

# Why Community Relations?

*“Never believe that a few caring people can’t change the world. For indeed, that’s all who ever have.”*

--Margaret Mead

*“The place you are in needs you today.”*

--Katherine Logan

## Why?

- Integral to job and individual project success - you cannot accomplish conservation in a vacuum
- It is a foundation already constructed for when resource issues come up
- A way to “work smart, not hard,” - a way to find more resources and make your work go farther
- A way to establish yourself, your staff, your programs and the agency as a community conservation leader
- Provides a base of support for you
- Offers more messengers for your conservation communications
- Builds on itself

## Tips

- One-on-one communication counts and is often the most effective method
- Use the KISS (keep it simple stupid) principle - you don’t need a television PSA when a presentation or phone call will work
- Everyone is responsible - what if each person in your office and/or in your project partnership accomplished one or two community relations objectives?
- Spend time listening - when visiting with your community leaders, ask yourself, “What’s in it for them?” What’s their vision? Gather information on their priorities and try to find win-win solutions.
- Utilize resources from partners
- Use creative outreach tools - visits, phone calls, coffee shop visits, meetings, committees, media stories, flyers (community bulletin boards), newsletters, presentations, action photos with captions, websites, and find messengers
- Practice continual networking and follow-up