



Cuyahoga Valley National Park

PLANNING





Cuyahoga Valley National Park

MISSION

**Preserve its scenic, natural, and historic setting
while providing for the recreational and educational
needs of the visiting public**





Cuyahoga Valley National Park

ULTIMATE OBJECTIVE:

More dollars





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WHERE DO THE DOLLARS COME FROM?

Big donors ("Long and difficult sales cycle")

Little donors ("Onesy, twosy"...Towpath tags, ect)

Members ("the backbone")

Fundraisers/events ("but the dollars are still coming from the aforementioned")

Businesses/Corporate ("impressed by number of members")

Congressmen ("impressed by number of members")



**Cuyahoga Valley
National Park
Association**



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CAMPAIGN OBJECTIVE:

More members on the roll





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WHERE WILL THE MEMBERS COME FROM?

Current member pool

- retain more
- get them to help bring more—create real "Ambassadors"

New prospects

- current Park users
- Metropark users
- non-users

("So if we've got this great National Park, why aren't more people already members?")





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BARRIERS

- awareness
- misperception of funding
- why pay for something that's free?





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COMMUNICATION OBJECTIVES:

- you live near a National Park...it is "Our" National Park
- there is unique programming that needs funding
- create ownership . . . 'stakeholder'
 - increase their sense of 'value' and 'pride'
 - make them feel 'fortunate'
 - later, create a sense of 'responsibility'





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Barrier to 'pride/feeling fortunate' about Cuyahoga Valley National Park

--'it ain't the Grand Canyon'

--it doesn't have a 'thing'





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**We must develop a reason to think of
the park experience differently**

--What is the Cuyahoga Valley National Park's *thing*?





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A CLOSER LOOK AT THE PARK

Expected: trees, river, animals, trails, flowers, picnic benches, nature hikes

Value added: Photo club, art programs and festivals, concerts, Towpath Trail, Education Center, museum centers, Countryside Initiative

More value added through partnerships: Hale Farm, Blossom, Railroad,

(There many ways to use our Park....)





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A TRUISM:

How most people use the traditional 'National Park':

--With their eyes

--It's something you go and look at: a nature museum: a permanent museum

--It's formalized

--"Keep your distance"

--Look at the *'thing'*, go to the gift shop to buy postcards of the *'thing'*, go home





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INSIGHT

**Our National Park doesn't just sit there . . .
*it does something.***





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OUR NATIONAL PARK:

- ...encourage exploration ("its very accessible")
- ...encourages self-exploration ("nature nudges the spiritual side of everybody")
- ...promotes health ("through many ways of getting exercise")
- ...awakens and fosters creative talents ("Art programs, photography club")
- ...contributes to cultural enrichment ("Concert Series, Blossom, Art Shows")
- ...provides a relevant link to the past ("TowPath, HaleFarm, Railroad")
- ...alters a life's course ("Education Center, programs for underprivileged")
- ...strengthens family bonds ("picnics and exploration and discovery together")
- ...manufactures food and goods ("Countryside Initiative")





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BRAND POSITIONING STATEMENT

When you spend time here, you can witness plants emerging from the ground.

Leaves burgeoning on trees. Blooms bursting forth on flowers. A gosling eventually maturing into an airworthy adult. Vegetation that actually grows out of a rock. But what's more, *at the Cuyahoga Valley National Park, it's not just the natural surroundings that evolve and grow in wonderful and fantastic ways—the people who visit here do, too.* Through the stunning beauty of and the intimate contact with the earth, the spiritual sense is nurtured and a new perspective on life is awakened. Attending a workshop or lecture or museum or exhibit, artistic skills are honed and the understanding of our history broadened. Biking down the towpath or hiking through the trails, lungs and legs and heart get stronger and bigger and healthier. Camping at an education center, a young underprivileged soul gains awareness, more self-respect, more respect for others. Sitting together by the river, the connection between a father and son deepens...

. . . At our National Park, interesting plant life grows, cultural appreciation grows, artistic ability grows, personal perspective grows, physical health grows, the family bond grows...



