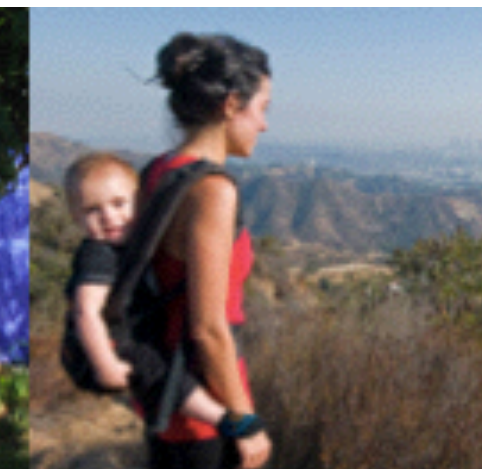
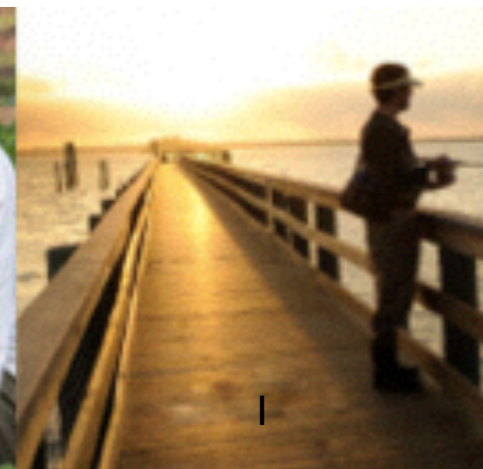


# #OurLand | NATIONAL CAMPAIGN LAUNCH

June 26, 2014



# Introduction & Background

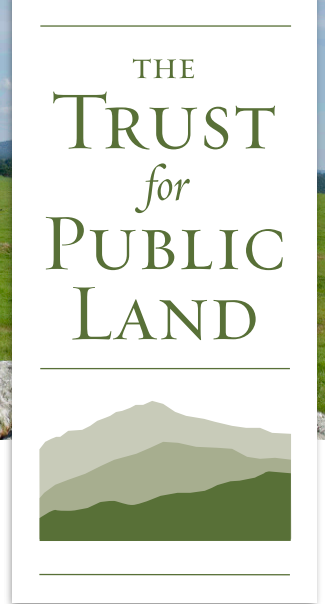
THE  
TRUST  
for  
PUBLIC  
LAND



**Lance Ignon**, *Managing Director, Citizen Public Relations*

**Sean Connolly**, *Chief Marketing Officer, The Trust for Public Land*

**Will Rogers**, *CEO & President, The Trust for Public Land*

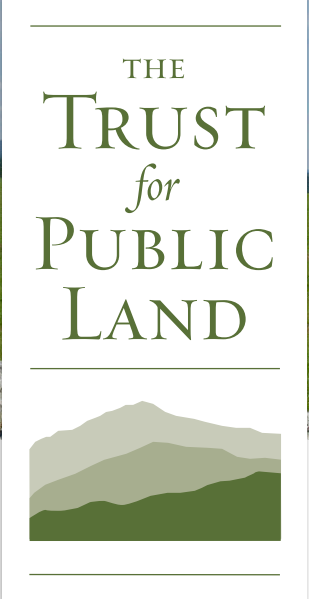


# ***About The Organization***

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**The Trust for Public Land** creates parks and protects land for people, ensuring healthy, livable communities for generations to come.

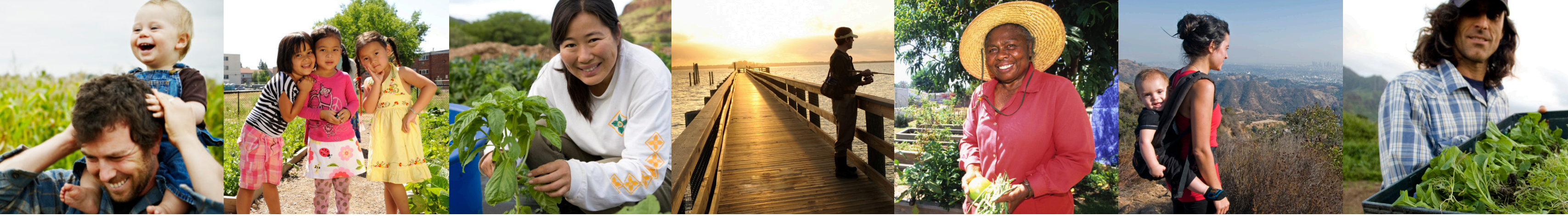
Founded in 1972, The Trust for Public Land has helped generate more than \$34 billion in public funds for parks and conservation, and has protected more than three million acres to date, from the inner city to vast wilderness.



