

Marketing & Communications

For over 30 years, we've partnered with outreach and research professionals here in Wisconsin and beyond to develop materials that educate audiences and showcase programs.

Natural resources marketing and communications – simplified.

We specialize in agriculture, natural resources and environmental communications, integrating traditional publications with new technologies to help our clients meet their education, outreach and marketing goals.

LOGO DESIGN EXAMPLES:



URBAN WILDLIFE PROJECT
Knowledge · Habitat · People



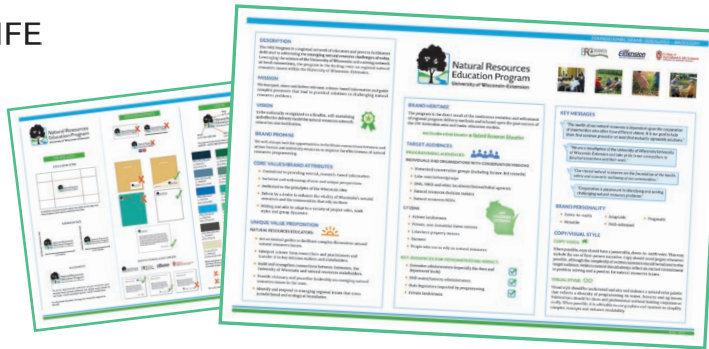
Conservation Professional Training Program

Learn About Your Land

FORESTRY INSIGHTS



U2useful to usable



Branding guidelines summary sheet

WHO WE ARE: We are strategists, designers, editors and communicators with decades of combined experience working for universities, nonprofits, private companies and national communications agencies — a potent blend of real-world expertise and outside-the-box thinking.

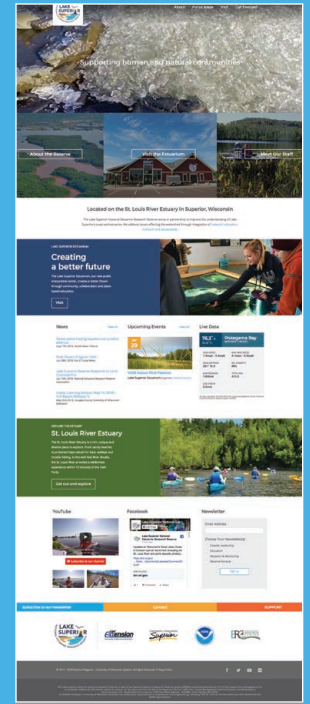
NATURAL RESOURCES INSTITUTE PROFESSIONAL SERVICES:

Marketing & Communications

Instructional Design

Evaluation

ONLINE DESIGN EXAMPLES:



Mobile-friendly website (above) and social media (below).



WEBSITES • LOGOS • BRANDING • BROCHURES • BOOKLETS • FACTSHEETS • WORKBOOKS • E-NEWSLETTERS • POSTERS • ANNUAL REPORTS
PROGRESS REPORTS • PROJECT SUMMARIES • RESEARCH PAPERS • E-BOOKS • KIOSKS • TRAIL SIGNS • TRADESHOW BOOTHS • AND MORE

WHAT WE DO: We help you, the busy working professional, showcase your projects using innovative marketing and communications strategies that resonate with your target audiences.

OUR PROCESS – THREE SIMPLE STEPS:

- 1 Define your project strategy
- 2 Develop and launch impactful solutions
- 3 Track your success

While we're confident in our own expertise, we understand that you and your team are the true experts in your field and are therefore critical partners in the marketing process. We work collaboratively to ensure products meet partner standards and achieve the goals and objectives we define together.

WHY US: Let us be your in-house strategic marketing and design team, eliminating the need for external marketing teams and new hires. You get a full-service communications team without the hassles and unnecessary administrative costs.

Before you submit a **grant** or **project proposal**, call on us to help you create a **budget** and **timeline** for your marketing and design needs.



PRINT/PDF DESIGN EXAMPLES:

Fact sheet



Insights into the management of Wisconsin's farmers markets:
Results from a statewide farmers market manager survey

Laura Whitting, M.S., Marile Wilson, M.S., Bret Shaw, Ph.D., Adriaan Morales, Ph.D.



