

FIREWOOD OUTREACH INITIATIVES



Leigh Greenwood, Don't Move Firewood campaign manager
Forest Health Protection Program,
The Nature Conservancy



FIREWOOD OUTREACH INITIATIVES

Don't Move Firewood Website

- 1.6 million lifetime pageviews
- 624,800 lifetime sessions
- 6,106 Resource Library downloads

During the summer of 2015, 57% of referral traffic to the website came from Recreation.gov, ReserveAmerica.com, and fs.usda.gov

Don't Move Firewood Online Campaign Successes

- \$39,800 in free advertisements via Google AdWords grant program—resulting in 27,900 additional website visits
- 26,400 Twitter impressions in October 2015 alone
- Most popular Facebook posts reaching over 5,000 viewers in first 48 hours

Firewood Outreach Coordinating Initiative (FOCI) Newsletter

- 558 subscribers as of October 2015
- On average each month, 37% of readers click on a story to learn more
- Rated 7.3 out of 10 for “usefulness in a professional setting” in the 2014 subscriber survey

Email Leigh at LGreenwood@tnc.org to subscribe today!

Proposed 2016 Directions

- Increased coordination of Don't Move Firewood and Hungry Pests
- Expansion of FOCI subscriber participation and scope
- New Hampshire, North Carolina, and more states are planning to join Firewood Scout

What do YOU want to see next year? Tell us!

Firewood Scout Working Group

- Changed website to a new national model in late 2014
- Expanded from one to four states in 2015
- Map-based firewood vendor listing site
- Smartphone and desktop optimized

The Don't Move Firewood Campaign and the Firewood Outreach Coordinating Initiative are funded primarily by cooperative agreements with USDA APHIS and are managed by The Nature Conservancy. Firewood Scout is funded primarily by membership fees and is managed by the Southeast Michigan Resource Conservation and Development Council.



**FIREWOOD
SCOUT**

**DON'T MOVE
FIREWOOD.org**

A Very Brief History of

Don't Move Firewood

- **Conceived of in 2007 by the Dialogue**
- **Launched in summer 2008**
- **Funding has varied through time**
 - Began as USFS + private funding
 - Currently primarily USDA-APHIS
- **Consistently managed by TNC**



Some really quick metrics on

Don't Move Firewood

- 1.6 million website pageviews
- 624,800 website sessions
- 6,106 Resource Library downloads
- \$39,800 in free advertisements via Google AdWords grant program





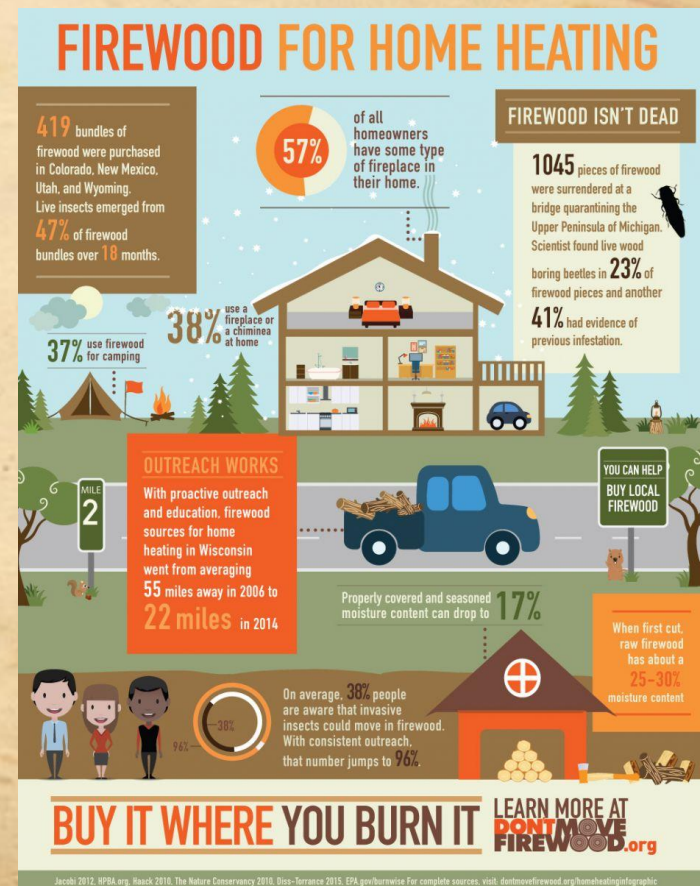
Custom projects for various agencies, regions, and states
(National, National, California, Missouri, New York
Montana, Arkansas, West Virginia)

