

Marketing Communications Plan:

Name Change of Guadalupe-Coyote Resource Conservation District to North Santa Clara Resource Conservation District

1. Objectives:

- a. Increase awareness and understanding of the name change from Guadalupe-Coyote Resource Conservation District to North Santa Clara Resource Conservation District among the target audience.
- b. Generate excitement and engagement among seventh through twelfth-grade students through a logo design competition.
- c. Promote the mission and values of the North Santa Clara Resource Conservation District—help residents know what North Santa Clara RCD can do for them

2. Target Audience:

- a. Local community members, including residents, constituents, stakeholders, and organizations within our sphere of influence.

3. Key Messages:

- a. The Guadalupe-Coyote Resource Conservation District is now the North Santa Clara Resource Conservation District.
- b. The North Santa Clara Resource Conservation District aims to preserve and protect natural resources in the region.

4. Communication Channels:

Social Media:

- a. Facebook: Update official Facebook page for the North Santa Clara Resource Conservation District and regularly post updates, information about the name change, and logo competition details. Encourage users to like, share, and comment on the posts to increase visibility.
- b. LinkedIn: Update official LinkedIn page and ask directors to connect their personal LinkedIn accounts to the North Santa Clara RCD page.
- c. Instagram: Share visually appealing posts highlighting the beauty of the North Santa Clara region and the importance of conservation. Include relevant hashtags to increase reach and engagement.
- d. Threads: Create a new account which is connected to the North Santa Clara Resource Conservation District Instagram account. Use it to share brief updates, announce competition deadlines, and engage with followers through new threads, reposts, likes, and replies.
- e. Nextdoor: Update official Nextdoor page for the North Santa Clara Resource Conservation District and post updates, information about the name change, and logo competition details. Encourage users to like, share, and comment on the posts to increase visibility.
- f. Google: Update listing

Assets:

- a. Signage (office, poster, etc)
- b. Electronic Letterhead and envelopes (printed?)
- c. Promotional items (stickers, table cloths, tshirts, etc.)

Website and Blog:

- a. Obtain domain: NorthSantaClaraRCD.org—it is parked at GoDaddy. Does Stephanie already have access
- b. Forward domain to current rcdsantaclara.org domain
- c. Update the official website to provide detailed information about the rebranding process.
- d. Publish blog posts discussing the significance of the name change, the role of the district, and upcoming events related to conservation and the logo design competition.
- e. Scrub all internet sites owned by others to update the name. (ie. Affiliates such as LAFCO....)

5. Logo Design Competition:

- a. Reach out to schools identified by the Environmental Justice Committee to inform them about the logo design competition.
- b. Collaborate with schools and organize presentations to educate seventh through twelfth-grade students about the importance of conservation and the RCD's mission.
- c. Invitations will be extended to schools and its students situated within communities grappling with environmental injustices and within NSCRCD's purview.
- d. See competition guideline document below.
- e. Promote the competition on social media platforms, the district website, and through local news outlets.
- f. Offer incentives and prizes to motivate student participation, such as scholarships, recognition at district events, on our social media platforms, and the district website, and a t-shirt and cap with the final logo design.
- g. After the winning design is chosen, load the design on a print-on demand platform so that anyone may order logo-wear.

6. Public Relations:

- a. Send out press releases and media pitches to local newspapers, radio stations, and online news platforms to generate media coverage about the name change and logo design competition.
- b. Engage with local influencers, environmental bloggers, and relevant organizations to spread the word about the district's rebranding efforts and the logo competition.
- c. Events:

- a. Rose White and Blue Parade 2024 Entry
- d. Directors:
 - a. Badges for directors with QR Code to email notification form.
 - b. QR Code to email notification form.
 - c. (Optional) directors to obtain or redirect their existing gcrd emails to nscrcd@gmail.com.
 - d. Include signatures with the SCRC D logo at the end of emails

7. Evaluation:

- a. Track social media engagement metrics, such as likes, shares, comments, and follower growth.
- b. Monitor website traffic and blog post views to gauge audience interest.
- c. Measure the number of logo design competition entries and the overall quality of the submissions.
- d. Conduct surveys or feedback forms to gather insights from the target audience about their awareness and perception of the name change and the district's mission.

LOGO DESIGN CONTEST

Logo Design Competition Guidelines: North Santa Clara Resource Conservation District (NSCRCD)

1. Contest Overview

- a. Each participant may submit only one entry.
- b. Participants must reside in Santa Clara County.
- c. All submissions become the property of the North Santa Clara Resource Conservation District.
- d. The deadline for submissions is [Submission Deadline Date]. Late entries will not be considered.
- e. The winning design will be selected by a panel of judges appointed by the North Santa Clara Resource Conservation District.
- f. By participating in this contest, students and their parents or guardians grant permission to the North Santa Clara Resource Conservation District to use the winning design and the student's name in any promotional or publicity materials.