Accomplishment summary

WISCONSIN Master Naturalist Annual Summary 2017

The Wisconsin Master Naturalist Program is a growing network of well-informed citizens dedicated to natural resource education and service within their communities. Volunteers perform at least 40 hours of volunteer service each year and receive 8 additional hours of training annually to maintain certification. The volunteer training course provides coursework in natural history, interpretation and conservation stewardship in both the classroom and field settings followed by parties organizations throughout the state.

2017-2017 IN REVIEW

Volunteer Hours Reported

- 14,630 citizenship
- 12,942 citizen volunteer
- +23,116 education
- 54,893 Total volunteer hours
- for a total of \$1.2 million

2017 COURSE PARTICIPANTS AND RESPONSES

- 8 Instructor trainings
- 115 instructors
- 51 Partner organizations
- 44 Volunteer training courses completed
- 163,998 People reached through volunteer-led programs
- 662 Master Naturalist volunteers residing in 63 of Wisconsin's 12 counties
- 12,677 hours of advanced training for Master Naturalist volunteers

2017 COURSE PARTICIPANTS AND RESPONSES

- 93% of the course provided a broad overview of the state's natural resources and the processes that affect them
- The percentage of people who feel they have the knowledge and volunteer commitment to natural resources increased from 54% to 79% after taking the course
- 98% of their knowledge about Wisconsin's natural resources increased after taking the course
- 149 new volunteers reached through volunteer-led programs
- 54,240 people reached through volunteer-led programs
- 19 scholarships
- 10 volunteer trainings

WISCONSIN Master Naturalist
email: info@wimasternaturalist.org

Interpretive display panel

Drawn to the Estuary

Why are the Twin Ports here?
Estuaries are known for the protection they provide. Cities around the world have grown on their banks.

Connected to the World

These Twin Ports have long been world management plans. Ship traffic inside the Twin Ports of Duluth and Superior, Minnesota, has been a vital link to the world since the late 19th century. The Twin Ports are known for their beauty, of estuaries, wetlands, parks, forests, and water. The Twin Ports are known for their beauty, of estuaries, wetlands, parks, forests, and water. The Twin Ports are known for their beauty, of estuaries, wetlands, parks, forests, and water.

A History of Industry

Industry grew along the St. Louis River in the late 1800s. The first mill opened in 1876, and the Twin Ports became a major center for the lumber industry. The Twin Ports are known for their beauty, of estuaries, wetlands, parks, forests, and water. The Twin Ports are known for their beauty, of estuaries, wetlands, parks, forests, and water.

Reason for Concern...and Hope

The St. Louis River was designated in 1999 as one of 10 National Estuarine Research Reserves in the United States. This designation is a recognition of the river's importance to the Twin Ports and the surrounding area. The Twin Ports are known for their beauty, of estuaries, wetlands, parks, forests, and water. The Twin Ports are known for their beauty, of estuaries, wetlands, parks, forests, and water.

Roll-up portable display

Learn & Serve

WISCONSIN Master Naturalist

Developing a network of well-informed citizens dedicated to conservation service within their communities.

www.wimasternaturalist.org

Learn & Serve

Learn about water quality & aquatic life in your local stream. Learn about water quality & aquatic life in your local stream. Learn about water quality & aquatic life in your local stream.

Survey card

Please take 5 minutes and share your feedback!

For 10 years you have been part of the Wisconsin Master Naturalist Program. We want to hear from you about your experience and how we can improve. Please take 5 minutes to complete this survey. Your feedback is important to us.

1. How satisfied are you with the Wisconsin Master Naturalist Program? (1 = Not Satisfied, 5 = Very Satisfied)

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Workshop announcement

Your Land, Your Legacy

A two-part workshop on estate and succession planning for family woodland owners



Extension

Educational booklets

Field Guide to Wetland Indicators

Understand the Carbon Footprint of Cheese




Table display

WATER ACTION VOLUNTEERS

Join a network of over 500 citizen scientist volunteers across the state

Water Fast Initiative

A network with the natural world

Learn about water quality & aquatic life in your local stream

Water Monitoring

Learn about water quality & aquatic life in your local stream

SERVICE RATES AVAILABLE AT:

erc.cals.wisc.edu/services/marketing-communications



Extension
UNIVERSITY OF WISCONSIN-MADISON