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**2011**

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**Protect Lake Travis Association: Developing a Marketing Strategy to  
Build a Community Around a Cause**

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**Protect Lake Travis Association: Developing a Marketing Strategy to  
Build a Community Around a Cause**

By

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Report

Presented to the Faculty of the Graduate School

of the University of Texas at Austin

in Partial Fulfillment

of the Requirements

for the Degree of

Master of Arts

The University of Texas at Austin

December 2011

**Protect Lake Travis Association: Developing a Marketing Strategy to  
Build a Community Around a Cause**

by

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The University of Texas at Austin, 2011

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This report examines the marketing activities of the nonprofit organization, Protect Lake Travis Association based in Austin, Texas, with a mission to protect Lake Travis and its watershed from any events and conditions that could negatively affect the natural beauty and quality of the area. In the summer of 2011, Protect Lake Travis Association was in need of foundational marketing materials and recommendations of marketing activities that they can implement. This report incorporates qualitative survey research, execution of creative work that includes branding and an organizational brochure, and a focus on marketing recommendations for Protect Lake Travis Association.

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## **Introduction**

I have been fortunate to donate my time and knowledge to worthy causes. Before attending graduate school I've volunteered my time organizing charity events for Children's Hospital of Orange County and American Heart Association. I am passionate about social causes and the marketing communication strategies to foster community engagement and collective action towards a goal.

When I set out to pursue a Masters Degree in Advertising, I knew I wanted to focus on nonprofit marketing communications. Through my coursework I've taken Branding for Nonprofits, Nonprofit Management, and volunteered to assist a local nonprofit organization, Protect Lake Travis Association (PLTA) in their marketing activities. Their initial request was to create a high-level organizational brochure, explaining PLTA, activities, and reasons to become a member. I recruited the assistance of another AdGrad student, Kaleen Rietcheck, a second year in the Creative Sequence to help execute the brochure and revitalize their branding with a new logo and color palette.

The brochure and creative style guide were executed in the summer of 2011. This was purposefully done ahead of market research and strategy development, so PLTA could show the brochure at their general membership meeting in September 2011. The feedback and response of the new brochure was very positive. This professional report will focus on survey research and recommendations for marketing activities for PLTA.

## **History of Lake Travis and Protect Lake Travis Association**

Lake Travis is a reservoir located on the Colorado River in central Texas. The reservoir was formed in 1942, when the Lower Colorado River Authority (LCRA) completed the Mansfield Dam. It was this important step in history that created Lake Travis, the largest of seven reservoirs known as the Highland Lakes. Today it plays a pivotal role in flood control, water supply, electrical power generation, and recreation for central Texas.

A key influencer of the creation of Lake Travis was late President, Lyndon B. Johnson. At the time a young, aspiring congressman, Johnson persuaded the federal government to provide a \$10 million grant to the LCRA for the completion of the Mansfield Dam. Johnson advocated strongly for Lake Travis, and was quoted, “Of all the endeavors on which I have worked in public life, I am proudest of the accomplishment in developing the Colorado River.” (Born of the River)

Seeing how Lake Travis was carefully constructed and widely endorsed by local officials, it became recognized for its unique purity and clarity. The lake was and still is a special gem to central Texans, and the need for advocates of it soon arrived as many local officials were committed to the long-term quality of the lakes.

Protect Lake Travis Association (PLTA) started as a small group of activists in 1982, which organized around a mission to protect the small valley called Bullick Hollow. The group rallied together when the residents were notified that a planned sewage treatment plant would discharge 300,000 gallons a day of treated sewage into the Bullick Hollow Creek, which flows directly into Lake Travis. They garnered support from concerned lake residents and environmentalists with the goal to protect Lake Travis and its watershed from pollution and other hazards. By 1983, this strong and active coalition of residents succeeded when the Texas Water Commission (TWC) received their petition and implemented a ban on all new sewage discharge permits for Lake Travis and Austin.

Following their first huge victory, PLTA has continued to generate awareness for pollution issues to protect Lake Travis. Their mission to “protect Lake Travis and its watershed from any events and conditions that could negatively affect water quality or the health and safety of residents, recreational users and wildlife, and to protect the aesthetic natural beauty and recreational quality of the area,” is accomplished by working in cooperation with environmental groups, community groups and regulatory agencies.

PLTA supports their mission with three key activities:

1. Carefully monitor development and the effectiveness of government regulations in the Lake Travis vicinity, addressing potential threats to the quality and quantity of the water.
2. Provide recommendations to regulatory agencies, based on expert analysis from the scientific and academic communities, on impending threats to the lake and its water quality, acting as a facilitator and a problem solver.
3. Work closely with local media and other interest groups to inform the public and increase awareness of water quality issues, affecting the health and safety of residents and recreational users of Lake Travis.

Nearing almost thirty years as a nonprofit organization, PLTA, has gained credibility in the community, building partnerships among influential interest groups and media outlets. PLTA relies on regional publications- Austin American Statesman, Austin Chronicle, and Hill Country News as main sources of outreach and educating the public about Lake Travis issues. Additionally PLTA has been recognized by the Lake Travis Chamber of Commerce, LCRA, and Sportsmen’s Clubs of Texas and National Wildlife Federation for their continuous efforts to advocate for Lake Travis.