2. Logo Design Elements:

- a. The logo must visually reference the mission of conserving soil, water, and wildlife.
- b. Incorporate elements that symbolize or represent these three core areas of conservation.
- c. The logo should be visually appealing, distinctive, and easily recognizable.
- d. It must look good as a profile icon in a 1:1 ratio
- e. We prefer that there are no words on the logo

3. Color Requirements:

- a. The logo design may be in color but should also look good when printed in one color, such as white on a green shirt.

4. Copyright and Originality:

- a. All submissions must be original and free from any copyright or trademark infringement.
- b. Plagiarism or unauthorized use of copyrighted materials is strictly prohibited.

5. Submission Details:

- a. Submissions must be in a digital format (JPEG, PNG, or PDF) for easy viewing and evaluation.
- b. Include a high-resolution version of the logo design suitable for printing purposes.
- c. Please include the following information:
 - a. Full Name of the Student:
 - b. School Name:
 - c. Grade Level:
 - d. Contact Information (Email and Phone Number):
 - e. Permission/Signature of Parent or Guardian:
 - f. Permission to Use Student's Name in Publicity: [Yes/No]

- d. Include a brief description or explanation of the design concept and how it represents the mission of the North Santa Clara Resource Conservation District.
- e. Submissions must be sent via email to the designated competition email address.

Deadlines:

1. Submission Deadline: [Specify the submission deadline date and time].
2. Late submissions will not be considered.

Judging Criteria:

1. Relevance: How well does the logo visually reference the mission of conserving soil, water, and wildlife?
2. Originality: Is the design unique, creative, and distinct?
3. Aesthetics: Does the logo have a visually appealing and professional appearance?
4. Versatility: Does the logo work well in both color and one-color formats?
5. Overall Impression: Does the logo leave a lasting impression and effectively represent the North Santa Clara Resource Conservation District?

Prizes and Recognition:

1. The winning design will be selected by a panel of judges appointed by the North Santa Clara Resource Conservation District.
2. The winner will receive \$250 and the winner's school will receive \$250.
3. The winning design may be used as the official logo of the North Santa Clara Resource Conservation District, subject to any necessary modifications or adjustments by the district.

Note: The North Santa Clara Resource Conservation District reserves the right to modify or adapt the winning design as necessary to meet branding and printing requirements.

NEWS RELEASE

FOR IMMEDIATE RELEASE

[Date]

North Santa Clara Resource Conservation District Announces Logo Design Contest for Students in Communities Grappling with Environmental Injustice

San Jose, CA - The North Santa Clara Resource Conservation District is excited to announce a logo design contest for students in seventh through twelfth grade. This contest is open to students attending schools in North Santa Clara County communities that are grappling with environmental injustice. It empowers these students to showcase their creativity and contribute to the conservation efforts in our community. The winning design will serve as the official logo of the North Santa Clara Resource Conservation District.

"We believe that involving students in our conservation initiatives is vital for building a sustainable future," said Susan Hare, President of the North Santa Clara Resource Conservation District. "This logo design contest allows us to engage with the younger generation and promote environmental awareness through their artistic talents. We recognize that many in our county experience environmental injustices and we particularly want to reach out to youth in these communities."

Submission Guidelines:

1. Eligibility: The contest is open to all [seventh/twelfth]-grade students in Santa Clara County.
2. Design Format and Submission Requirements are found at [url]

Contest Details:

1. All submissions become the property of the North Santa Clara Resource Conservation District.
2. The deadline for submissions is [Submission Deadline Date]. Late entries will not be considered.
3. The winning design will be selected by a panel of judges appointed by the North Santa Clara Resource Conservation District.
4. The winner will receive [Specify the prize].
5. By participating in this contest, students and their parents or guardians grant permission to the North Santa Clara Resource Conservation District to use the winning design and the student's name in any promotional or publicity materials.

"We highly value the creativity and contributions of the students, and we want to celebrate their achievements by featuring their names alongside their remarkable designs," added Stephanie Moreno, Executive Director.

For more information about the logo design contest or to submit your entry, please visit [Website URL] or contact [Contact Person's Name] at [Contact Email Address] or [Contact Phone Number].

About North Santa Clara Resource Conservation District:

The North Santa Clara Resource Conservation District is dedicated to conserving soil, water, and wildlife in the North Santa Clara region. Through collaborative efforts, education, and outreach, we strive to protect and enhance our natural resources for current and future generations.

###

Media Contact:

[Contact Person's Name]

[Title]

[Email Address]

[Phone Number]

Committee Draft