of The Sierra Fund in consultation with the Executive Director of the Sierra Nevada Conservancy.



## **Sierra Nevada Conservancy License Plate Campaign**

### **Blue Ribbon Committee**

Throughout the pre-registration process of the past 36 months, a small Advisory Committee has met periodically and has successfully provided substantial input to The Sierra Fund and the Sierra Nevada Conservancy on various marketing, communication and funding alternatives. During the Early Development Stage of this Marketing Campaign, a high-profile Blue Ribbon Committee will be formed. This Blue Ribbon Committee will include members from the early Advisory committee.

The Blue Ribbon Committee will advise the Executive Director of The Sierra Fund and the Campaign Director on critical elements necessary to achieve a 10,000-registrant goal. This Committee will include a cross-section of business, community, and environmental and elected leaders chosen to best communicate a broad message of appeal to all Californians.

### **Office and Facilities**

Given the full-time nature of the Campaign, an office will likely be necessary, with access to all appropriate office equipment, including at least two phones, two computers, a fax machine, and a high quality color printer. The Campaign should also utilize specific letterhead, business cards and other identity elements unique to the Sierra Nevada Conservancy License Plate Campaign.

The Blue Ribbon Advisory Committee will be listed on Sierra Nevada Conservancy License Plate Campaign letterhead.



### X. Budget Overview

Preliminary budget suggested as	\$350,000.	
Personnel	\$120,000.	
Branding, retention	\$8,000.	
Website/ongoing updates	\$35,000.	
Press/Public relations	\$30,000.	(15 month period)
Advertising (print-radio-tv)	\$32,000.	
Direct Marketing/Internet	\$18,000.	
Retain Pre-Registrants	\$2,000.	
Printing	\$32,000.	
Point-of-Sale	\$24,000.	
Incentives	\$38,000.	
Misc. expense, (travel, postage)	<u>\$11,000.</u>	
	\$350,000.	



## **XI. Quantitative and Qualitative Results**

The primary result of this Marketing Plan is that at least SNC License Plate 7,500 Qualified Registrants are secured. Successfully achieving this goal will result in at least \$375,000 in permanent annual revenues generated to the SNC License Plate fund and an historic visual acknowledgement of the importance of the Sierra Nevada to the economic and environmental well being of the state of California.

Additional results anticipated or expected from a successful Campaign are:

- Approximately 20 million impressions on Californians through primarily “earned media” outlets – television news, newspaper, and radio as well as targeted “partnered” or “sponsored” media, including nonprofit environmental and business organizations, urban and rural water agencies, government partners and arts and other organizations;
- An historic “affinity” tool or endorsement badge for residents, outdoor enthusiasts, recreationists, property owners and active lifestyle individuals who support the Sierra Nevada through the SNC License Plate
- New and enhanced relationships with corporate funding partners willing to invest in Sierra based partnerships
- New and enhanced relationships with foundation funding partners from throughout the state