

Awareness and Engagement Working Group Strategies and Priority Activities for 2021 - 2023

Strategies	Priority Activities	Estimated Costs
Awareness & Engagement Working Group \$22,300		
1. Build a stronger collaborative conservation movement by connecting CBCCs to each other, to support organizations and to the WCCN.	Create e-newsletter	See communications support
	Distribution of e-newsletter, stories, fact sheets, and case studies	\$0 CCC and WCCN time
	WCCN regional interactive “find a collaborative” map	See CBWG
	Messaging Manual-guidance for CBCCs on what kinds of stories are being sort after	\$1500
	WCCN calendar	\$0. See CBWG
	Gather case studies and stories that tell impact of CC	TBD
	Develop/Produce new WCCN Video series- link to case studies and/or story map	TBD
2. Create and launch a communications plan using a variety of tools to promote and grow the WCCN	Create a communications plan	\$0 CCC and WCCN time
	Communications support to implement communications and networking activities in communications plan	\$4,800 for 4-month professional communications contractor Five 16 week CSU student interns @ \$3,200/intern
	Media Kit	TBD
	Restructure website	In-kind CCC \$3,000 in FY21 only
	Social media communications	See communications support