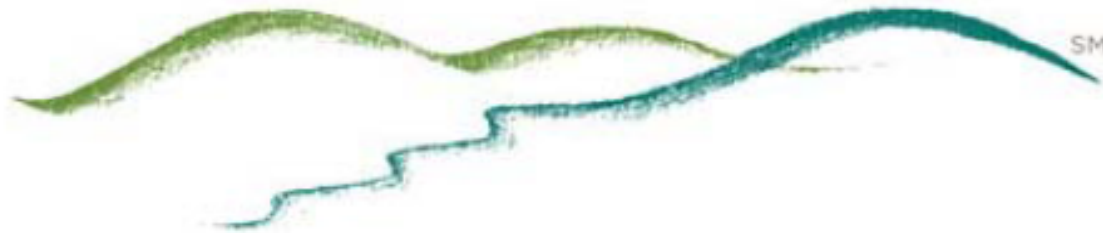


# WESTERN PENNSYLVANIA CONSERVANCY



**WATER, LAND, LIFE.**

**PUBLIC RELATIONS PLAN**

**POINT PARK UNIVERSITY**

**CAROL BURNS**

# GARDENS AND GREENSPACE



- 1932 – WPC is founded under original name, Greater Pittsburgh Parks Association
- 1998 – Duquesne Light and The Pittsburgh Project partner with WPC to plant “The Welcome Garden.” More than 30,000 flowers are planted by the entrance to the Fort Pitt tunnel

- 1999 – WPC and Pittsburgh Downtown Partnership plant 246 hanging baskets in downtown Pittsburgh



- Present – more than 200,000 flowers have been planted by more than 12,500 volunteers across 20 counties

# SWOT Analysis

## STRENGTHS

- High number of volunteers (more than 12,500)
- Large social media presence (Facebook, Twitter, YouTube)
- Great opportunity for advertising

## OPPORTUNITIES

- Events – volunteers, sponsors, donors
- More promotional stories – traditional and social media
- Use of social media – Instagram, Pinterest, etc.

## WEAKNESSES

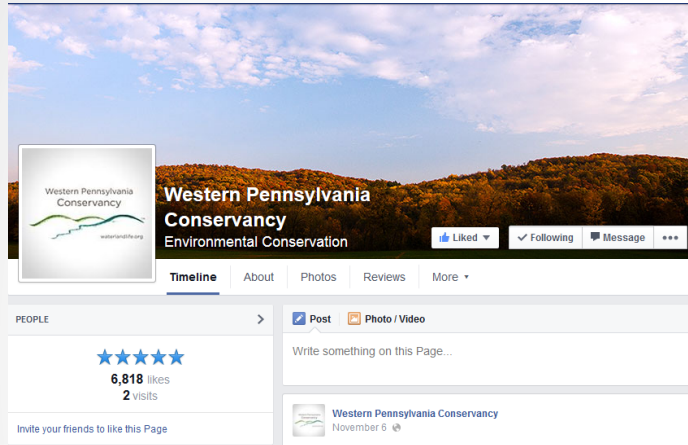
- Lack of recognition
- Lack of importance
- Limited Resources (small staff, small budget)

## THREATS

- Community involvement
- Funding – need more grants, donations
- Other non-profit organizations

# Social Media Audit

## Facebook



Western Pennsylvania Conservancy  
Environmental Conservation

6,818 likes  
2 visits

Western Pennsylvania Conservancy  
November 6

Write something on this Page...

## Twitter



WPC Greenspace Staff  
@WPC\_Greenspace

The Western Pennsylvania Conservancy's Garden & Greenspace Program includes community gardens, TreeVitalize, downtown greening, and school greening initiatives.

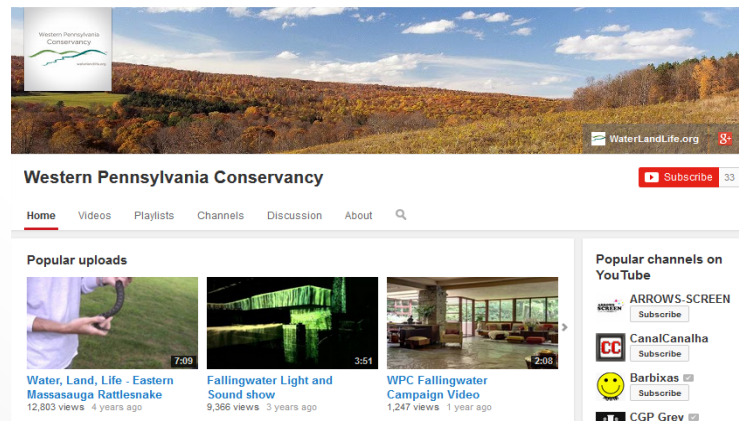
Western Pennsylvania  
WaterLandLife.org

