



# CASE STUDY

## NATURAL RESOURCE ADVOCACY PROGRAM

Animated by concern for the natural habitat around Lake Geneva, after a developer purchased property in the area, members of the community banded together to form the organization Care for Lake Geneva.



### CHALLENGE

Year round and seasonal property owners, residents and local community groups struggled to hold their elected officials accountable to their community's comprehensive plan due to the constant threat of large scale residential and commercial development. They feared impending development would be harmful to the environment and harm the community's lake side charm.

### SERVICES



Action Center Development



Stakeholder Management



Targeted Communications



Digital Engagement



Blog Development



Social Program

### INSIGHTS

Concerned community members were in need of an outreach and engagement strategy to attract more supporters, present a unified voice and build community around their mission. They were also in need of digital infrastructure to identify and communicate with supporters.

Outreach Experts recognizing that Care for Lake Geneva would benefit from an online Action Center and comprehensive CRM.

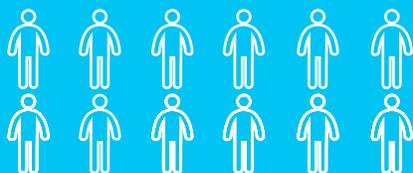
The action center would be a one stop shop for local residents, seasonal homeowners, environmentalists and other stakeholders to learn about important issues, contact local officials and engage with other community members. The CRM would allow them to effectively communicate with their supporters and quickly mobilize them to take action.

### STRATEGY

1. Design an online Action Center able to gather and transfer supporters' information to a CRM.
2. Create opportunities for allies to TAKE ACTION in the Action Center such as RSVPing for a public meeting, signing a petition, or emailing a local official.
3. Build the digital infrastructure to identify supporters across social networks and connect them to the Action Center.
4. Develop a communication plan, including a blog and social media program, to target potential supporters and members with relevant content to build community and drive traffic to the Action Center.
5. Facilitate a community discussion around Care for Lake Geneva's mission and local news.

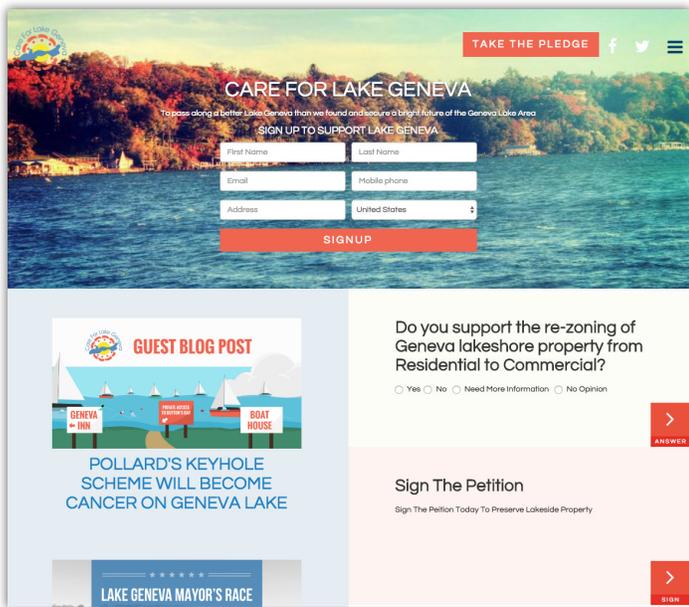
# OUTCOME

Built  
**10,000+**  
Supporter Base

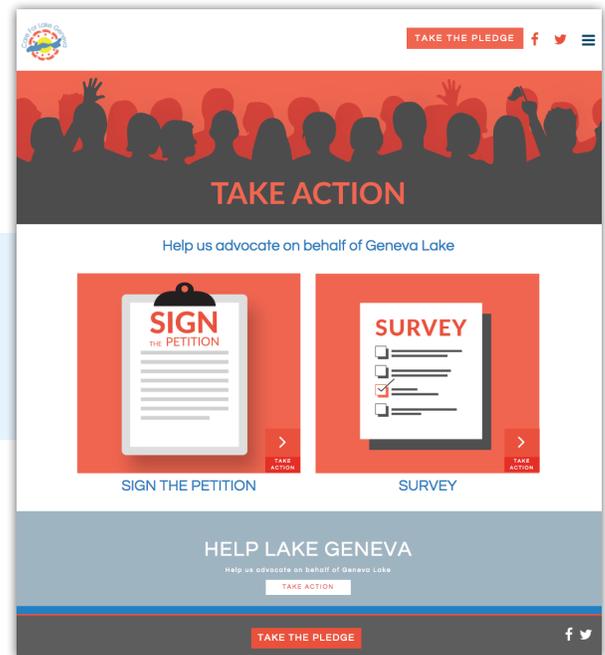


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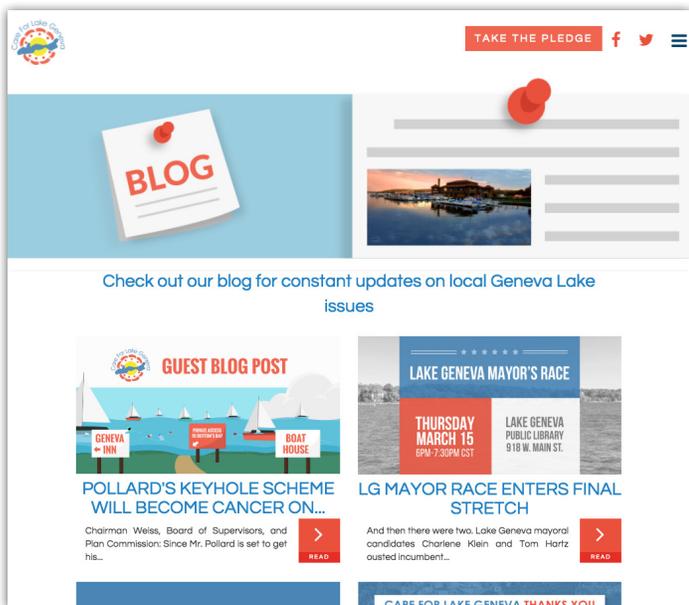
key battles against projects and events that violated the community Covenant in 2017.



# HOME PAGE



# ACTION PAGE



# BLOG

**CONTACT JAY VINCENT**

Founder & Chief Engagement Officer



312-523-6893



jay@outreachexperts.com



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