## *Our Work | What's At Stake*

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- Research shows that parks and open space are vital to the health of our people and communities – environmentally, economically, and socially
- Americans are increasingly losing their connection to Nature (“NDD” – “Nature Deficit Disorder”)
- Within American cities, one third of residents don’t have access to a park or open space close to home
- Open space in America is disappearing at a rate of 6,000 acres a day



## *Launching A National Unified Communications Program*

— THE —  
**TRUST**  
*For*  
*Our*  
**LAND**

**#OurLand** is The Trust For Public Land’s first-ever national outreach campaign designed to establish a movement to create parks and protect open spaces, and engage more directly with our many audiences.

The campaign invites everyone to share why nature matters to them by sharing photos of their favorite moments at [tpl.org/ourland](http://tpl.org/ourland).



## An Integrated Campaign To Engage The Broadest Number of Americans

**#OurLand** offers a single galvanizing concept that connects people to our work through various forms of media – television, print, video, digital, social, events, corporate sponsorship, etc.

# The Approach



- **Make It Personal**
- **Make It Social**
- **Make It Inspirational**
- **Make It Actionable**

# The Creative Platform

**THE TRUST** *For* OUTZ **LAND**





# The Call To Action



- Share why nature matters to you at [TPL.org/OurLand](https://www.tpl.org/OurLand)
- Share your post and ‘Our Land’ videos using social media
- Advocate for parks and open spaces in your community



# The Campaign Roll-Out



- The #OurLand campaign launches on Hulu, YouTube, and Tapjoy June 2014 and will run into 2015.
- PSAs on network TV to begin July 2014
- Social media programming will run concurrently on Facebook, Twitter, and Instagram



# “Our Land” PSAs & Videos



TPL.org/OurLand  
Website

# THE TRUST For OUR LAND

Today, there's just one park for every 3,000 Americans. You can change that: help The Trust for Public Land as we work with communities nationwide to save the places people love—from neighborhood playgrounds to vast wilderness escapes. Share your story and join the movement to protect #OurLand—now and for generations to come.

## SHARE WHY NATURE MATTERS TO YOU

THE TRUST  
For  
(ADD YOUR NAME)  
LAND

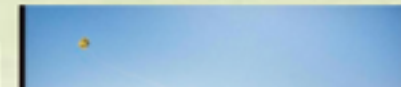


UPLOAD A PHOTO

NATURE MATTERS TO ME BECAUSE...

EMAIL

NEXT >



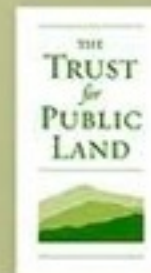
Share now:



— THE —  
**TRUST**  
*For*  
**ROBERT'S**  
—  
**LAND**



Nature matters to me because we all need more places that bring out the best in us.



# Facebook Posts

f Robert Smith Q

 **Robert Smith**  
December 17, 2013 🌐

Nature matters to me because we all need more places that bring out the best in us.



THE TRUST  
For  
ROBERT'S  
LAND



Nature matters to me because we all need more places that bring out the best in us.