## **Research and Methodology**

Two approaches were used to understand PLTA's core competencies and potential marketing opportunities. First were informal one-on-one meetings with board member, Dr. David Gavenda, to kick-off and provide project details. We held approximately three, one-hour meetings throughout the course of the summer, where I asked many questions concerning the organization's culture and marketing expectations, which was used in the development of their branding and marketing strategy.

Secondly, I conducted quantitative research with an online survey questionnaire, distributed in November 2011. The sample size consisted of 90 respondents from two qualified databases, accessed from Stop the Marina – an organization created in opposition for a proposed marina in the Cypress Creek Arm of Lake Travis, and a portion of Randi Shade - an active political figure in Austin - email database that frequents Lake Travis. Stop the Marina was chosen because of their alignment and previous partnership with Protect Lake Travis Association. Their members are involved and concerned about Lake Travis, making them a good target audience for this research. Randi Shade, a previous Austin City Council Member and active contributor in local nonprofits, was a referral from Dr. Cunningham. Mrs. Shade's email database is large, covering a variety of special interest groups, however for this survey, we targeted the database of neighboring residents of Lake Travis.

The survey was confidential and distributed through Qualtrics online survey software. It contained 20 questions, on awareness and preference of Lake Travis issues, awareness of Protect Lake Travis Association, and motivations for nonprofit membership. It took approximately five to ten minutes to complete the survey, which significantly reduced incompleteness rates, as 100% of respondents finished it.

## **Survey Research Results**

At the start of this project, I asked PLTA, “Who is your target audience for recruiting new members?” They responded with, “residents of the lake, recreational users of the lake, and businesses who depend on the lake.” PLTA corroborates these audience segments with membership profiles. I used this prioritized list of audience segments as a lead into the survey audience, and therefore decided to primarily target the Lake Travis residents for my research.

### **Demographic Information**

Since PLTA already has a framework of whom their target audience is, the survey sought out to retrieve more detailed information on this segment. The respondent profile details:

- 52% male and 48% female
- Majority were ages 45-64 years
- Average years resided in Austin metro statistical area (MSA) is 26 years
- Majority resided in Leander (78641) and Austin - Steiner Ranch (78732)

### **Critical Issues Facing Lake Travis**

Of the 90 respondents, 84% stated that Lake Travis water quality is “very important” to them, followed by 14% as “fairly important.” In a free response format, respondents were asked to explain the most critical issues facing Lake Travis. Their answers were categorized into four main areas: water supply, overdevelopment of marinas/commercialized uses, boating safety, and pollution. Many answers spanned multiple categories, as the development of new marinas can lead to boating safety issues, which then can result in overcrowding and pollution of Lake Travis. To mitigate misappropriation of responses, I deciphered categories based on specific verbiage used to describe the issues facing Lake Travis.

An overwhelming majority of 56 responses reported that water supply was the most important issue facing Lake Travis today. Many cited the specific issue of selling

water to rice farmers in Central Texas, and concern over sustainability of water supply when usage rates exceed the availability of it. Another 36 responses can be categorized under issues threatening water quality. Twenty of these mention the overdevelopment of marinas and commercialization of the lake, eight responses concerning the overcrowding of boats and safety issues stemming from it, and eight responses citing pollution and water quality. Specific quotes describing each issue:

“Lake level during drought conditions and the increasing demand for regional water supply. Will there be enough water for everyone?”

“The excessive release of water to the rice farmers, which hurts local business and reduces our water for drought periods.”

“Allowing more marinas to be built on the lake. We have four marinas in our cove and a proposal to add another marina. At today’s lake level it cannot fit in the cove. They have already moved out two of the marinas due to low water levels.”

“Boaters and personal safety on the water are also a huge concern of mine. The number of boaters on the lake is dangerous!”

“Water quality is the most important issue to me – the clarity of the lake has changed with the over-development of the lake.”

### **PLTA Awareness and Interest**

Seventy-nine percent of the sample is not a member of PLTA; however, 63% of them are aware of the organization. Thirty-seven percent are not aware of PLTA, in which 88% are “somewhat to very interested” in learning more about them. Twenty-one percent of the respondents are paying members of PLTA, and of those 73% are “satisfied to very satisfied” with their membership.

The respondents who are also PLTA members are willing to donate an average of 2.4 hours per month towards helping the organization. The issues these members would like to see PLTA prioritize include water supply and conservation efforts, and preventing marina development. Two respondents also stated that PLTA is doing a good job and “the PLTA seems to have excellent priorities.”

### **Nonprofit Involvement**

The average number of nonprofits respondents regularly contributes either time or money to, is two. This ranges from zero organizations to a maximum of 15. Forty-one percent reported that they are “fairly involved” when they join a nonprofit, and the main reasons they join are, passion for the cause (50%), to be informed on a regular basis (36%), to donate funds (34%), and to volunteer time (32%). The most important causes, in priority order are health and disease, environmental, education, hunger, then natural disaster relief.

