

Don't Move Firewood Campaign

Sixth Annual Dialogue Meeting
October 5-6, 2010
Waltham, Massachusetts



Overview

– Why DMF?

- A critical issue where the Dialogue could make a difference
- Polling results showed that the biggest firewood movers were the same demographics as internet users
- A campaign was born!



Overview

- The Campaign has been extremely well-received
- We have the cooperation of many state agencies and organizations
- National Firewood Task Force



By the Numbers...

- States we've worked with at least one agency closely since launch: **13 plus numerous other collaborations**
CA, CT, ID, MA, MT, NH, NY, OR, PA, VT, WA, WI, and WY
- Website has gotten nearly **100,000 visits** since launch;
- **Over 200,000 minutes** have been spent on the site and watching the videos
- Impact of social media brings it to roughly **300,000 views**
- **Total impact: over 7.3 million and counting**



What We've Done This Year:

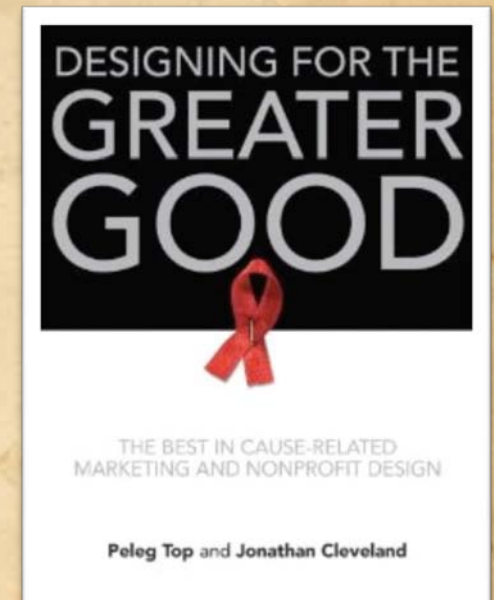
– “That’s What Tree Said” Campaign in Western Massachusetts

- American Recovery Act funds combined with Theriot Foundation and Grantham Foundation private grants
- Two interns
- Over 14,000 people talked to in less than 3 months
- From Farmer’s markets to NASCAR



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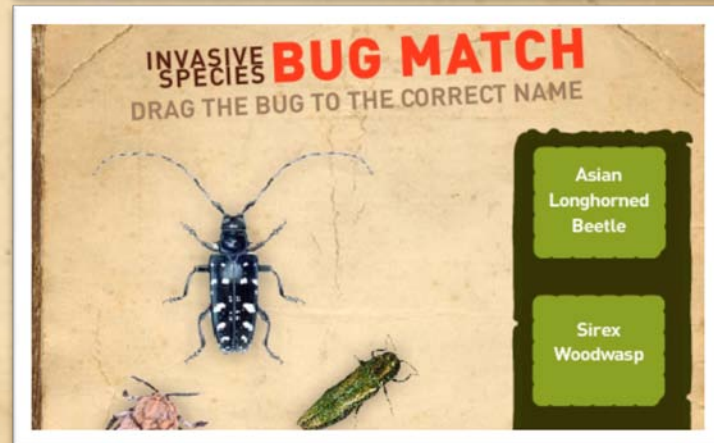
- Website featured in the HarperCollins book **“Designing for the Greater Good”**
- Website won a WebAward **Non Profit Standard of Excellence Award**



What We've Done This Year:

– Games – both “Bug Match” and “Shred a Pest”

- Designed to engage people and get them to “stick around”
- Hoping to expand Bug Match into a more educational, deeper game- plus perhaps a specialized *Lurking in the Trees* ALB version built on the same platform



Future Initiatives

- **More targeted campaigns like “That’s What Tree Said”**
 - Geographically targeted
 - Activity/Interest based
 - Nascent proposal for NY’s Hudson Valley- hear more soon!
- **Further partnerships with state organizations,** including tools for states and organizations to create promotional pieces for print



Future Initiatives

- Further outreach to bloggers and news outlets
- One-on-one conversations through social media channels
- Expansion of children's section; games, coloring book pages, perhaps a specially targeted teacher's corner
- Waiting to hear on funding from various sources