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THE CUYAHOGA VALLEY NATIONAL PARK

It's amazing what grows here.





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"IT'S AMAZING WHAT GROWS HERE."

Relevant external messages:

- perspective
- spirituality
- relationship to life
- family bonds
- underprivileged kids' awareness and self-respect
(". . . The more emotional levels")
- knowledge and history
- health
- regional pride
(". . . .The more holistic levels")
- plants and trees
- property values
(". . .the more general, theme/tagline, levels")





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"IT'S AMAZING WHAT GROWS HERE."

Relevant internal messages:

- funds
- the park itself
- awareness of Rangers
- number of members and volunteers





It's amazing what grows here.

2005

Develop brand message

create solid base of materials to respond



Brand brochure

Brand website

Membership Application Brochure

Educational Brochure

Summer camp brochure



Creating Advocates

- inform and excite them about new communications initiative
- begin turning members into active ambassadors
- ask them for ideas on how they'd like to get involved
- poll and build data base on what skills they have



Increase Ranger Awareness (Nothing says "National Park" like a Ranger)

- rangers on parade
- association members marching behind





It's amazing what grows here.

'AWARENESS' PHASE

- TV** - "Soothing Nature moment" on TV news
- Radio** - "Soothing sounds of the park" - this moment of calm brought to you by the Cuyahoga Valley National Park"
- Postcards Teasers** - "Wish you were here" messages from park rangers

ENCOURAGE 'TRIAL'

- Events in park**
 - Blood drive
 - Easter Egg Hunt
 - Capture the Flag Tournament
 - Drew Carey meet Devo
 - Membership "bring a friend kicking and screaming" soccer game
 - GPS
- Print Ads**
 - promoting events, driving to website
- Radio**
 - tags at end of "soothing radio"spots promoting events, driving to website

BEGIN 'CONVERTING'

- Print ads**
 - 'Observation and enlightenments'
 - Event promos
- TV**
 - 'Reflections by those who've been here" spots
- Brand Brochure**
 - mailed to those who have been responding to POP kiosks
 - given away on the spot to 'Welcome Hayride Wagon" participants

2006

- Brand brochure**
- Brand website**
- Membership Application Brochure**
- Educational Brochure**
- Summer camp brochure**

- Direct Mail message to new residents** - "The Welcome Hayride Wagon"
 - 'come meet a bunch of other people who just moved to the area"
 - they meet at a place in the park for a hayride
- Co-Opt**
 - RTA bus bringing inner city families to park once a week (with "Experience Your America" banner on side of bus)
- More info POP**
 - located on kiosks is a box where people can leave name and address if they'd like to be contacted with more information about how to help the park

- Advocates**
- Ranger Awareness**



It's amazing what grows here.

'BUILD PRIDE' YEAR - Start to create real 'ownership'

- Grand Entrance Sign**
- becomes focus of fundraiser
- 'our great park deserves a proper sign'
- tote the sign around to different counties/event throughout the year
- people who donate to cost get to whittle names into a supporting post
- bronzed "Shoes that have hiked the Valley" installations around county
- create communications about the fundraiser

'AWARENESS' PHASE

- TV** - "Soothing Nature moment" on TV news
- Radio** - "Soothing sounds of the park"
- Postcards Teasers** - messages from park rangers

ENCOURAGE 'TRIAL

- Events in park** - Easter Egg Hunt to GPS competitions
- Print Ads** - promoting events, driving to website
- Radio** - "soothing radio" spots tagged events /web

BEGIN 'CONVERTING'

- Print ads** - 'Observation and enlightenments' and Event promos
- TV** - 'Reflections by those who've been here" spots
- Brand Brochure** - to kiosks respondents and 'Welcome Wagon" participants

2007



- Brand brochure**
- Brand website**
- Membership Application Brochure**
- Educational Brochure**
- Summer camp brochure**

- Direct Mail message to new residents**
- Co-Opt Programs**
- More info POP**

Advocates

Ranger Awareness