# **Protect Lake Travis Association Marketing Strategy**

## **Situation Analysis**

Currently there are approximately 1.6 million nonprofit organizations registered with the IRS (National Center for Charitable Statistics, 2011). This figure includes a wide array of organizations, ranging from hospitals and human services to the arts and education. PLTA is one of 13,399 registered environmental charities in the U.S (Blackwood, 2008), and one of 6,309 public charities in the Austin MSA (Kouri, 2009). Austin MSA has more nonprofits per capita than any other large Texas MSA, including Houston, Dallas, Ft. Worth, San Antonio, and El Paso (Kouri, 2009), and a disproportionately high number of nonprofits focused on the environment, at 6% here versus 4% nationally (Kouri, 2009).

Austin MSA's high nonprofit numbers indicate that more good work is being done in our community with lots of opportunities for volunteerism and community engagement. However, it also indicates duplication of efforts and as a result, too much time spent by nonprofits to market and differentiate themselves to funders.

## **PLTA SWOT Analysis**

### Strengths

- Credibility in community, external interest groups, and media
- History of success: banning sewage discharge permits, pollution issues, and water allocation
- Intentional nonprofit: PLTA focuses on their mission and partners with other organizations and recruits experts when necessary to achieve success
- Access to diverse group of environmentalists, developers, scholars, and businesses
- Board comprised of volunteers, no overhead or full-time staffing needs

### Weaknesses

- Lack of marketing materials to educate the public of PLTA

- Voluntary board with limited time dedicated towards managing PLTA
- No emotional component that other nonprofits inherent, for example: child welfare, hunger, education

#### Opportunities

- Organizational brochure explaining needs statement and benefits of PLTA
- Revitalize PLTA brand with new logo, color palette, and messaging
- Coverage of the Texas drought and its effects on Lake Travis in major national news –The Associated Press, Reuters, New York Times, to name a few in the last 30 days.

#### Threats

- Lack of funding and strategy for consistent fundraising threatens sustainability and partnership with Earth Share- a major national nonprofit that connects people and environmental organizations
- Lack of awareness of PLTA outside of connected interested groups

#### **Target Audience**

PLTA's target audience for new memberships are both male and female adults, ages 45-64 years, residing near Lake Travis, and who use the lake for recreational purposes multiple times throughout the year. Access to this target audience can be approached through neighborhood associations such as Cypress Creek Neighborhood Association and Volente Neighborhood Association, and other groups concerning Lake Travis, such as Hill Country Alliance, Central Texas Water Commission, and Stop the Marina, to name a few. The survey indicates that 63% of members of a Lake Travis organization, or who live near it, want to learn more about PLTA.

The target audience spans the older and younger baby boomer generation. Boomers are more likely to purchase familiar and trusted brands, with an important distinction that younger boomers (45-54 years) are more likely to purchase brands positioned on quality, while older boomers (55-64 years) purchase based on value (Mintel, 2009). Additionally, Boomers prefer to buy goods and services that are made in

America. Using this research from Mintel, we can distinguish that Boomers will be more receptive to messages with a patriotic tone, conveying trust and quality.

Recent Mintel research shows that approximately 75% of Boomers own a PC, using it to access emails and Internet, followed by PC computer games. Boomers are also increasingly using social networks, with 56% on Facebook, and 27% with profiles on You Tube (Mintel, 2011). They are also comfortable with online purchasing: some 62% of Baby Boomers have made an Internet purchase, which is slightly more than the general population (Mintel, 2009). All of this showing that the Boomer generation has a working knowledge and comfort using a PC and Internet.

### **Marketing Activity Recommendations**

Strategic marketing is a way for nonprofits to approach their communications outreach with an integrated methodology of organizational and marketing goals. Activities recommended in this plan are laid out in priority order, so PLTA can make smart investments of their limited resources, and reduce inefficiencies over time.

### **Marketing Goals**

1. Build preference of PLTA, and educate lake area residents, recreational users, and local businesses of PLTA's mission and activities
2. Drive action from community to become a member of PLTA
3. Position PLTA as a proven nonprofit organization with the expertise, passion, and influence to protect Lake Travis

## Marketing Activities-At-A-Glance

Foundational Content	<ul style="list-style-type: none"> <li>• Clear messaging statements of activities</li> <li>• Revitalize branding</li> <li>• Organizational brochure for membership recruitment</li> <li>• Success stories</li> <li>• Video content</li> </ul>
Web	<ul style="list-style-type: none"> <li>• Enhance presence of projects and success stories on website</li> <li>• Update images and logos</li> <li>• Google Adword grants</li> </ul>
Media Relations	<ul style="list-style-type: none"> <li>• PR materials checklist</li> </ul>
E-newsletter	<ul style="list-style-type: none"> <li>• Consistent e-newsletter distribution (Quarterly)</li> <li>• Create scheduler for topics and writing delegation</li> </ul>
Social Media	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• You Tube</li> <li>• Twitter</li> </ul>

Table 1

### **Foundational Content – Building a community around a cause**

In twenty-four hours, the average working adult sees 5,000 ads (Story, 2007), sends/receives 110 corporate emails (Radicati, 2010), and listens to 3 or more hours of radio (Eastin, 2011). Additionally, it takes an average of three times for a person to recall one message; and that’s just to get the audience to remember. Getting people to take action will require more message frequency and persuasion to make the message stick.