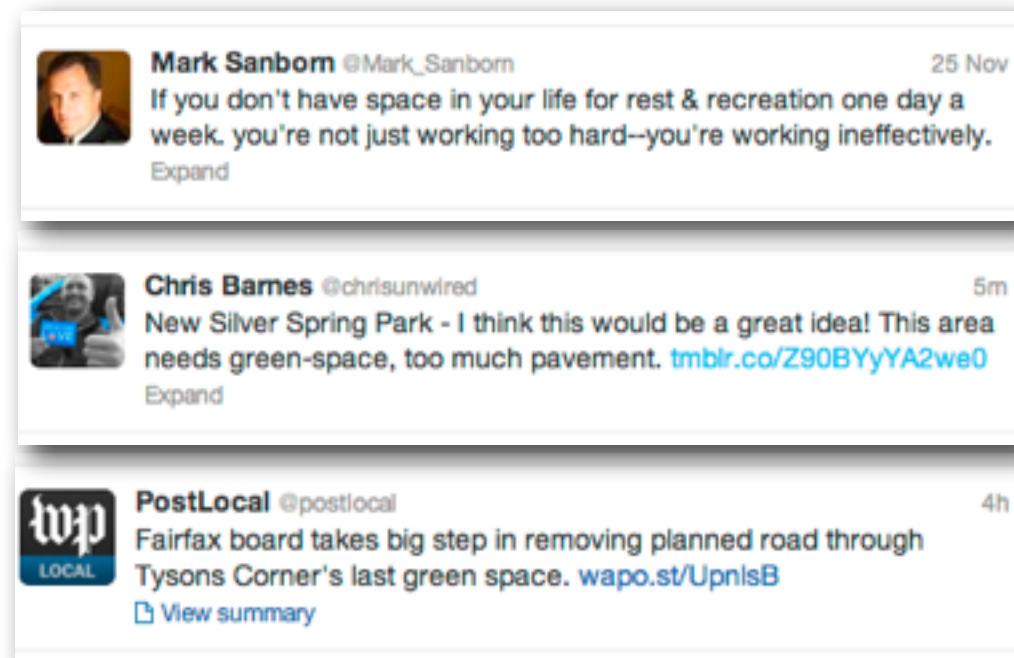


Unlike · Comment · Stop Notifications · Share 👍 20 💬 1

# Twitter: Rallying a Conversation

#ourland 

Campaign handle can let users easily join the current conversation of live, real-time feeds on Twitter and engage with others to establish a presence, build awareness and create a community who support and follow the Trust for Public Land's campaign.



This screenshot shows a vertical list of three tweets. The top tweet is from Mark Sanborn (@Mark\_Sanborn) dated 25 Nov, with the text: "If you don't have space in your life for rest & recreation one day a week. you're not just working too hard--you're working ineffectively." Below the text is an "Expand" link. The middle tweet is from Chris Barnes (@chrisunwired) dated 5m, with the text: "New Silver Spring Park - I think this would be a great idea! This area needs green-space, too much pavement. [tumblr.co/Z90BYyYA2we0](http://tumblr.co/Z90BYyYA2we0)" Below the text is an "Expand" link. The bottom tweet is from PostLocal (@postlocal) dated 4h, with the text: "Fairfax board takes big step in removing planned road through Tysons Corner's last green space. [wapo.st/UpnlisB](http://wapo.st/UpnlisB)" Below the text is a "View summary" link.



This screenshot shows a tweet and its reply. The tweet is from Mark Sanborn (@Mark\_Sanborn) dated 25 Nov, with the text: "If you don't have space in your life for rest & recreation one day a week. you're not just working too hard--you're working ineffectively." Below the text are icons for "Retweeted 25 times", "Collapse", "Reply", "Retweet", and "Favorite". Below these are statistics: "25 RETWEETS" and "8 FAVORITES", followed by a row of profile pictures of users who interacted. Below the statistics is the timestamp "6:33 AM - 25 Nov 12" and a "Details" link. Below the tweet is a reply from the "10 minutes from home" account, with the text: "@Mark\_Sanborn We agree! Parks and green space should be accessible for everyone and better yet, #10minutesfromhome". At the bottom of the reply box are icons for a camera and a location pin, and a "Tweet" button with the number "26" next to it.

Print

THE TRUST For Elani's LAND

Because we need more places where kids can be kids



In the city, backyards are few and far between. That means neighborhood parks are our place to get outside—to explore, exercise, and play. But today, there's just one park for every 3,000 Americans. Together, we can change that. Join The Trust for Public Land as we work to ensure that everyone has access to nature within a ten-minute walk from home. Since 1972, we've worked with communities to protect more than three million acres and create more than 5,000 parks and natural places for people to enjoy. Help to keep this land our land. Share why nature matters to you at [tpl.org/OurLand](http://tpl.org/OurLand) #OurLand

THE TRUST for PUBLIC LAND



THE TRUST For Evan's LAND

Because we need more places that provide us with fresh air and water.