TWEETS 1,018 FOLLOWING 493 FOLLOWERS 602 FAVORITES 33 LISTS 9

Tweets Tweets & replies Photos & videos

WPC Greenspace Staff @WPC\_Greenspace · Nov 6  
We're looking forward to planting trees with folks in #Blawnox and #Sharpsburg in a few weeks! [triblive.com/neighborhoods/](https://triblive.com/neighborhoods/) ... #TreeVitalize

## YouTube



Western Pennsylvania Conservancy

WaterLandLife.org

Subscribe 33

Home Videos Playlists Channels Discussion About

Popular uploads

- Water, Land, Life - Eastern Massasauga Rattlesnake  
12,803 views · 4 years ago
- Fallingwater Light and Sound show  
9,366 views · 5 years ago
- WPC Fallingwater Campaign Video  
1,247 views · 1 year ago

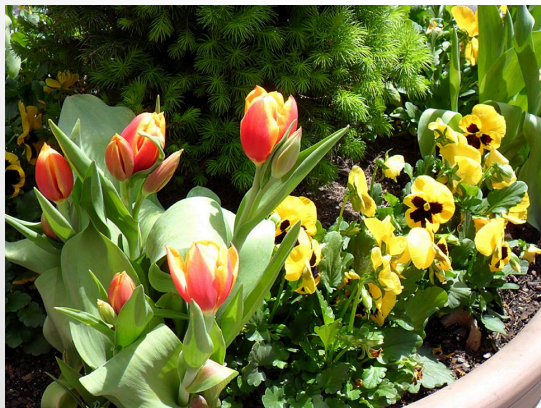
Popular channels on YouTube

- ARROWS-SCREEN  
Subscribe
- CanalCanalha  
Subscribe
- Barbixas  
Subscribe
- CGP Grey



# Public Relations Objectives

- Increase understanding and spirit among employees and volunteers
- Build stronger relationships with Pittsburgh opinion leaders
- Increase media coverage with traditional and social media
- Build and sustain donor relationships for increased funding opportunities
- Create a strong sense of community appreciation where gardens exist



# TACTICS

- Special Events
- Government Relations
- Volunteer Feedback and Recognition
  - Social Media

# SPECIAL EVENTS

# Garden of the Year Contest

- Front Yard Gardens
- Back Yard Gardens
- Container Gardens
  - Block Gardens



# Photography Contest

- Urban garden and flower themed photography contest
- Consideration given to university photography students and members of photography clubs

## Categories

- Black and White
  - Macro
  - Landscape
- Dominant Color

# Community Gardens Day

Grow Pittsburgh

Phipps Conservatory

Pennsylvania Resource Council

Sustainable Pittsburgh

Pittsburgh Parks Conservancy

Farm to Table Pittsburgh

Audubon Society

Sierra Club

Area universities/colleges

# Chatham University

- Ranked as a “Cool School” by Sierra Magazine
- Recognized nationally by numerous organizations
  - U.S. Green Building Council
  - Environmental Protection Agency
  - League of American Bicyclists
- Eden Hall Campus
  - Self-sustaining academic community



# Fundraising Lunch

- Corporate sponsors and donors
  - Appreciation event
- Catered meal
  - Prepared by culinary students from Art Institute
- Raffle prizes and silent auction
  - Garden themed baskets
  - Wine, beer, and spirits baskets
  - Gift certificates for local restaurants
  - Fallingwater admission and special tours
  - Autographed sports memorabilia
  - Golf course passes



# SOCIAL MEDIA

# Facebook



Western Pennsylvania Conservancy

October 2

Staff from the Wyndham Grand Hotel, the Mayor's Office, City Council and servePGH joined us in the sunshine today to pull out the community garden at the Point in downtown Pittsburgh. Pittsburgh Mayor Bill Peduto even stopped by to say hello!

