



**ALACHUA  
CONSERVATION  
TRUST IN  
PARTNERSHIP  
WITH HOGTOWN  
CRAFT BEER  
FESTIVAL**

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Maddie Kidd, Noah Miller, Sophie Schifter

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# MEET THE TEAM

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## **ABOUT NEW LEAF:**

The team at New Leaf is focused on creating innovative multimedia campaigns for environmentally conscious groups. With the world in flux during the COVID-19 outbreak, New Leaf is working with ACT to help the organization connect with their audience to continue their mission while their in-person events are canceled.

### **Macayla Bricarell**

Macayla Bricarell is a third-year public relations student with a passion for history. She is involved with PRSSA, Off Campus Life and the College of Education. Through her past work she has gained experience in research, social media, event planning and copywriting.



### **Faith Demott**

Faith Demott is third-year public relations student with a concentration in event management. She specializes in community management and content creation for higher education. When she's not in class you can find her making a new Spotify playlist or walking her rescue dog, Champ.

### **Gabriella Ginsburg**

Gabriella Ginsburg is a second-year public relations student with a minor in sociology who hopes to eventually work in the entertainment industry. She is passionate about working with social media. In her free time, you can catch her taking spin classes or watching Netflix.



### **Madelyn Kidd**

Madelyn Kidd is a third-year public relations student with a minor in business administration and a concentration in statistics. Through her past work experiences, she has learned how to produce content that adds value to businesses and the power of data-driven communications. Outside of school, she enjoys playing sports and spending time outdoors.

### **Noah Miller**

Noah Miller is a third-year public relations student with a minor in aerospace studies who will be entering the United States Air Force as a pilot upon graduating. He is passionate about people, leadership and understanding effective communication techniques. When not at school, he enjoys working out, spending time outdoors and reading.



### **Sophie Schifter**

Sophie Schifter is a third-year public relations student with a minor in innovation. She hopes to work in the entertainment industry. In her free time, you can catch her watching Netflix or browsing on IMDB.

New Leaf Agency has developed a strategic plan for its client, Alachua Conservation Trust (ACT). The strategic plan is used as an approach for helping organizations see what is most important and what will need realignment. The strategic planning process looks at the “big picture” and helps an organization succeed by specific, targeted actions. New Leaf has developed strategic, multimedia campaigns to ensure that ACT’s mission of being environmentally conscious gets through to the public.

ACT is a non-profit regional land trust founded in 1988. Their mission is to “protect, maintain and conserve the natural beauty within North Central Florida from development and degradation.” ACT works to protect these counties through land purchase, donation and conservation easements. New Leaf agency works with ACT to protect their environmental missions.

However, due to the spread of Coronavirus, ACT has had to cancel all events indefinitely. Since ACT protects counties through mostly donations and event fundraising, New Leaf Agency has partnered with ACT and Hogtown Craft Beer for a virtual online beer tasting.

New Leaf decided that it was most beneficial to host a virtual online beer tasting. New Leaf created weekly virtual beer tastings to drive awareness among young Floridians of ACT and its mission to protect Florida nature areas. New Leaf also intends to increase support from the community for ACT’s mission to protect Florida’s environment. As mentioned above, ACT protects land through purchase, donation, and conservation easements, and this will be done by having each beer company target a certain area of land conservation in Florida. When participants receive their box of beer for the virtual festival it will come with an infographic that is specific to the land conservation site in Florida being targeted.

It is essential that these goals turn into outcomes. We have strategically planned topics and conversations that will be held during these online hangouts. For instance, each week the happy hour will focus on a different aspect of the work that ACT does across Florida to encourage discussion among participants. ACT will create a pre and post test to determine whether or not attendees are more supportive of ACT’s mission. ACT’s challenges include its failure to implement effective communication techniques. With the help of New Leaf, ACT has the opportunity to develop proper communication techniques and social media strategies. ACT also has the opportunity to partner with other organizations to host educational events and fundraising to support its overall mission.

Throughout the course of the virtual beer festival, our tone will remain persuasive and informative. Beginning on April 8, ACT will reach out to the different beer companies and provide them with an area of land that can be tied together with their beer. Thereafter, we will plan for production days, our social media plan and actually send out the beer.

The last stage will begin on May 8, where opening ceremonies will take place. The virtual beer festival will take place on May 8, 15, and 22. Each week of the event, ACT will emphasize their mission and goals when it comes to conservation. New Leaf has developed a strategic approach that will increase attendees awareness of ACT.

Our total budget for this campaign will be mentioned at the end of this booklet but covers everything from the event itself to production product to the copywriting. In the end, we would like to see the effectiveness of ACT’s partnership with the Alachua Beer Festival and see how much of an effect we had on the attendees after the fact. In the following report, we will elaborate on our strategic plan.

## **OPPORTUNITY STATEMENT:**

ACT is partnering with The Hogtown Craft Beer Festival on a large community event in late April. Due to Covid-19, the event has been canceled. Rather than lose an opportunity to engage with audiences who might not have interacted with ACT in the past and lose the opportunity to fundraise, the event is now moving online as we reach out to Alachua County residents with the first-ever Online Beer Tasting! The Online Beer Tasting will give residents a chance to learn more about ACT.