We all need places to get outside—to explore, exercise, and recharge. But with America's open spaces disappearing at a rate of 6,000 acres each day, we're at risk of losing our most cherished outdoor escapes. Together, we can change that. Join The Trust for Public Land to safeguard the land, water, and resources that keep us healthy and inspired. Since 1972, we've worked with communities to protect more than three million acres and create more than 5,000 parks and natural places for people to enjoy. Help to keep this land our land. Share why nature matters to you at [tpl.org/OurLand](http://tpl.org/OurLand) #OurLand

THE TRUST for PUBLIC LAND



THE TRUST for PUBLIC LAND LAND FOR PEOPLE



# Questions?



- **Will Rogers, CEO & President, The Trust For Public Land**
- **Sean Connolly, Chief Marketing Officer, The Trust For Public Land**

Thank you for your time.

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PUBLIC  
LAND

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Download copy of this presentation at:  
[tpl.org/media-room](https://www.tpl.org/media-room)

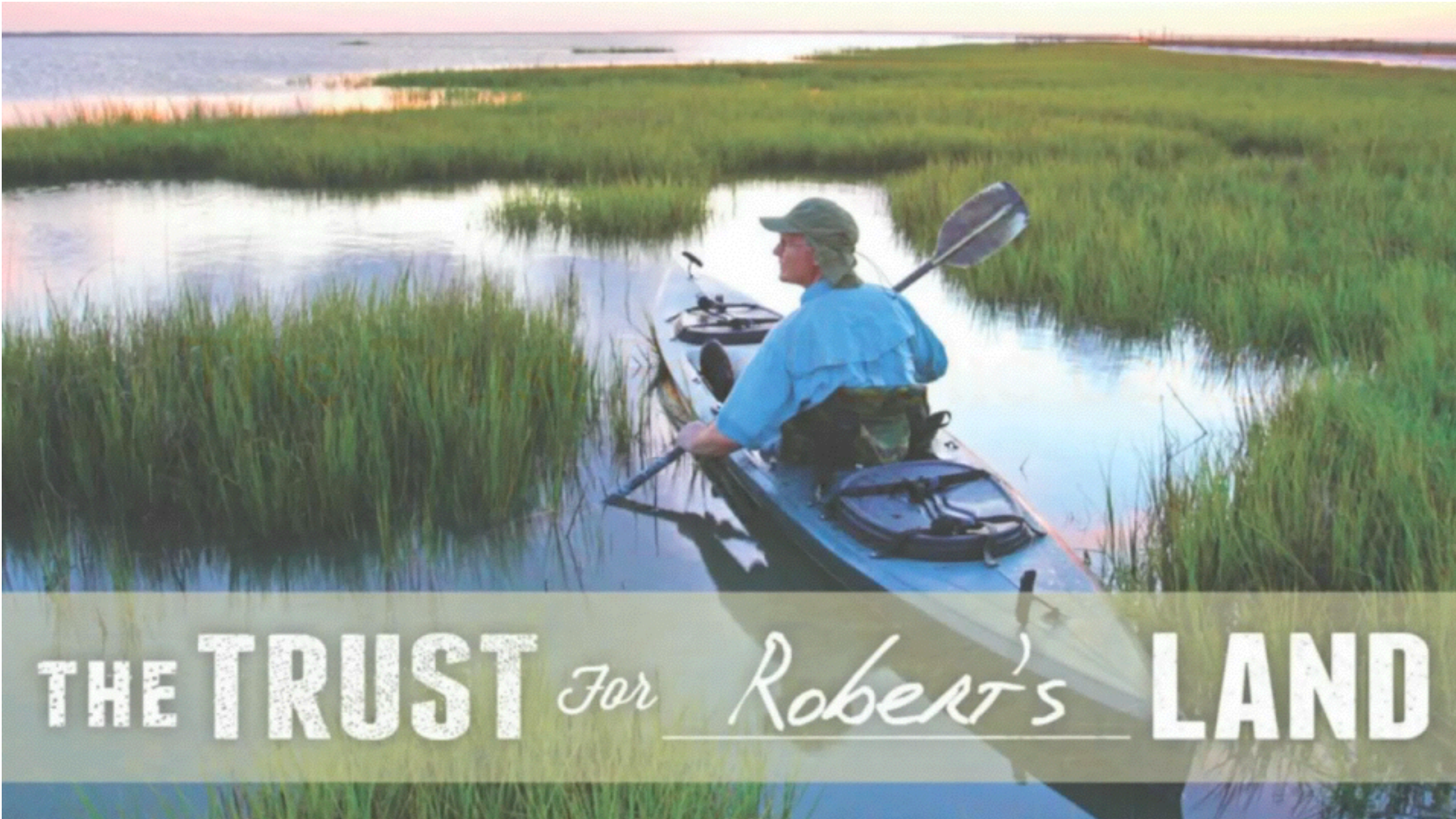
THE  
TRUST  
*for*  
PUBLIC  
LAND



# Appendix

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# “Our Land” PSAs & Videos



# “Our Land” PSAs & Videos



# “Our Land” PSAs & Videos



TPL.org/OurLand  
Website

THE TRUST for PUBLIC LAND

Our Impact | Services | Blog | Media Room | Magazine | Support Us

HOME | OUR WORK | **OURLAND** | ABOUT | **DONATE**

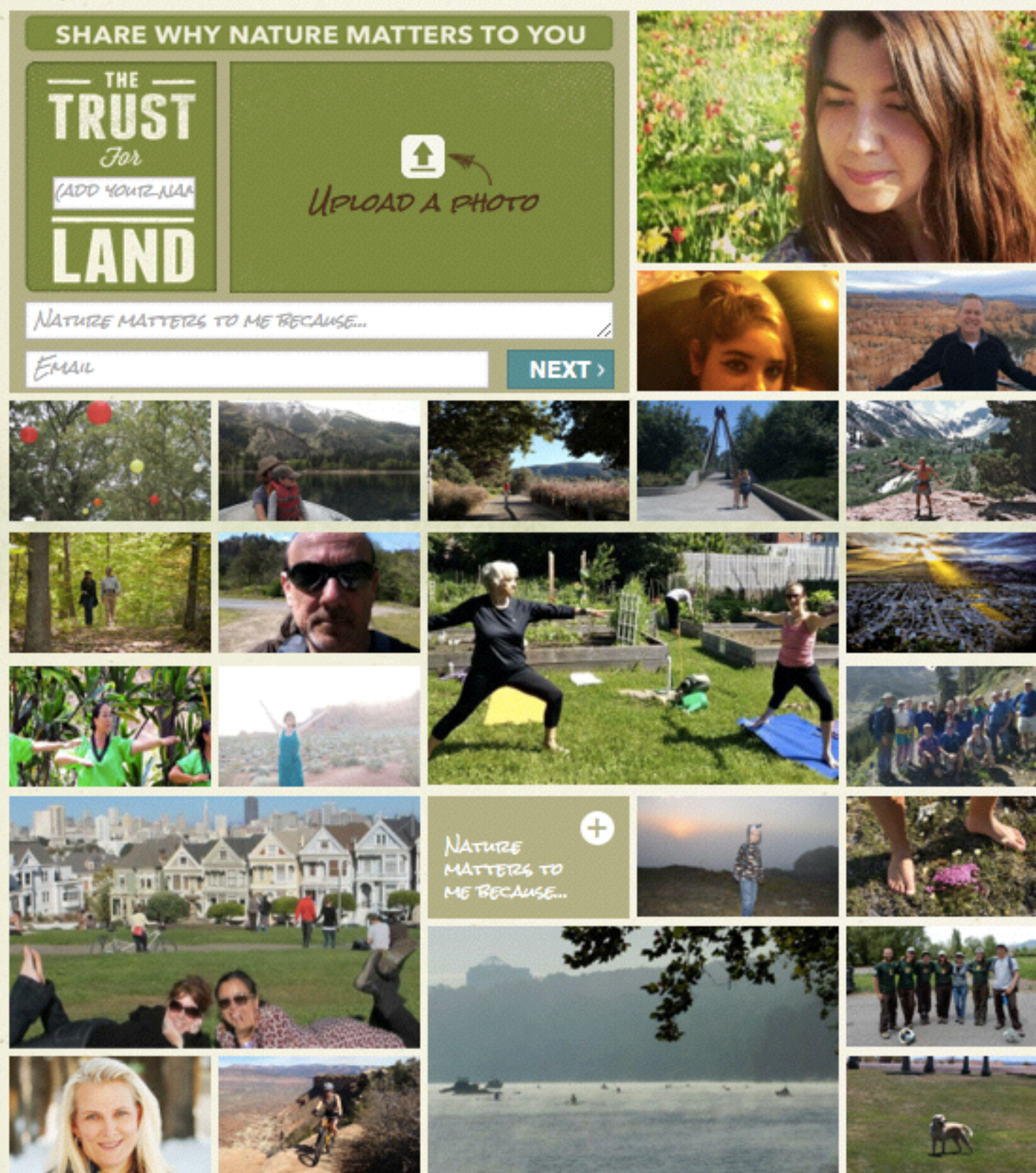
THE TRUST For Our LAND