### Messaging

All marketing materials should revolve around the mission statement. It is the cornerstone of the nonprofit, directing goals, activities, and decisions. PLTA’s current mission statement is:

“The purpose of the Protect Lake Travis Association is to protect Lake Travis and its watershed from any events and conditions that could negatively affect water quality or the health and safety of residents, recreational users and wildlife, and to protect the aesthetic natural beauty and recreational quality of the area.”

In 51 words PLTA’s current mission statement is not only long but also repetitive. Furthermore it fails to explain how they achieve their purpose of protecting Lake Travis.



Ultimately, a good nonprofit mission should be written so that internal and external groups can recall it from memory, and be able to immediately understand what and how the organization achieves its mission. The simpler the message is, the easier to remember and the more likely it will break away from the daily marketing clutter.

## Branding PLTA

In addition to simplifying the mission and messaging, clear and professional branding is necessary to foundational marketing materials. I like to think of branding as the visual heart of the organization that immediately conveys the culture and mission. Through active listening to PLTA, my creative partner, Kaleen Rietcheck, and I rolled up our sleeves and created the new PLTA logo (Appendix A). We heard the words “protect,” “gem,” and “nurture,” throughout conversations and in past materials to describe Lake Travis and PLTA. After meeting with the board, individual members, and researching their target audience of Baby Boomers, we concluded that PLTA’s brand should portray a message of tradition, professionalism, and trust.

After creating a new logo, we went to work on developing an organizational brochure (Appendix C). The objectives of the brochure were to introduce PLTA to potential new members and drive membership, donations, and traffic to PLTA’s website and Facebook page. Currently PLTA recruits new memberships by handing out printed brochures to prospective members, which has been their tried-and-true way. PLTA board members believe this is the best tactic to recruit members, because they are able to have a conversation with prospective members and educate them on the spot. The brochure is a leave-behind marketing sheet for prospective members to learn more about the organization.

The old brochure is shown in Appendix B, which lacks professional images, activity description and a call-to-action. For the new brochure, (Appendix C) we implemented a strong call-to-action section with prominent placing and a big section header “3 Ways to Take Action.” The friendly icons are easy to understand and allow readers to choose how they can support PLTA that fits their budget and lifestyle. We also

added the three key activities of PLTA. Prior to the new brochure, this pivotal piece of content had not been developed, so we worked in collaboration with the PLTA's board members to create the three cornerstone activities of how PLTA accomplishes their mission of protecting and advocating for Lake Travis. We featured this content as the main section of the brochure with supporting content: history, mission, contact, and recognition. The new brochure was released in September at the annual meeting with positive feedback, which produced an increase in their Facebook page "likes" and web traffic.

Supporting content – success stories and video

There's a saying that marketers have used for decades, "content is king." Even with the rising number of media platforms, this saying still holds true. Compelling content is vital to all marketing efforts – members expect to be informed through engaging and relevant information that inspires them to be more active members of PLTA. Content engages the audience, creates trust and credibility, helps increase the click-through rate of the website, and places higher relevancy on Google's organic search results.

It's not always easy to start this process, as someone from PLT's board has to dedicate their time to create timeless writing that should span across print, web, email, and social networks. As stated in the SWOT analysis, PLTA is a volunteer run organization, which makes this process even more difficult to delegate. However, I strongly believe that content creation needs to be a prioritized item for PLTA to market effectively.

There are two key pieces of content that PLTA can use and reuse are success stories and video.

**Success stories** – aka testimonials are essential marketing tools. By publishing success stories on the web, prospective donors and members can access these anytime and read about how PLTA achieves success. Currently the most publicized success story is from

1982 and the Bullick Hollow Creek sewage discharge ban. This is used in their history section of the brochure and website. While this is a pivotal success for PLTA and the reason the organization was created, they cannot rest solely on this single example to show their full impact from the past thirty years. The best stories are easy to read with a clear problem statement, course of action, and results. Images that accompany the story should present the story visually and personalize it. Finally approved quotes from pertinent people in the story should be used to give the story depth and compel prospective members to join PLTA.

**Video content** – Online video is growing annually at a rate of 55% through 2014, making it the fastest growing ad format (Cisco, 2011). Additionally, people stay on a website 90% longer when there's a video on the page (Cisco, 2011). Clearly this is a compelling piece of content that is easily affordable to create, edit, and publish. Some ideas for video are:

- Interviews – Use this format to build PLTA's personality and credibility. Target partners, businesses, board members, and other people involved in Lake Travis advocacy to give one to two- minute interviews on film.
- How-to videos – PLTA can recruit a "green" expert from their pool of volunteering member to show how to properly recycle or give ideas for how to conserve water/energy. These videos will bring more dimension and personality to PLTA.