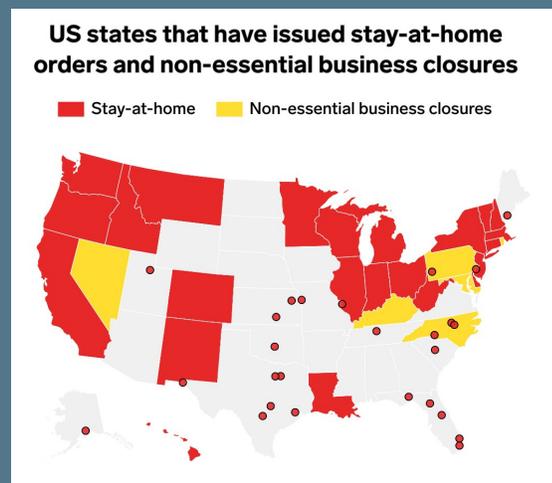
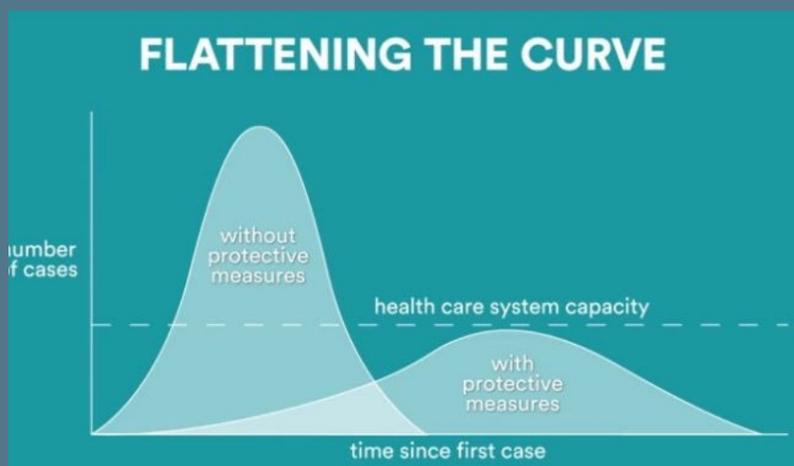
## **BACKGROUND OF THE SITUATION:**

### *SPREAD OF COVID-19 IN AMERICA:*

The 2019 Novel Coronavirus, commonly known as COVID-19, first emerged in the United States on January 21 when a man who had returned from Wuhan, China tested positive in Washington State. The first non-travel case of COVID-19 was confirmed in California on February 26. When the first two Florida cases were found in Manatee and Hillsborough counties on March 1, Gov. Ron DeSantis declared a public health crisis. The World Health Organization (WHO) declared the COVID-19 outbreak as a pandemic After infecting over 121,000 and causing more than 4,300 deaths on March 11, 2020. As of March 29, Florida has had 4,246 confirmed cases and 56 deaths from the COVID-19 pandemic. Alachua County has 66 cases.

### *SOCIAL DISTANCING:*

As Americans watch how other countries have handled the pandemic “social distancing” has become a buzzword. Officials are urging their citizens to stay home as much as they can to avoid spreading the virus to those who are at risk and ultimately to flatten the curve or spread out the cases of COVID-19 over a longer time so that hospitals do not get overwhelmed. Disneyland in California and Disney World in Florida have both closed their parks as part of governmental orders like the Center for Disease Control’s (CDC) recommendation to halt all gatherings of over 50 people. Events worldwide from concerts, to weddings, to debates are being canceled, causing many people to worry about how, even if they never catch the virus, the pandemic will impact them and the life events they had been planning. Currently the federal government has a social distancing order in place until April 30 with the chance to be extended or altered.



As of March 24, 2020 Alachua County has been under a stay-at-home order for all non-essential business and has limited the number of customers allowed in grocery stores at once. Alachua County was among the first in the state of Florida to pass a stay-at-home order due to having the highest rate of COVID-19 per capita. Alachua County follows California and New York state in enacting a stay-at-home order. As a result of the stay-at-home orders across the United States there is an increased demand for entertainment and grocery products shipped to consumers’ houses, opening up the potential for ACT and vendors to work together to meet the wants of residents at the local level.

## **BACKGROUND OF THE ORGANIZATION:**

### *THE MISSION:*

Alachua Conservation Trust is a non-profit regional land trust founded in 1988. Their mission is to protect, maintain and conserve the natural beauty within North Central Florida from development and degradation. ACT works to protect these counties through land purchase, donation and conservation easements.

ACT has preserved over 50,000 acres in North Central Florida and has the second largest group of local land trusts in Florida. They cover Alachua, Marion, Gilchrist, Putnam, Levy, Columbia, Madison, Hamilton, Union, Bradford, Clay, Suwannee, Lafayette, Dixie, Sumter and Lake County.

ACT manages preserves that are open to the public to allow everyone to enjoy the natural beauty of North Central Florida. These preserves range from trails like the Alachua to Lake Butler Rail Trail to showcasing Florida's crystal blue springs like the ones at JH Anderson, Jr. Park.

### *PROGRAMS:*

Not only does ACT work to create conservation easements and purchase local land, by working with local partners and governments ACT is able to educate and engage the surrounding communities. They team up to create programs that cultivate an understanding and appreciation of the environment they live in and encourage them to explore wild spaces.

Creekside Environmental Ed for Kids is a program ACT helps facilitate that busses 700 fourth graders from East Gainesville schools to Little Orange Creek Nature Park. There they learn about wildlife and wetland ecology through hands-on activities within the park.

ACT also offers a Women in the Woods internship. that works to fill the lack of female employment in the natural resource sector by giving female students relevant experience in land management and conservation so they can be equipped for employment in these fields in the future.

### *EVENTS:*

Alachua Conservation Trust hosts events throughout the year to engage the community, promote environmental responsibility and foster appreciation for the surrounding ecosystems. Volunteer workdays, morning yoga in Tusawilla Prairie, and the annual Conservation Stewards Awards which honors conservationists and leaders in the region.