Today, there's just one park for every 3,000 Americans. You can change that: help The Trust for Public Land as we work with communities nationwide to save the places people love—from neighborhood playgrounds to vast wilderness escapes. Share your story and join the movement to protect #OurLand—now and for generations to come.

25




TPL.org/OurLand  
Website



[Tpl.org/OurLand](http://Tpl.org/OurLand)  
Website

Today, there's just one park for every 3,000 Americans. You can change that: help The Trust for Public Land as we work with communities nationwide to save the places people love—from neighborhood playgrounds to vast wilderness escapes. Share your story and join the movement to protect #OurLand—now and for generations to come.



NATURE MATTERS TO ME BECAUSE... 



THE TRUST For Ayla's LAND



BECAUSE WE NEED TO BE INSPIRED BY WHAT'S BEYOND THE HORIZON

Share now:



CREATE YOUR OWN

OUR LOCAL PARK IS WHERE I FIRST TASTED GRASS



# Digital Units –Hulu



hulu TV MOVIES ORIGINALS KIDS MORE

TRY HULU PLUS FOR FREE LOG IN

THE TRUST For Elisa's LAND

Marvel's Agents of S.H.I.E.L.D. The Only Light in the Darkness

details comments (174) tweet facebook share Like 150

Share why nature matters to you ▶

# Digital Units



Share why nature matters to you ▶

THE TRUST *for* PUBLIC LAND



Share why nature matters to you ▶

THE TRUST *for* PUBLIC LAND



# “Our Land” - Instagram Submissions



# Promoted Tweets & Facebook Ads

 **TrustforPublicLand** @tpL\_org 27m  
Why do parks matter? Because we need more places to sleep under the stars. Join The Trust for Public Land: [tpl.org/OurLand](http://tpl.org/OurLand)  