#### **Web – Educating the PLTA community**

Web plays a critical role in communication with members and prospects of PLTA. Visitors come to the PLTA site with intentions to learn more about the organization and to stay informed. Making it simple and easy to navigate is necessary for visitors to get the information they are seeking. Some simple web-enhancing recommendations for PLTA's current site include:

**Increase web presence of successes and current projects** – Clearly articulating what the organization has done and is currently doing will educate the first-time visitors about PLTA. The emphasis on activities will complement the new organizational brochure and

provide additional information about PLTA. Web visitors who are interested in supporting PLTA are in an “information seeking” mode and will want to know:

- How they can help
- How PLTA carries out their mission statement
- PLTA’s progress report of successes and current projects

**Update logos and images** – Use the images provided in the final deliverables folder with the brochure to include these in web. This will create a seamless transition from print to web for the visitor. Specific image recommendations are:

- Logo work on home page, e-newsletter header, social media, and all other marketing materials. See the Creative Style Guide (Appendix D) for fonts, color, and usage.
- Include the stock images we provided in the rotating scenery images on the website home page
- Headshots and summaries of board members

**Generate web presence with Google Grants** – Google offers grants for their AdWord services for qualifying nonprofits to run search advertising. The Google Nonprofit Committee grants awards to nonprofits serving science/technology, education, global public health, environment, youth advocacy, and the arts. The average grantee is awarded about \$300 per month, with a maximum cost-per-click of \$1.00.

**Media Relations – Reaching the PLTA community**

The Austin MSA has a high number of nonprofit organizations, especially concerning environmental issues. Media relations are a critical component to PLTA’s success, because as an advocacy group, success is generated by widespread constituency support. PLTA has had past coverage in local news publications such as, Austin American Statesman, Austin Chronicle, and Hill Country News. In order for PLTA to grow, they need to proactively pitch more press releases, but first they need specific marketing communication materials. The following checklist, borrowed from the *Jossey-Bass Handbook of Nonprofit Leadership and Management*, includes:

- A good logo and stationary design that will last

- An easy-to-understand, one-page fact sheet about the work of PLTA
- At least one press kit on highlighted services, issues, and activities for media, with a one-page fact sheet on each
- Brochures that can be printed and published online
- Photos, videos, slides, overheads, and computer presentations that tell PLTA's story
- Reports and studies for public release as new items
- Short bios and a top-quality photo of leaders and spokespeople
- Current newsletter
- Copies of published news or feature articles from mainstream media to validate work and importance

Owning these press materials builds the foundation for media relations. To distribute these materials, PLTA can create a landing page for media contacts, where all these one-page fact sheets and press kits can be readily accessed.

### **E-Newsletters – Nurturing the PLTA community**

The top two reasons for nonprofit membership, as indicated from the survey, are passion for the cause and to be informed on a regular basis. E-newsletters address both of these needs, by sending relevant stories to a database of supporters. It is a form of direct marketing, and a very cost-effective tool to use to keep members involved and informed. It is low cost (and sometimes free), drives web traffic, and can help demonstrate area expertise. Four key points to focus on when creating an e-newsletter:

**Scheduling** – Consistent scheduling of e-newsletters is important to keeping PLTA at “top of mind” for your database. PLTA sent three e-newsletters in the month of September 2011, and before then the last update was in April of 2011. Inconsistent e-newsletters can be irritating for the subscribers, either they are bombarded with emails that should be condensed in one, or subscribers feel PLTA membership is not valuable because they don't update their members.

It's important to remember that PLTA competes for supporters' time and donations with other nonprofits, so staying relevant with consistent communication with their database is essential for membership renewals. It's best to start quarterly and maintain this frequency until PLTA feels they can manage a more frequent campaign.

**Content** – An efficient way to reuse content is publishing it in an e-newsletter. It's important to not tell the whole story, but rather give a one to two sentence teaser and link to the entire article on the PLTA website. For example, provide the first two sentences of a current issue and provide a link to the rest of the article online, which then the article can be linked to the membership/donation page. Clear call-to-actions and web navigation will direct the reader down the funnel to an online donation or involvement with PLTA.

**Subject line** – The subject line is the hook to catch the reader's interest. It should be no more than 40 characters (including spaces), and should tell the reader what exactly is inside the email. For example, the subject line from April 2011 e-newsletter, "PLTA eNews Issue 16" is not an efficient use of the subject line. People send and receive 110 emails per day (Radicati, 2010), and need a significant reason to open and email. Instead of subject line "PLTA eNews Issue 16," consider something more specific such as "5 reasons why you should care about the Texas drought." If an email campaign is already addressed from "Protect Lake Travis Association," it's wasteful to use valuable subject line characters by reiterating the organization name in it.

I also recommend removing the archived list of email newsletters from the website. Instead PLTA can show a preview image of a past newsletter, along with a bulleted list of what to expect in each one, and incorporate a "Subscribe" button with the page. If you give away your email newsletters to anyone on the web, emailing your database is not a special marketing activity to members and will likely decrease the email open rate.