# SITUATIONAL ANALYSIS

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## EXISTING COMMUNICATION TECHNIQUES:

### ALACHUA CONSERVATION TRUST WEBSITE:

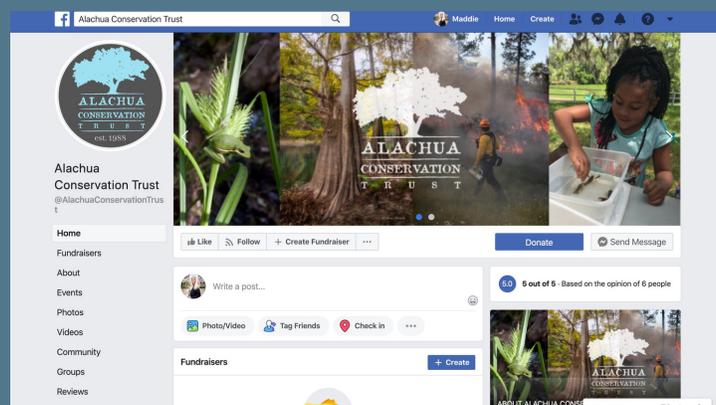
One platform that the Alachua Conservation Trust uses to communicate is through its website. The website serves as a home base for providing information about the organization's projects, events, and organizational information. Examples of the projects it features include the Santa Fe River Basin, Ichetucknee Trace Conservation and Sea Turtle Conservation. Visitors can navigate the website with the tabs listed at the top. The About Us tab is where visitors can go to learn more about the organization, including its history and staff. The Support ACT tab provides ways for people to donate or volunteer to the organization. Visitors can learn more about previous and ongoing projects and events through The Land, Our Work, and Events tabs. Lastly, the Contact Us tab provides visitors with ways to directly contact the organization. It provides its email address, info@alachuaconservationtrust.org, and phone number, (352) 373-1078. Visitors are encouraged to sign up for email updates on the homepage of the website.



### FACEBOOK:

@AlachuaConservationTrust

Alachua Conservation Trust's Facebook page is liked by 5,923 people and followed by 6,219 people. Many of the posts are images of wildlife, links to news articles relating to the organization, community updates and information about events. ACT has made multiple pages for its upcoming events, though most of these have been postponed due to the coronavirus. The Alachua Conservation Trust also uses Facebook to promote its newsletter, the Gazetteer.



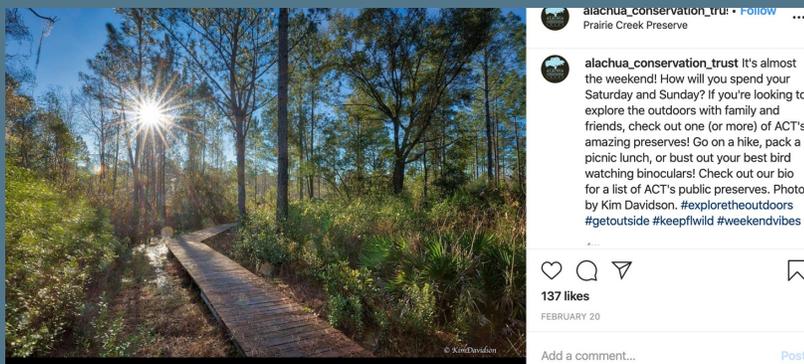
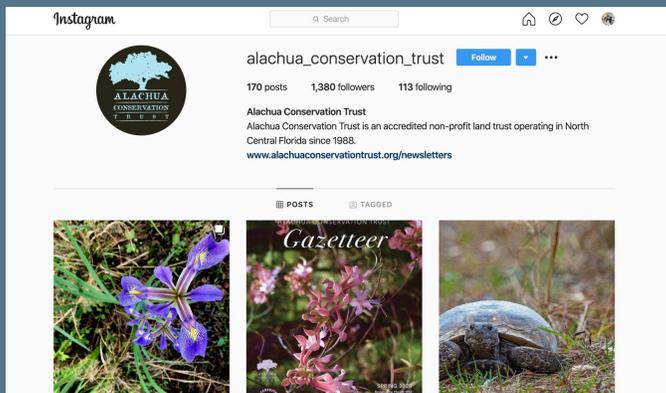
# SITUATIONAL ANALYSIS

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## INSTAGRAM:

@alachua\_conservation\_trust

Alachua Conservation Trust's Instagram account has 1,398 followers and is following 118 people. As of March 30, the account has made 172 posts. The posts on Facebook are similar to the ones made on Facebook, focusing primarily on information about events and images of wildlife. The Instagram page frequently encourages followers to go outside and participate in its events. There have also been posts about community updates, specifically regarding the coronavirus. The Instagram account had not made use of the Instagram highlights feature, which is something it could capitalize on in the future.



## TWITTER:

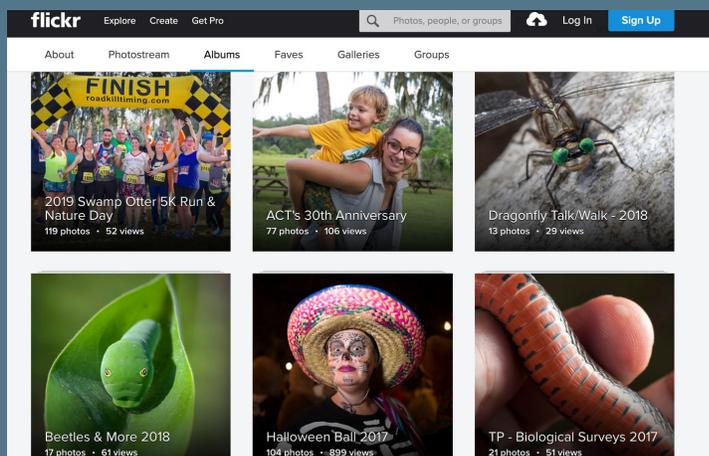
@AlachuaConserv

Alachua Conservation Trust's Twitter account has 1,114 followers and is following 2,279 accounts. This platform serves more as an educational hub for followers, sharing important news and information about conservation in Florida. Most of the posts on this account are links to articles relating to ACT. For instance, one of the more recent articles that was promoted on the account reminds Floridians to be mindful of wildlife now that Spring has arrived. Many of the posts overlap with the other accounts, including information about events and links to the newsletter.