Promoted by TrustforPublicLand  
[View photo](#)

 **TrustforPublicLand** @tpL\_org 27m  
Why do parks matter? Because we need more running trails close to home. Save trails, join The Trust for Public Land: [tpl.org/OurLand](http://tpl.org/OurLand)  
Promoted by TrustforPublicLand  
[View photo](#)

 **TrustforPublicLand** @tpL\_org 27m  
We need more places to grow local produce. Help protect our land. Join The Trust for Public Land: [tpl.org/OurLand](http://tpl.org/OurLand)  
Promoted by TrustforPublicLand  
[View photo](#)

 **Te Rangiora** @terangiora 25 Nov  
Fully in love with the idea of a park by my house and walking distance #10minutesfromhome !  
Expand

## The Trust for Beth's Land [tpl.org/ourland](http://tpl.org/ourland)



Because we need more running trails close to home. Support The Trust for Public Land.

## The Trust for Ron's Land [tpl.org/ourland](http://tpl.org/ourland)



Because we need more places to sleep under the stars. Share a park moment & save our parks

## The Trust for Your Land [tpl.org/ourland](http://tpl.org/ourland)



Because we need parks to be there for our grandkids. Join The Trust For Public Land.

## Protect Hiking Trails [tpl.org/ourland](http://tpl.org/ourland)



6,000 acres of trails and open spaces are lost everyday. Share a park moment & save parks

## The Trust for Tim's Land [tpl.org/ourland](http://tpl.org/ourland)



Because everyone should have access to local produce. Join The Trust for Public Land



THE  
TRUST  
For  
Robert's  
LAND

Because we need  
more places where  
we can dream.