### **Social Media – Expanding the PLTA community**

Building a social media presence does not require a fee to sign up, but does need consistent, fresh content. Social media for nonprofits is a great marketing tool for

community building and creating a virtual space to stay informed. Specific benefits of social media can include:

- Gain deeper insights into your target audience and industry trends more affordably
- Push relevant content around the clock through third-party endorsements and ease of sharing
- Reach and engage new audience that your traditional communication channels may not be touching
- Increase credibility by being a valued member of and contributor to your community
- Improve your search ranking through deeper links with social integration (Nishikawa, 2011)

With that said, here are a few ideas to expand PLTA's current efforts.

**Facebook** – Currently PLTA does a solid job updating the Facebook page with photos, content, and news updates. This is a great use of PLTA's time, considering their target demographic is on Facebook. Facebook is designed to be a social platform, but it is also a visual hub. People click through pictures more so than anything else on the site, so I recommend adding more pictures and updating the albums. If PLTA does start publishing videos, Facebook can stream YouTube videos through a special YouTube tab. This makes for easier sharing within the community, and gives video content more mileage.

**YouTube** – Create a channel to use for publishing PLTA video content as outlined in the foundational content section. Online video is a growing marketing channel, and it's also simple to use and inexpensive to produce. Publishing videos on YouTube will create more mileage for the videos through sharing and posting on other social networks.

**Twitter** – PLTA is not on Twitter, and the majority of their target audience is not using this social network either. Knowing this, I suggest PLTA put more focus on Facebook than any other social network. However, Twitter can be very useful in expanding their

network to new demographics and media outlets. This medium is great for spreading messages and directing traffic to a website. PLTA can discuss trending topics and encourage users to share content. Establishing a hashtag, for example #LakeTravis, for each discussion is important to help track the conversation and monitor what people are saying.



## **Conclusion**

In 1982, Protect Lake Travis Association started as a small and active coalition to protest the dumping of sewage in the Bullick Hollow Creek. Over the past 30 years, PLTA has grown in size and significance for advocating for Lake Travis and its surrounding neighborhoods. They have maintained their grassroots quality, connecting neighborhoods, business leaders, and organizations together to spur collective action for the preservation of the lake. PLTA's greatest asset to their sustainability as a nonprofit is their unwavering loyalty to protect of Lake Travis and its watershed.

PLTA is a very purposeful nonprofit organization. They may not cure cancer or save lives, but their mission of protecting and advocating for Lake Travis is achieved through all their activities. Knowing this, I recognize that PLTA does not overestimate attainable goals, which I took into consideration when building a set of marketing activity recommendations. The strategy in this paper will help direct them where and how to prioritize activities, making the most of their marketing time and dollars, so PLTA can carry out their mission to protect Central Texas' natural gem – Lake Travis.

## Appendix

### Appendix A: PLTA logo

Prepared in collaboration with Kaleen Rietcheck



Protect Lake Travis  
A S S O C I A T I O N



P  
L  
T  
A

# Appendix B: Old PLTA Brochure (tri-fold)



**Some Things Haven't Changed!**

"Previous research indicates that wastewater treatment plants flush endocrine-disruptive compounds (EDCs), including pharmaceuticals, hormones, pesticides and hormones, into rivers. The same compounds can interfere with the human endocrine system, but there are no regulations for controlling hormones in drinking water."

— The Canary In The River, Popular Science, December 2009 - read the full article on our web site at [www.protectlaketravis.org/](http://www.protectlaketravis.org/)

Keep it clean, clear, and beautiful





**How do I join PLTA?**

Become a member of PLTA and help us protect the natural gem that is Lake Travis. Our website, [www.protectlaketravis.org](http://www.protectlaketravis.org), now accepts your donations and membership fees online. We can accept all major credit cards, as well as PayPal.

Please see our membership page and make your tax-deductible contribution today.

  
PLTA is also a proud member of EarthShare-Texas, which allows many to donate through workplace giving.

**Contact Us**  
Protect Lake Travis Association  
13359 Fm 2769  
Austin, TX 78726  
(512) 977-0009  
[info@protectlaketravis.org](mailto:info@protectlaketravis.org)  
[www.protectlaketravis.org](http://www.protectlaketravis.org)



*Protect Lake Travis Association*

Protecting Lake Travis and its watershed from any events and conditions that could affect the health and safety of area residents, recreational users of the lake, and wildlife, and to protect the aesthetic natural beauty and recreational quality of the area.

**Lake Travis**  
it's worth protecting!

## Our History

In the late summer of 1981, residents along Bullick Hollow Rd, between 4 Points and Cypress Creek Park, received letters notifying them of the intention by the Baseline Corporation to build a sewage treatment plant which would discharge 300,000 gallons a day of sewage effluent into Bullick Hollow Creek.

This intermittent creek which flows into Lake Travis is usually dry from August through October or longer, and the entire flow of the creek would consist of effluent during this period.

A small group was quickly organized to protect the small valley called Bullick Hollow, and then expanded rapidly to become the Save Cypress Creek Association by February, 1982.