## FLICKR:

The Alachua Conservation Trust joined Flickr in March 2012 and has received 169.6 views on its images. It has made 37 albums consisting of photos from events. Events featured include its 30th anniversary, the Swamp Otter 5K Run and Nature Day, the Halloween Ball and more. Its most popular pictures are images of wildlife.

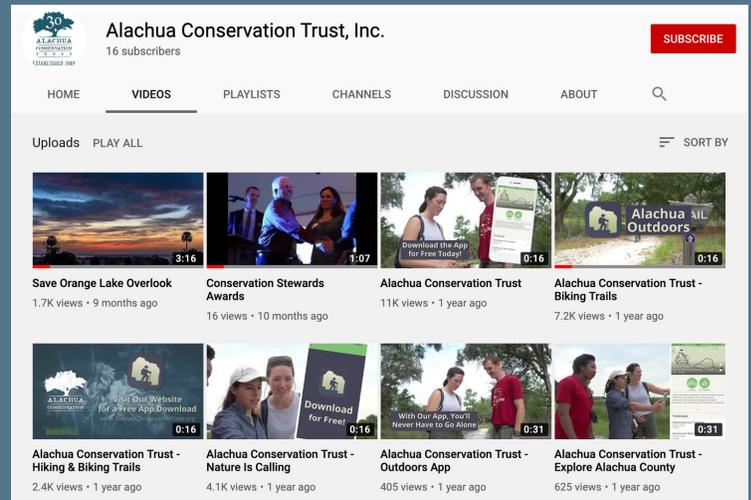


# SITUATIONAL ANALYSIS

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## YOUTUBE:

Alachua County Trust's YouTube account has 16 subscribers. It has uploaded 10 videos, with the most popular video receiving 11K views. This video promoted ACT's free mobile Alachua Outdoors App. There are also videos highlighting different areas in Alachua, including Orange Lake Overlook and various biking trails. In many of the video's captions, the organization asks for donations to help it achieve its goals.



## HOGTOWN CRAFT BEER FESTIVAL

### WEBSITE:

The Hogtown Craft Beer Festival has its own website, which can be located at <http://www.hogtownbeerfest.com/beerfest/>. On the home page, it contains basic information including the date and location of the initial event. Currently, it displays a notice about the event's status due to the coronavirus. The website can be navigated through the About, Beer, Food, Sponsors, Schedule and Contact tabs, which provide more in-depth information about the event. There is also a link to buy tickets on the top right corner. From the Contact tab, visitors can email the organization at [beerfest@hogtownbrewers.org](mailto:beerfest@hogtownbrewers.org).



## FACEBOOK:

@hogtowncraftbeerfestival

The Hogtown Craft Beer Festival has 2,919 followers and is liked by 2,806 people. Its posts feature updates about the event, specifically regarding the coronavirus. Other posts were made to promote the event, including links to buy tickets and T-shirts. They also highlight the festival's charity partners, including Alachua Conservation Trust. Facebook events have been created for every beer festival that has been held.



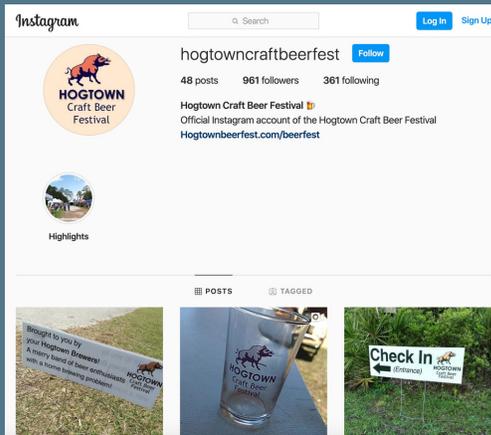
# SITUATIONAL ANALYSIS

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## INSTAGRAM:

@hogtowncraftbeerfestival

The Hogtown Craft Beer Festival has 961 followers and is following 361 accounts. As of April 6, it has shared 48 posts. The last post was made during the previous year's beer festival. Multiple posts were published to promote the event and provide information to its followers. The hashtag #hcbf2019 was used multiple times. Story highlights were also used to give an inside look into the event.



## TARGETED AUDIENCES:

### ALACHUA CONSERVATION TRUST:

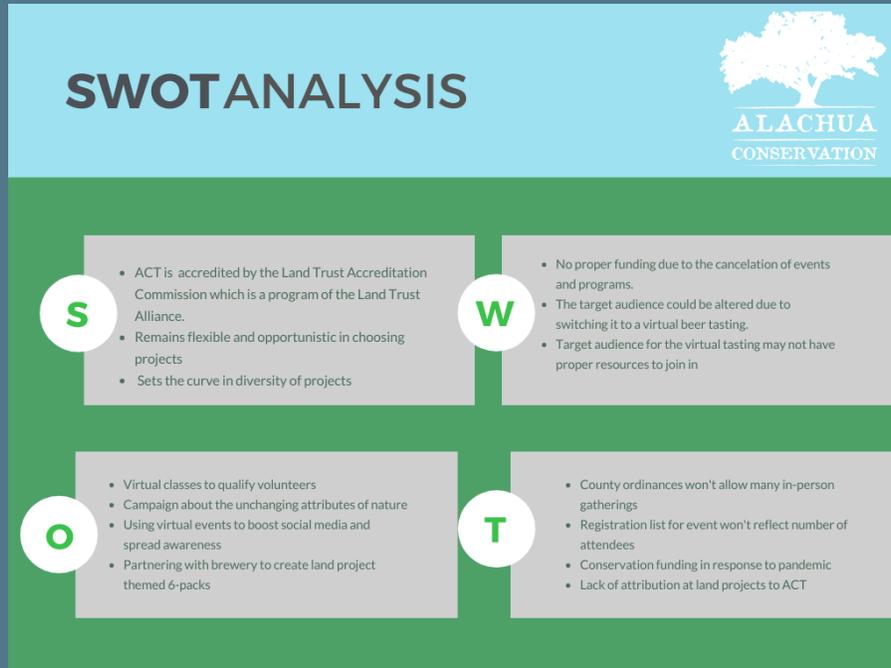
The Alachua Conservation Trust has a large diverse targeted audience. To begin, the most easily identifiable of these audiences is those who reside in Alachua County. This non-profit has been working since 1988 to protect the natural, historic, scenic and recreational resources in the North and Central Florida areas. Part of their targeted audiences are people who don't even know they fall in this category. This is because the work that ACT does has an impact on people all over the state of Florida and beyond. In addition to working in Alachua County, the ACT also works on conservation efforts in Bradford, Clay, Columbia, Dixie, Gilchrist, Hamilton, Lafayette, Lake, Levy, Madison, Marion, Putnam, Sumter, Suwannee and Union County. Besides those who live in any of the above sixteen counties, those who are passionate about environmental support are also a targeted audience of the Alachua Conservation Trust.