We all need places to get outside—to explore, exercise, and recharge. But with America's open spaces disappearing at a rate of 6,000 acres each day, we're at risk of losing our most cherished outdoor escapes. Together, we can change that. Join The Trust for Public Land to save the lands we all love—from urban parks to vast wilderness. *Since 1972, we've worked with communities to protect more than three million acres and create more than 5,000 parks and natural places for people to enjoy.* Help to keep this land our land. Share why nature matters to you at [tpl.org/OurLand](http://tpl.org/OurLand) | [#OurLand](https://twitter.com/OurLand)



THE  
TRUST  
For  
CASTRO FAMILY'S  
LAND

BECAUSE WE NEED MORE  
PLACES THAT WILL BE  
THERE FOR OUR KIDS

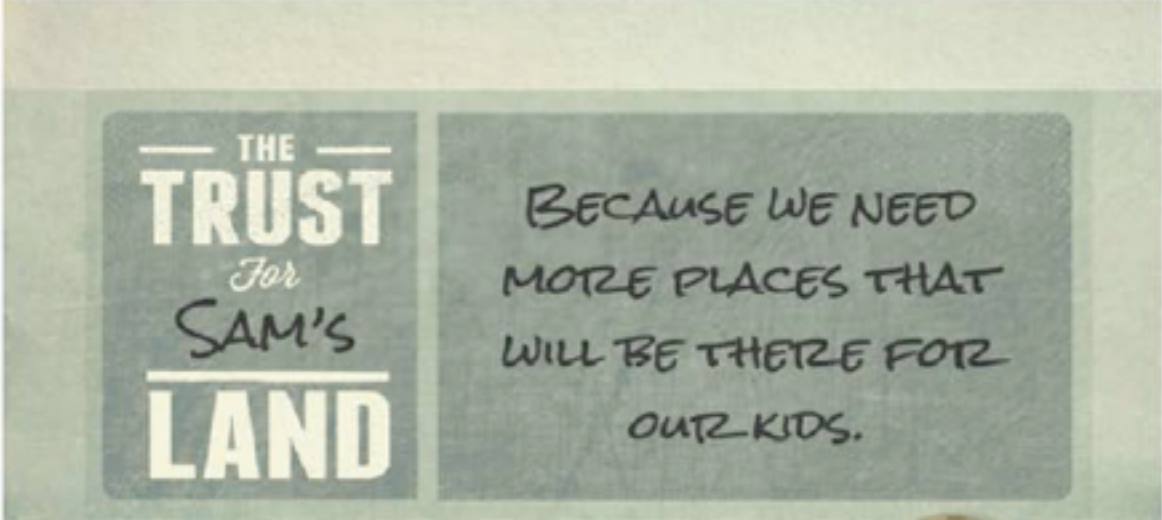
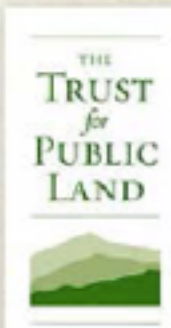
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THE TRUST For Rylee's LAND

Because we need more places where kids can be kids.

The Trust for Public Land believes everyone should have a healthy connection to nature. Across America, we're working to ensure everyone has a park, trail, or natural space within a ten minute walk from home. Yet the fact is, there's only one park for every 3,000 people today – and it's declining. Help us reverse this trend. Tell us why nature matters to you. For every submission, \$10 will be donated to preserve open space thanks to our generous funders. Help to keep this land our land – for the health of our families, our communities, and our future. TPL.org/OurLand



THE TRUST For SAM'S LAND

BECAUSE WE NEED MORE PLACES THAT WILL BE THERE FOR OUR KIDS.



The Trust for Public Land believes everyone should have a healthy connection to nature through nearby parks, working farms, and wild places. Yet the fact is, open space in America is disappearing at a rate of 6,000 acres a day while the pace of life accelerates. Help us reverse this decline. Every dollar you donate today to help us preserve open space will be matched with another dollar, thanks to our generous funders. Help to keep this land our land – for the health of our families, our communities, and our future. TPL.org/OurLand