Thank you to all that volunteered today! (4 photos)



Western Pennsylvania Conservancy

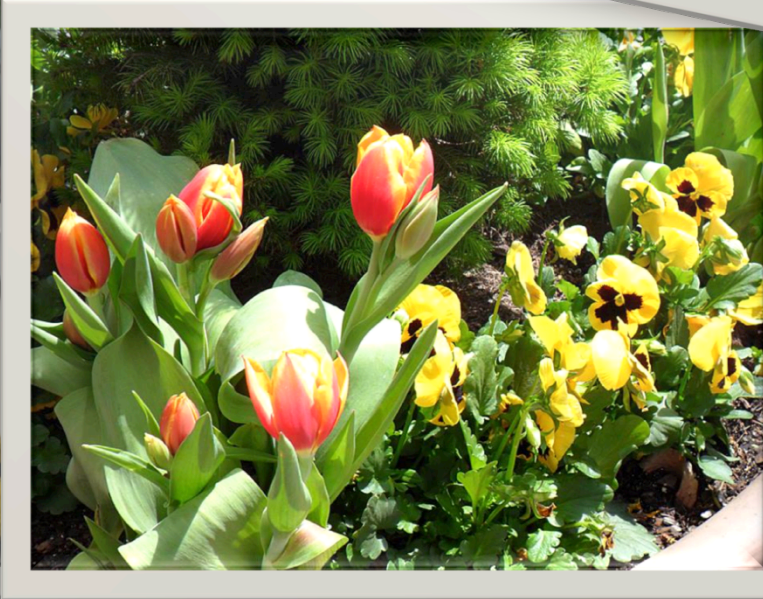
October 14

WPC staff was out today for a garden pullout in Squirrel Hill! Pullouts involved removing annual flowers, plastic, and irrigation and getting the beds ready for winter! You can volunteer for a garden pullout near you by contacting Lynn McGuire-Olzak at (412) 586-2324 or [LMcGuire-Olzak@paconserve.org](mailto:LMcGuire-Olzak@paconserve.org). (6 photos)





# Instagram





# Pinterest



9 GREENS  
YOU CAN GROW  
ALL WINTER

from The Prairie Homestead

9 Greens You Can Grow All Winter Long

9 greens you can grow all winter



Fall Gardening Tips  
*for Beginners*

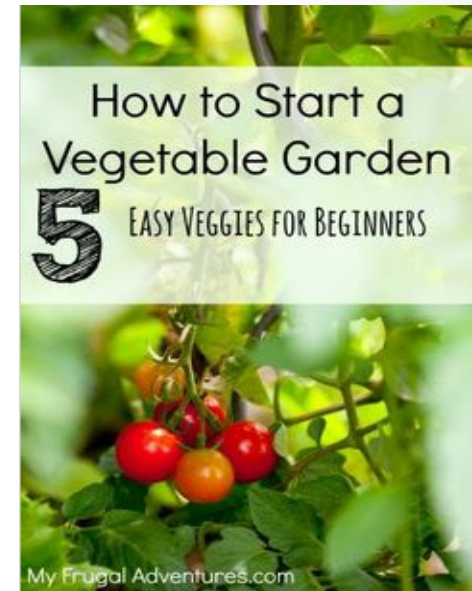
IntoxicatedOnLife.com

from Intoxicated On Life

Fall Gardening Tips for  
Beginners

Fall Gardening Tips for Beginners  
from IntoxicatedOnLife... - Didn't  
get a garden in this spring? Give a  
fall garden a try!

[www.pinterest.com/pin/314900198919506780/](http://www.pinterest.com/pin/314900198919506780/)



How to Start a  
Vegetable Garden  
5 EASY VEGGIES FOR BEGINNERS

My Frugal Adventures.com

from Hometalk

Best Seed Starting Guides ::  
Hometalk's clipboard on

22 Tips for Growing Perfect  
Tomatoes! ~ from



# Focus Groups

## Individual/Personal Volunteers

- Why do you continue to volunteer?
- What do you enjoy the most about volunteering?
- Is the volunteer work challenging enough for you?
- Do you feel like you're making a difference?
- Do you feel connected to the mission of the organization?

## All Volunteers

- How did you hear about this organization?
- Is volunteering rewarding for you?
- What would you like to get out of volunteering?
- Is there anything you would change about the program?
- Are there other volunteer activities within the organization you would like to do?

# Survey

Volunteers,

Please take a few minutes to complete this survey about your recent volunteer experience. There is a space at the bottom of the survey to fill in your name and email address, but you can remain anonymous if you prefer. The results of this survey will be used to enhance the volunteer program. Your participation is greatly appreciated!

# GARDENS & GREENSPACES

- 130 Neighborhoods
- 12,600 Volunteers
- 14,000 Flowers



- 20 Different Counties



Make a difference and volunteer today!

Contact Lynn McGuire-Olzak at 412-586-2324

# Thank You

- Bob O’Gara
- Point Park University
  - Judy Wagner
  - Gavin Deming
- Western PA Conservancy