### HOGTOWN CRAFT BEER FESTIVAL:

More specifically, one can address the targeted audiences for The Hogtown Craft Beer Festival that was supposed to take place on April 25, 2020. This festival is targeted to those who are over the age of 21 and have an interest in beer. For those who are interested in the diversity of beer, this is the festival for you. In order to purchase a ticket for the event you need to be over the age of 21 and minors are only allowed to attend if they are accompanied by an adult.

### VIRTUAL BEER FESTIVAL:

Due to the spread of COVID-19, The Hogtown Craft Beer Festival has been moved to a virtual festival. With the transformation to this online festival, the targeted audiences have increased and now spread further than before. The audience will be anyone over the age of 21, including students from the University of Florida, Alachua County residents, environmentalists that range throughout the state of Florida, potential donors for ACT and the media. Since the event is now virtual through the use of social media and hard news media, ACT can educate Floridians from all over about the need to conserve and protect the land we live on. The use of ACT's social media (website, Facebook, Instagram, Twitter, Flickr and YouTube), Hogtown Craft Beer's social media (website, Facebook and Instagram), and partnerships with beer companies will allow the virtual festival to reach a much larger audience than planned by having the event in Gainesville.



## SWOT ANALYSIS:

### STRENGTHS:

The Alachua Conservation Trust could use The Hogtown Craft Beer Festival as an advantage. ACT has many strengths including the pivotal role they play in Alachua and its surrounding communities. ACT has been around since 1988, which is a major strength as they are credible and experienced. ACT has continued to grow; specifically, ACT started with 400 land trusts and now has more than 1,500. Since 1988, ACT has helped preserve more than 50,000 acres of land in North Central Florida. ACT is known to be "one of the most respected land trusts nation-wide".

ACT is also accredited by the Land Trust Accreditation Commission which is a program of the Land Trust Alliance. They have also partnered with Florida Communities Trust Projects (FCTP) such as the Hogtown Creek Greenway and the Hogtown Creek Headwaters. This serves as a strength because ACT has already formed a relationship with FCTP. ACT's major strength is that it remains flexible and opportunistic in choosing projects. They "also set the curve in diversity of projects - from easements, to historic preservation, to outright acquisitions, to environmental education."

### WEAKNESSES:

The Alachua Conservation Trust focuses on hosting events and programs to support their funding. With the pandemic, it is inevitable that events and programs will be canceled. A weakness is that they will struggle to make money when there are no in-person events. Another weakness is that some people are not "technologically savvy" so the event online will lack participants due to not understanding how to access the event.

ACT's Youtube profile is weak. The profile only has 16 subscribers which would be a weak turnout to the virtual beer tasting. ACT's office is also closed indefinitely, so they will have less people calling in and bringing awareness to matters. This will also make employees work from home, but it is not guaranteed that everyone has the proper resources to do so. Another factor is that these employees can become sick and therefore, unable to work which means the efforts in planning this event will be weak. Another potential weakness is that those who tune into the virtual beer tasting are not of age and therefore, fail to meet the target audience. The target audience also may not have proper resources to join in.

## OPPORTUNITIES:

The Alachua Conservation Trust could utilize the widespread shutdowns to benefit the organization and the projects it oversees. The pandemic has forced the closure of countless beaches and public gathering facilities, but little has been done to national parks giving ACT an opportunity to widen their loyalty base.

The saddening reality of the COVID-19 crisis: the jobs that are being lost across many industries. With that in mind, ACT could begin leveraging that reality with small class sizes or virtual courses to help individuals become volunteers. It might not immediately become a paying job, but the ACT can provide something meaningful during trying times.

A campaign titled "The World Changes--Nature Never Does" could be an amazing opportunity for ACT to chronicle how the world is unpredictable, but nature remains the same. It could be a campaign that convicts people to enjoy nature more and take less stock in their involvements in the real world.

The greater Gainesville area is rich in breweries. The ACT could partner with a company such as Swamp Head Brewery, Florida Beer Company or First Magnitude Brewing to create a 6-pack of beers named after land projects the ACT is working on. These 6-packs could be sent out to those who registered for the Hogtown Craft Beer Festival with a unique invitation to join the live, virtual event which would work to explain the importance of such projects.

The outbreak is forcing countless Gainesville residents to move into isolation. ACT could use this opportunity, and the virtual event by advertising it on their social media. They could utilize Facebook Live, Instagram Live and other social media platforms to spread awareness.

## THREATS:

The restrictions on physical gatherings would make even an outdoor event like the Hogtown Craft Beer Festival problematic and likely against county ordinances. For that reason, proceeding with the in-person event would not send a message of compliance and would be detrimental to the mission of ACT. As events are canceled, refunds are often issued to the general public. The most effective way to reach that audience would be obtaining a registration list which would highlight where to send the limited edition 6-packs. Since the event was canceled relatively far ahead of time, registration might not have reflected an accurate number of hopeful attendees.