An alternative proposal by the corporation to discharge the effluent deep into the anoxic zone of Lake Travis, in the general area below the Oasis Restaurant, got the attention of additional people around the lake, and the group expanded very quickly and changed its name to **Protect Lake Travis Association (PLTA)**. PLTA was incorporated as a 501(c)(3) nonprofit, tax exempt organization in May of 1982.

PLTA has always been interested in protecting the lake and its watershed from both pollution and from hazards which could affect both residents and recreational use of the lake. We have worked for safe alternatives to direct discharge of effluent into streams and rivers and lakes, where the watercourse is used as part of the sewage "treatment" system, with its

accompanying heavy load of nutrients.

Part of the initial strategy was a petition to the Texas Water Commission (TWC) for a ban on all new sewage discharge permits for Lakes Travis and Austin. The petition drive ended with the formal presentation of a large batch of signed petitions to then Governor Bill Clements.

In 1983, the Commission adopted the ban, effectively ending the immediate threat to Lake Travis.

With this victory under its belt, PLTA began to help create other lake protection groups for the lakes upstream of Lake Travis, and by the fall of 1983 the TWC had banned all new sewage discharge permits for all of the Highland Lakes.

PLTA then began a campaign to bring attention to non-point source pollution (runoff of diffuse pollutants over a wide area such as oil on pavement, rather than concentrated discharge from a single point). With the funding and support of the LCRA, Walter Cronkite was hired to narrate the half-hour documentary "Pointless Pollution". This video has been shown by the local TV stations and has had a significant impact on public understanding of this non-obvious issue. The PLTA worked with the LCRA in creating and enhancing the LCRA's Non-Point Source Pollution Ordinance, the Marina Ordinance, the Septic Tank Ordinance, and the Highland Lakes Non-Point Source Pollution Ordinance.

PLTA has also been involved in many other issues affecting Lake Travis, such as obstructions to water traffic, noise on the lakes, dock construction standards, excessive use of Lake Travis water, etc.



*PLTA volunteers help clean up Lake Travis*

## Recognition For PLTA

Water Conservationists Award from Sportsmen's Clubs of Texas and National Wildlife Federation

Certificate of Honorable Mention from LCRA for stimulating environmental awareness

Unsung Hero award from the Lake Travis Chamber of Commerce

Certificate of Appreciation from LCRA for PLTA's water quality protection efforts

## Recent Activities

(Needs new text with reference to the PLTA eNews and link to [www.plta.info](http://www.plta.info))



Visit [WWW.PROTECTLAKETRAVIS.ORG](http://WWW.PROTECTLAKETRAVIS.ORG) for the latest news on protecting Lake Travis!

# Appendix C: New PLTA Brochure (tri-fold)

Prepared in collaboration with Kaleen Rietcheck

## 3 WAYS

to take action

**One Gift**

We ensure that every donated dollar will directly support the protection of Lake Travis. Your monetary gift of any value can be made online or mailed to the address on the back of this brochure.

**Become a Member**

Join a growing coalition of members, with an annual donation of \$20 or more. Your valuable membership provides PLTA the ability to keep advocating for a better Lake Travis.

**Spread the Word**

It's an easy way to get involved and help share important issues with your community of friends and family. We're thrilled to have you in our network, and you can stay informed by one of three ways:

- Connect with us online at [www.protectlaketravis.org](http://www.protectlaketravis.org)
- Find us on Facebook at [www.facebook.com/protectlaketravis](http://www.facebook.com/protectlaketravis)
- Subscribe to our email newsletters that cover topics of new and ongoing issues, community events, and much more!

Lake Travis — it's worth protecting!

If not donating online, please mail your donation to:  
Protect Lake Travis Association  
ATTN: Treasurer  
13359 Fm 2769  
Austin, TX 78726

Phone: (512) 258-0892  
Email: [info@protectlaketravis.org](mailto:info@protectlaketravis.org)

[www.protectlaketravis.org](http://www.protectlaketravis.org)  
[www.facebook.com/protectlaketravis](http://www.facebook.com/protectlaketravis)

Protect Lake Travis Association is a 501 (c)(3) nonprofit tax-exempt organization. Donations are tax deductible.

## Protect Lake Travis

ASSOCIATION

**Mission**

The Purpose of the Protect Lake Travis Association is to protect Lake Travis and its watershed from any events and conditions that could negatively affect water quality or the health and safety of residents, recreational users and wildlife, and to protect the aesthetic natural beauty and recreational quality of the area.

**History**

Protect Lake Travis Association (PLTA) started as a small group of activists in 1982, which organized around a mission to protect the small valley called Bullick Hollow. The previous fall, residents in that area were notified that a planned sewage treatment plant would discharge 300,000 gallons a day of treated sewage into Bullick Hollow Creek, which flows directly into Lake Travis. The group garnered support from concerned lake residents and environmentalists with a goal to protect Lake Travis and its watershed from pollution and other hazards.

With a strong and active coalition, Protect Lake Travis Association initiated a petition to the Texas Water Commission (TWC) for a ban on all new sewage discharge permits for Lake Travis and Austin. By 1983 TWC adopted the ban, and effectively ended the immediate threat to Lake Travis.

