1. **Build Internal Communications Structure**
   a. Shifted to weekly meetings with communications liaisons rotating between communications updates, strategy conversations, and priority parking lot items.
      i. This will allow for higher level strategy conversations, and the delegation of more communications work between liaisons.
   b. Held our summer communications retreat where our goals were to:
      i. Evaluate opportunities to improve the Communication liaison structure
      ii. Ensure each liaison understands how Communications fits into the Strategic Plan
      iii. Create an editorial calendar for each Region/Program for August - September
   c. Utilized Slack and Trello for communication between liaisons and communications planning.

2. **Improve Branding and Consistency of Messaging Across Regions**
   a. Blogs:
      i) 42 blogs written since the July Board Meeting - this is 30 more blog posts than the last period between Board Meetings!
      ii) Communications liaisons, Communications & Maryland Outreach Coordinator, and Program Staff have all contributed to our blog in the last three months.
         Examples:
         1) [Working Together to Strengthen DC’s Green Job Workforce](#)
         2) [Restoration Project Spotlight: Creating Spotted Turtle Habitat in Southern Maryland](#)
         3) [Alliance Staff Take A Field Trip to Poplar Island](#)
         4) [August is National Water Quality Month!](#)
   b. Bay Journal articles:
      i) Alliance staff have authored four Bay Journal articles since the July Board Meeting.
         1) [Correctional Conservation Collaborative Trains New Generation of Riparian Forest Buffer Professionals](#)
         2) [WOW program helps female forest owners branch out](#)
   c. Newsletter:
      i) [August Newsletter](#)
      ii) [September Newsletter](#)
      iii) [October Newsletter](#)
      iv) [November Newsletter](#)
3. **Expand Alliance Visibility and Recognition to New Audiences, and Move Existing Supporters through the Donor Timeline**
   
   a. Continued to grow our media engagement over the last three months
      
      i. Pitched 6 press releases, 2 press statements, and 1 op-ed since July
         
         1. [Alliance Receives $400,000 for Two Innovative Conservation Projects](#)
         2. [Inmates Plant 400 Trees and Graduate from A Green Job Training Program](#)
      
      ii. 36 unique media mentions since the last Board Meeting, over 90 unique media mentions since January 1
         
         1. Chesapeake Bay Trust press event for living shoreline project in Cape St. Claire community of Annapolis, MD that resulted in being mentioned in two articles
         2. Turkey Hill Clean Water Partnership has had five articles written about it since July
            
            a. [New Turkey Hill partnership supports local dairy farmers](#)
      
   3. Chesapeake Executive Council Meeting
      
      a. [An interview on WTOP with Queen Richardson, Program Staff, who spoke at the EC Meeting about her experience with green jobs programs in DC](#)
      
      b. Two additional articles written about the EC Meeting that the Alliance is mentioned in
      
   4. Taste of the Chesapeake had increased media coverage this year thanks to assistance from Susan Johnson, Taste Chair
      
      a. Radio PSA played daily for a week on WRNR
      
      b. Interview on Good Morning Washington segment on ABC7 (unfortunately cancelled due to breaking news of protesters)
      
   5. Correctional Conservation Collaborative graduation ceremony had a TV reporter in attendance, and [had a story produced about the program](#)
      
   6. Shallow Brook Intermediate School Tree Planting - Staff in Pennsylvania is partnering with a school and a Master Watershed Group in York County, PA to plant 20 acres of trees along a stream
      
      a. [Photo essay in York Dispatch](#)
      
      b. [TV interview on ABC27 (Harrisburg, PA)](#)
4. Utilize Storytelling for Fundraising
   a. End of Year Fundraising
      i) End of year letter told the story of our staff member Ryan Davis and his passionate work creating the Correctional Conservation Collaborative
      ii) Supporting communications (email blasts, social media posts) will tell the story of other staff members and their work for the Alliance
   b. Extraordinary Give
      i) Extraordinary Give communications will tell the stories of our projects in Pennsylvania
      ii) We will also focus on our volunteer tree plantings
   c. Thanksgiving Card
      i) We are sending out a Thanksgiving card that tells the story of a farmer who was originally reluctant to plant trees along his farmland stream. After talking with our Forestry team and seeing the benefits of trees on other farms, the farmer agreed and through our Healthy Streams Farms Stewardship Program, we were able to put conservation practices in place that were higher on his priority list. The end result was 13,200 trees over 30 acres of land, and the farmer being able to take his grandson fishing for trout in his now healthy farmland stream.
   d. Holiday Card
      i) We will send out a Holiday card in December with photos of our staff so that our donors get to know our faces.