The ACT might be a government-funded entity, but conservation funding has long been a contentious issue and during times of peril it is often top of the list to be considered for budget reduction. The New Florida Forever Act secured more state funding for the project in 2001, but the global pandemic could jeopardize the longevity of those funds. The ACT is not a widely advertised entity. Many people who enjoy nature and frequently spend time in it might be otherwise unaware it is a land project of the ACT. This could be due to a lack of signage, but it also appears to be a lack of presence on social media. The information shared to their social media pages serves as an educational and informational hub; however, becoming more of a staple and increasing the demographics of their following would likely push their involvement to an unparalleled level.

**Positioning Statement:** New Leaf focuses on creating innovative multimedia campaigns for environmentally conscious groups. Each day, we are guided by our core values made up of community, holistic growth, sustainability and accountability. New Leaf distinguishes itself from all other agencies because of our environmental focus and passion for making a positive impact on the community.

**Goal 1:** Drive awareness among younger Floridians of ACT and its mission to protect Florida nature areas.

**Objective:** To have an effect on the acceptance of ACT's mission, specifically to increase comprehension by 20% among young Floridians by the conclusion of the virtual beer festival about the work done to protect the natural areas in the state of Florida.

**Tactic:** Each beer company targets a certain area of land conservation in Florida and ties it to their beer. The beer companies will provide more information about their designated area through their social media pages and packaging of products that will be sent out to those who participate in the virtual beer festival.

**Tactic:** Every week a new video of the regions of Florida related to the week's theme will be released on all socials, along with interactive social media posts. The videos will provide information about the various regions, explanations of why they should be protected and what participants can do to make a positive impact.

**Objective:** To have an effect on the acceptance of ACT and its work, specifically to increase interest by 10% among young Floridians by the conclusion of the virtual beer festival.

**Tactic:** Each week the happy hour would focus on a different aspect of the work that ACT does across Florida to encourage discussion among participants. ACT members will be present during the virtual happy hours to discuss their work and answer any questions people may have.

**Tactic:** During each week's happy hour a conservation officer will join the conversation and explain the importance of conservation and their passion toward the environment. Fun, interactive events will be held every week, including conservation trivia.

**Goal 2:** Increase support from the community for ACT's mission to protect Florida's environment.

Objective: To have an effect on community members' behavior toward ACT and to support its mission by increasing donations to the organization by 5% among participants a week after they participate in the beer festival.

Tactic: Participants can enter into a raffle by donating \$5 or more to ACT and have the chance to win a free beer tasting at a local brewery. The more people donate, the better chance they have of winning the raffle.

Tactic: To receive the package needed to participate in the beer festival (beer and other informational/promotional items), participants would be required to pay a fee. People who want to participate every week would pay \$45. Those who do not want to participate every week would pay \$15 per week. Volunteers would deliver packages to members of Alachua County for free (with social distancing).

Objective: To have an effect on the acceptance of ACT's mission by increasing interest in visiting Alachua County environmental areas by 15% of people attending the festival a week after they participate in the beer festival.

Tactic: Encourage discussion among participants in the virtual beer festival by hosting virtual tours and discussing areas to visit during and after the crisis. The virtual tours will be produced prior to the virtual beer festival and shared to members via email. Discussion will be facilitated by a member of ACT through a series of questions.

Tactic: Create a social media campaign encouraging participants to share their favorite natural areas in Alachua County and explain why. Multiple templates will be created for people to post on their Instagram stories and to tag more people to participate. Many posts will also be published on ACT's social media accounts for participants to share.

## Key Messages

Throughout the course of the virtual beer festival, ACT and The Hogtown Craft Beer Festival will be working toward educating its participants on the importance of land conservation. They will also host virtual happy hours to remind those that even during these tough times, it is okay to get together and celebrate the things you love. ACT's mission is to protect the natural, historic, scenic and recreational resources in and around North Central Florida. ACT protects land through purchase, donation, and conservation easements, and this will be promoted by having each beer company target a certain area of land conservation in Florida. When participants receive their box of beer for the virtual festival, the box will come with an infographic that contains information about ACT to help educate those participating in the beer festival. An example can be seen to the right:

## ALACHUA CONSERVATION TRUST

Together we can conserve, restore, and celebrate Florida land.

|   |  |
|---|--|
| <h3>OUR MISSION</h3> <p>The mission of Alachua Conservation Trust (ACT) is to protect the natural, historic, scenic and recreational resources in and around North Central Florida. ACT protects land through purchase, donation, and conservation easements.</p> | <h3>WHERE WE WORK</h3> <p>ACT works in 16 counties throughout North Central Florida. This includes land in Alachua, Marion, Gilchrist, Putnam, Levy, Columbia, Madison, Hamilton, Union, Bradford, Clay, Suwannee, Lafayette, Dixie, Sumter, and Lake County</p> |
| <h3>OUR HISTORY</h3> <p>Since 1988 ACT has been instrumental to facilitating the conservation of over 53,000 acres of Florida land. ACT has worked with local and regional officials to prioritize land conservation in North Central Florida.</p>                | <h3>WHY THIS MATTERS</h3> <p>We aim to protect critical land from development and degradation so it can be enjoyed for generations to come. ACT manages thousands of acres of preserves that are open for public use.</p>  |

## HOW YOU CAN HELP

There are many ways you can help support Alachua Conservation Trust. Donations, volunteering and memorials can allow you to create a lasting legacy through ACT. For more information visit our website!