Following their first victory, PLTA has been generating awareness to pollution issues and actively protecting our natural gem – Lake Travis.

## Program Activities

PLTA is the primary public advocate for maintaining excellent water quality in Lake Travis – the cleanest, clearest lake in Texas. We work in cooperation with environmental groups, community groups and regulatory agencies to assure the water quality of Lake Travis and its watershed and the safety of the residents and public.

We accomplish our mission with 3 key activities:

- 1** Carefully monitor development and the effectiveness of government regulations in the Lake Travis vicinity, addressing potential threats to the quality and quantity of the water in the lake.
- 2** Provide recommendations to regulatory agencies, based on expert analysis from the scientific and academic communities, on impending threats to the lake and its water quality, acting both as a facilitator and a problem solver.
- 3** Work closely with local media, other interest groups and government agencies to inform the public and increase awareness of water quality issues, as well as issues affecting the health and safety of residents and recreational users of Lake Travis.

**Recognition for PTLA**

**Water Conservationists Award**  
Sportsmen's Clubs of Texas and National Wildlife Federation

**Certificate of Honorable Mention**  
LCRA for stimulating environmental awareness

**Unsung Hero Award**  
Lake Travis Chamber of Commerce

**Certificate of Appreciation**  
LCRA for PLTA's water quality protection efforts

Working together in true Texas spirit, we can protect our natural gem - Lake Travis.

[www.protectlaketravis.org](http://www.protectlaketravis.org)

**Appendix D: PLTA Style Guide**  
Prepared by Kaleen Rietcheck



## **Basic Style Guide**

This Basic Document Style Guide was prepared for PLTA for use as a guide in preparing PLTA documents.

# Logo

The PLTA logo is the most visible element of the brand identity and should be used according to general standards to ensure consistency globally.

## Uses

1. The PLTA logo should be included on all publications of the organization—Web and print—to affirm the publication’s status as emanating from PLTA.
2. The PLTA logo should be used in all situations that call for the official mark of the organization. For example, it should be used in publications and at public events that visually represent PLTA as a sponsor.

## Placement

When used in a PLTA publication, the PLTA logo does not need to be a prominent display element. It can function at small to moderate sizes to “brand” a publication. The PLTA logo functions best when placed on the back cover of a print document, or at the foot of a print or Web page.

## Scale

In print, the PLTA logo should be large enough to ensure legibility and a proper hierarchical relationship to other typographic elements. On the Web, the PLTA logo should be no smaller than shown at the bottom of this page.

Do not horizontally or vertically scale the Yale logo.

## Spacing

Always reserve a cushion of open space around the PLTA logo. An exclusion zone has been established in order to protect our logo from being undermined by other elements and to allow it to stand-out.

## Color & background

Whenever possible, the PLTA logo should be reproduced in the following colors. When color is not an option, use a grayscale palette. If used on a colored background, please ensure that our brand mark stands out clearly.



The PLTA logo should only be shown in black, white, or the official PTLA coloring.

The preferred background color for the PTLA logo is white.

## Logo Options

The full sized PLTA logo should be used whenever possible. If spacing does not permit, the stacked logo may be used instead.

Full sized:




Stacked:




# Colors

There are five colors in our brand, including two primary and three secondary colours. RGB colors are for web and CMYK colors are for print.

## Primary

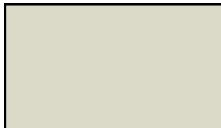
	
R 255	C 0
G 255	M 0
B 255	Y 0
	K 0

To be used as primary background color.


	
R 2	C 95
G 93	M 63
B 140	Y 23
	K 6

To be used on title pages, in headlines, and other dominant spaces.

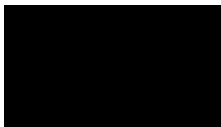
## Secondary

	
R 219	C 14
G 217	M 10
B 199	Y 21
	K 0

Recommended as a background color for text and images.

	
R 58	C 68
G 57	M 62
B 56	Y 62
	K 53

Recommended to be used on accent bars or other shapes that do not hold text or images.

	
R 35	C 0
G 31	M 0
B 32	Y 0
	K 100

To be used primarily for text.



Protect Lake Travis  
ASSOCIATION



# Typography

When creating any documents or web content related to PLTA, it is recommended you to use the following fonts and specifications:

## Print

**Titles, Futura Condensed ExtraBold, in 18+, in blue or black**  
**1234567890 abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

Subtitles, Futura Medium in 14 to 16, in black or blue, brown, or black  
1234567890 abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMN OPQRSTUVWXYZ

Standard Text, Tahoma Normal in 9 to 12, in black  
1234567890 abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMN OPQRSTUVWXYZ

## Web

**Titles, Arial Black, in 16+, in blue or black**  
**1234567890 abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

Subtitles, Arial Bold in 12 to 14, in black or blue, brown, or black  
1234567890 abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMN OPQRSTUVWXYZ

Standard text; Tahoma Normal 11, in black (can also be bold for headers)  
1234567890 abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMN OPQRSTUVWXYZ



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