**DONTMOVE
FIREWOOD**

We make firewood information accessible to everyone

— Website, Social Media, and Blog

- Frequently Asked Questions
- “Dear Don’t Move Firewood”
- Guest blogs of success stories
- Facebook account
- Twitter account



We make firewood information accessible to everyone

— Toolbox and Reference Library

- Especially useful for new hires, seasonals, and details
- Firewood Matrix for professionals and research
- www.dontmovefirewood.org/toolbox

An invasive and tree-killing insect, the emerald ash borer (EAB), is active in Boulder County. The emerald ash borer kills all ash trees and can easily be spread by moving firewood.

BUY IT WHERE YOU BURN IT.

HOW YOU CAN HELP:

- Leave firewood at home! Don't bring it with you for camping or traveling.
- Buy firewood near your destination, buy only what you need, and burn it completely before leaving.
- If you have already brought wood with you, burn it all before leaving. Do not take it home, and do not leave it for the next person.

Visit BoulderCountyEAB.org for more information.



**DONTMOVE
FIREWOOD**

Working with partners

- **Improving messaging on:**
 - ReserveAmerica.com and Recreation.gov
 - USFS/National Forests on the ground
 - National Parks via web and on the ground
- **Advising on past and proposed actions**
 - Great Smoky Mountain National Park
 - USFS Firewood Task Force
- **Firewood Scout as a national site**
- **Costume share program**

Working with partners

Refunds Refunds must be requested no later than 14 days after your scheduled departure date.

Bankcard Purchases Refunds for bankcard payments will be issued as a credit to your bankcard.

Check or Cash Purchases Refunds for payments made by cash, check, or money order will be issued as a check refund. This only applies to payments directly at a field site. These types of payments are not accepted for advance internet and call center reservations.

A refund will be processed within 30 days of receipt and approval of refund requests made during or after departure can only be processed when approved by the facility management staff based upon local policy.

Emergency Closures In the event of an emergency, every attempt will be made to notify impacted customers. All fees paid will be fully refunded in a reasonable time period.

Discounts

Customers using the Interagency Senior or Access Pass (or the Golden Age or Access Pass) are required to present the Pass and one form of identification to confirm the discount. If you do not provide proper documentation, you must pay the full recreation use fee prior to using the facility.

Some federal agencies have imposed quarantines on transporting firewood. Please check with your camping destination about firewood restrictions. Visit <http://dontmovefirewood.org> for more information.

Changes to the Policies and Procedures We reserve the right when necessary to modify reservation policies.

Current reservation policies are available on the Internet at www.recreation.gov and at participating NPS field locations.

NOTES

Due to high demand, reservations are required prior to arrival at the park, otherwise plan on alternate camping options in the Moab area. All campsites at Devils Garden are by reservation only between March 1st and October 31st. Walk-in sites are not available between March 1st and October 31st.

[Click here](#) for more information.

DIRECTIONS

From I-70, take Exit 182. Travel south for 26 miles to the park entrance. Take the park road 18 miles to Devils Garden.

From Moab, take Highway 191 north for 4.5 miles to the park entrance. Take the park road 18 miles to Devils Garden.

OTHER ALERTS

Site: Jan 1 2004 - Dec 31 2016 : No more than 10 people may occupy a single campsite at any time. If you have more than 10 people in your party and you want to congregate on one site, you must reserve a group site.

**DON'T MOVE
FIREWOOD**



FIREWOOD SCOUT

Buy it where you burn it!

Locate firewood

Narrow your search by distance and vendor type (some have heat-treated wood).



[Search Tips](#)

Moving firewood long distances can accidentally bring dangerous pests and diseases to your favorite campgrounds. Please help protect your favorite forests. You can make a difference. Buy it where you burn it!



Firewood Outreach Coordinating Initiative

- Newsletter:
 - 558 subscribers as of October 2015
 - In a given month, 37% of readers click on a story to learn more
 - Up to date information on invasive forest pests that are connected to the firewood vector
- Webinar series
 - Three (of four) completed in 2015

Proposed 2016 Directions

- Increased coordination of Don't Move Firewood and Hungry Pests campaigns
- Expansion of FOCL subscribers and participation venues
- New Hampshire, North Carolina, and more states are planning to join Firewood Scout



Q & A



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