[WWW.ALACHUACONSERVATIONTRUST.ORG](http://WWW.ALACHUACONSERVATIONTRUST.ORG)

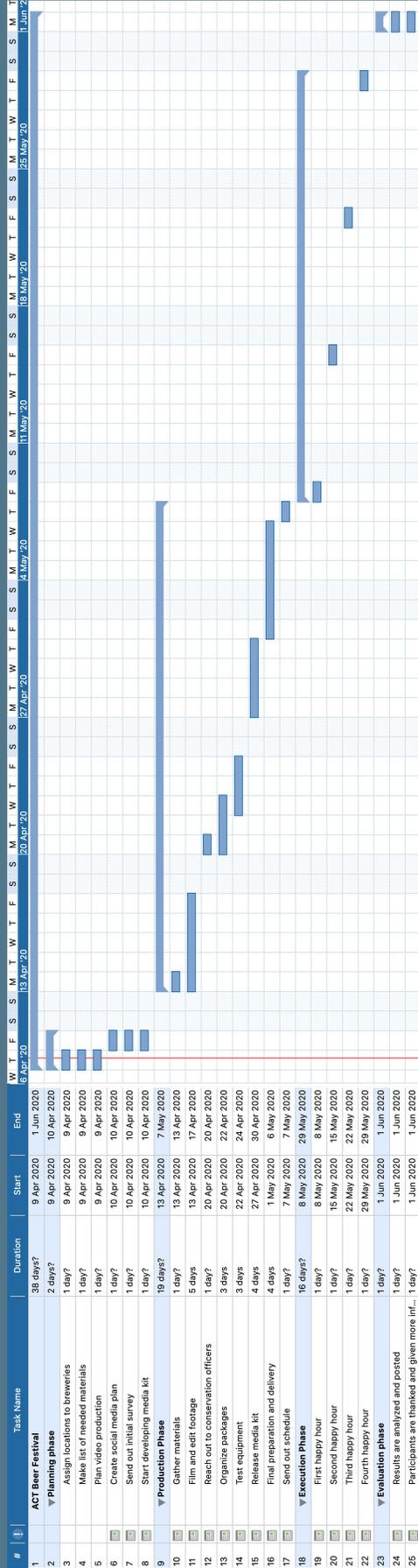
In addition to the infographic about ACT and what it does, participants will also receive the graphic below in their packages. This graphic explains the programs that donors' money will go toward. By providing an explanation alongside the dollar amount, we are hoping to increase donations to ACT to continue working toward their mission of protecting land in North and Central Florida.



## WHAT YOUR DONATION MEANS TO US...

|  |   |  |   |  |  |
|--|---|--|---|--|--|
| <b>\$50</b>  | <b>\$100</b>  | <b>\$200</b>   | <b>\$300</b>  | <b>\$500</b>   | <b>\$1000</b>  |
| Buys personal protective equipment for four Women in the Woods resource management interns | Plants one acre of long-leaf pines at an ACT preserve | Pays for a school bus full of kids to receive environmental education at Little Orange Creek Nature Center | Provides one internship stipend for a Women in the Woods resource management intern | Provides critically needed prescribed fire for the restoration of ten conservation acres | Buys one acre of imperiled wetlands for permanent conservation |

# TIMELINE



## *Planning Phase*

- April 8** Allocate different areas of land conservation to the various beer companies and decide how the companies will tie it into their beer products to educate attendants. Make a list of materials that are needed to execute the virtual beer fest.
- April 9** Plan production of videos and virtual tours of various land conservation areas in Florida to be shared during the virtual festival.
- April 10** Create a social media plan to follow before, during and after the event. Send out a survey on social media for Alachua County residents who want to receive the beer package to provide their information. Start developing items for the media kit, including a press release and fact sheet.

## *Production Phase*

- April 13** Gather all materials mentioned on the list created on April 8.
- April 13-17** Film and edit footage needed to create videos and virtual tours to be shared during the virtual festival.

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- April 20** Reach out to conservation officers to speak with attendants during the virtual beer festival. Also start contacting the media to make sure they cover the event.
- April 20-22** Organize packages that will be distributed to the attendants who signed up. Create and post announcements on social media to keep attendants updated about the event.
- April 22-24** Test equipment. Correct and make a plan for any technical difficulties that may occur.
- April 27-30** Release the media kit and keep in touch with the media about covering the event.
- May 1-6** Make any final preparations. Begin delivering packages to the people who signed up to receive them.
- May 7** Send out instructions and a schedule for people to follow throughout the festival. This includes the pre-beer fest evaluation form for people to fill out for the Evaluation Phase.



# TIMELINE

## *Execution Phase*

- May 8** First day of the festival. Introductions and opening ceremonies will take place.
- May 15** Second day of the beer festival. A conservation officer will speak and a theme will be introduced. People will discuss the importance of conservation while watching informational videos and going on virtual tours. They will also be encouraged to participate in social media campaigns. At the end of the happy hour, those who no longer wish to attend will be asked to fill out a post-beer fest evaluation form.
- May 22** Third day of the beer festival. A theme will be introduced, and people will have the opportunity to enter into a raffle. People will discuss the importance of conservation while watching informational videos and going on virtual tours. They will also be encouraged to participate in social media campaigns. At the end of the happy hour, those who no longer wish to attend will be asked to fill out a post-beer fest evaluation form.
- May 29** Last day of the beer festival. Raffle winners will be announced. People will discuss the importance of conservation while watching informational videos and going on virtual tours. They will also be encouraged to participate in social media campaigns. At the end of the happy hour, everyone will be asked to fill out a post-beer fest evaluation form.

## *Evaluation Phase*

- June 1** Results from the evaluation forms will be analyzed and shared on social media. Other social media posts will thank everyone for attending the virtual beer festival and share how their participation has helped Alachua Conservation Trust. People will be encouraged to stay updated on the organization's endeavors.

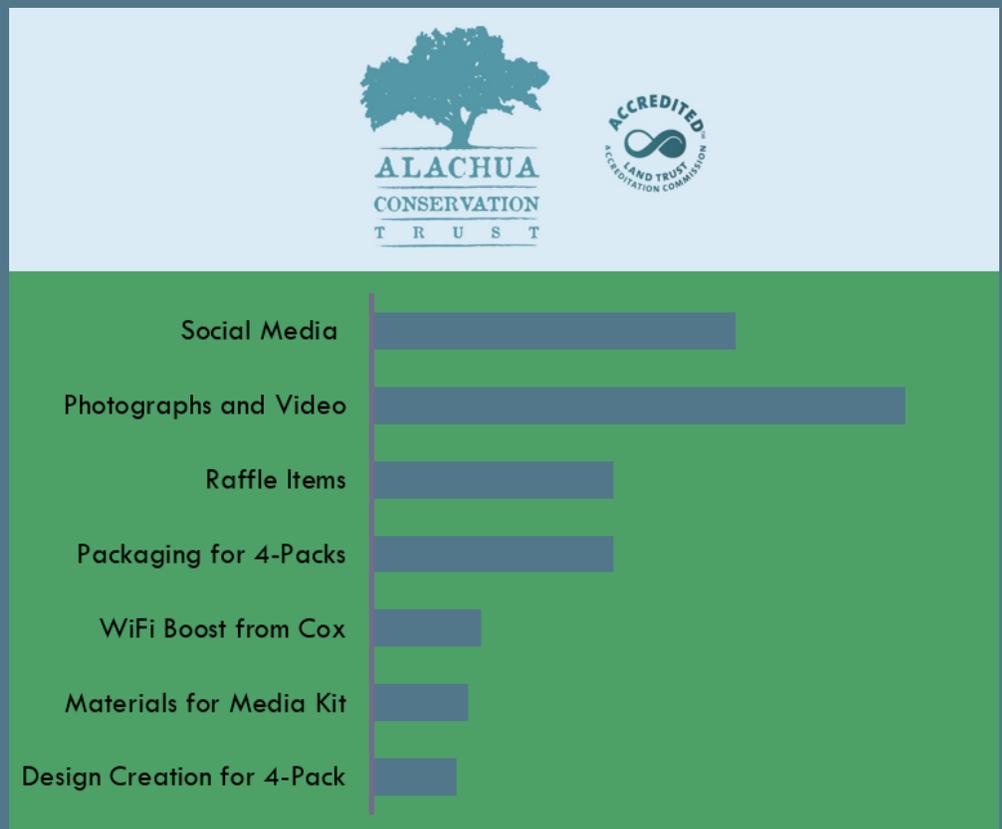


# BUDGET

| Category                   | Estimated Costs | Budget %    |
|----------------------------|-----------------|-------------|
| Social Media               | \$1,500         | 20.2%       |
| Photographs and Video      | \$2,200         | 31.9%       |
| Raffle Items               | \$1,000         | 14.5%       |
| Packaging for 4-Packs      | \$1,000         | 14.5%       |
| WiFi Boost from Cox        | \$450           | 6.5%        |
| Materials for Media Kit    | \$400           | 5.8%        |
| Design Creation for 4-Pack | \$350           | 5.1%        |
| <b>TOTAL</b>               | <b>\$6,900</b>  | <b>100%</b> |

Other Budget Items Covered by Alachua Conservation Trust or Hogtown Beer Festival:

- Beer (provided by various companies)
- Shipping costs for 4-packs (will be done in-house)
- Equipment needed for photography and videography (not to include editing and video production costs)
- Evaluation materials for post-festival metrics



To evaluate the effectiveness of ACT's partnership with the Alachua Beer Festival we will do pre- and post-testing to monitor the awareness and acceptance of ACT among young members of Alachua County. To conduct this survey, we will share it with those who had originally shown interest in the craft beer festival and might be interested in the virtual festival. We will use this as a pretest and survey our festival participants as they conclude their membership in the weekly happy hour as well as those who just watch the informational videos produced for the festival.

**Goal 1:** *Drive awareness among younger Floridians of ACT and its mission to protect Florida nature areas.*

**Objective:** *To have an effect on the acceptance of ACT's mission, specifically to increase comprehension by 20% among young Floridians by the conclusion of the virtual beer festival about the work done to protect the natural areas in the state of Florida.*

**Objective:** *To have an effect on the acceptance of ACT and its work, specifically to increase interest by 10% among young Floridians by the conclusion of the virtual beer festival.*

This goal will be measured through our pre- and post-testing and the campaign will be considered successful in regards to awareness in younger Floridians if comprehension increases by 20% and interest by 10%.

**Goal 2:** *Increase support from the community for ACT's mission to protect Florida's environment.*

**Objective:** *To have an effect on community members' behavior toward ACT and to support its mission by increasing donations to the organization by 5% among participants a week after they participate in the beer festival.*

**Objective:** *To have an effect on the acceptance of ACT's mission by increasing interest in visiting Alachua County environmental areas by 15% of people attending the festival a week after they participate in the beer festival.*

This goal will be measured through our pre- and post-testing as well as comparing ACT donation history to the donations done during and the month immediately after the beer festival concludes. The campaign will be considered successful in regard to support of ACT by the community if the intent to visit increases by 15% and there is an increase in donations by 5%.

## Beer Festival Questionnaire

ACT Alachua County Beer Festival

\* Required

Which weeks are you participating in the festival? \*

- Week one
- Week two
- Week three
- Week four

What was your thought on this week's happy hour? \*

Your answer

Do you have a topic you would like to learn more about in the future? \*

Your answer

How much do you know about ACT and it's work? \*

1 2 3 4 5 6 7 8 9 10

Very little           Full comprehension

How would you gauge your opinion on the work of ACT? \*

- Very negative
- Slightly negative
- Neutral
- Slightly positive
- Very positive

How likely are you to visit an ACT location in the next 12 months? \*

1 2 3 4 5 6 7 8 9 10

Not likely at all           Very likely

Submit

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