



ROARING FORK CONSERVANCY BRAND SYNOPSIS

November 9, 2006

RFC Branding Objectives	2
Key Audience Needs RFC Brand Goal	3
RFC Brand Soul Essence Focus & Key Issues	4
RFC Positioning Statement Tagline	6
Appendix A: Overview of Programs.....	7
Appendix B: Major Focus and Key Issues	10
Appendix C: Core Competencies	11
Appendix D: Key Audiences	12

“Strong brands evolve out of a clear, communicable mission, effectively expressed through every activity of the organization: the products it sells [or service it provides], the way it treats key audiences and employees, or the identity it creates for itself.”

– Eric Erickson, VP, Creative Director, Target

A Few Thoughts on Branding

A brand communicates core values (versus a collection of services or programs)

A brand is an emotional bridge between the organization and its key audiences

A brand is a promise

A brand is defined by key audiences' expectations and perceptions

Roaring Fork Conservancy Branding Objectives

As a result of the changes in our brand strategy, our key audiences will:

- better **understand who we are** and what we do
- see a **stronger image** and have **instant recognition** of our organization
- see us as a **household name/brand** in the Roaring Fork Valley
- see that we are a **well-defined, unique organization** that stands out
- see **consistency** in color, shape, words associated **with our brand**
- **understand why** they **should support us** and where their money goes
- know that our messages/mission **relates to them**
- know that we are **the watershed conservation organization** for the valley

Roaring Fork Conservancy
MISSION STATEMENT

*Inspiring people
to explore, value
and protect
the Roaring Fork
Watershed*

Key Audiences' Most Important Needs

These are the most important key audience needs we want to meet through our brand promise:

- Enough clean water in streams
- River protection
- Awareness and education leading to informed action
- A legacy of healthy rivers and watershed (for tomorrow)
- Sense of place | sense of connection | sense of belonging (to the environment, the rivers, to each other)
- To make a difference (here and now)
- Safe, abundant drinking water (as an emotional need)

RFC Brand Goal (or Brand Destination)

Brand identity or goal is a unique set of brand associations that the brand strategy aspires to create or maintain representing what the brand *should* stand for.

- RFC = River conservation and protection
- RFC = People-centric
- RFC = Science-based, proactive watershed conservation
- RFC = Inspired and inspiring
- RFC = Approachable, realistic, reasonable

RFC Brand Soul

The brand soul is the emotional relationship between RFC and its key audiences, as distinguished from the competition; it describes the feeling the key audience has as a result of interaction with RFC.

- Sense of community; sense of belonging to a special group specifically focused on our rivers
(our connection with others engaged in same mission)
- I am a part of something bigger than myself
- Satisfaction or feeling of “giving back” to our rivers
- Sense of creating a legacy of healthy rivers, of doing what’s right for our rivers, of protecting our rivers,
of taking responsibility for our rivers
- Passing on important values (to our children)
- Addresses my concern about lack of water
- Abundant, clean water is good for business and the economy
- Interdependence: we need the rivers and the rivers need us

RFC Brand Essence

The brand essence is the single most predominant characteristic that defines RFC. It's what the Conservancy would put on a bumper sticker.

Roaring Fork Conservancy
Bringing people together to protect our rivers

RFC Focus and Key Issues

Our Focus	Key Issues
Water Quantity ⇨	Keeping water in our rivers
Water Quality ⇨	Keeping our rivers healthy
Habitat Preservation ⇨	Keeping our riparian habitat intact

RFC Positioning Statement

This is the statement of the functional benefit provided by the product, one that describes the “place” that the RFC brand *should* occupy in the minds of target key audiences.

Roaring Fork Conservancy
is *the* watershed conservation organization in the Roaring Fork Valley
that brings people together to protect our rivers.

We are focused on:

- 1) water quantity— keeping water in our rivers,
- 2) water quality— keeping our rivers healthy,
- and 3) habitat preservation—keeping our riparian habitat intact.

Recommendation for Tagline

Roaring Fork Conservancy | *Bringing People Together to Protect Our Rivers*

Appendix A: RFC Programs

Roaring Fork Conservancy Programs

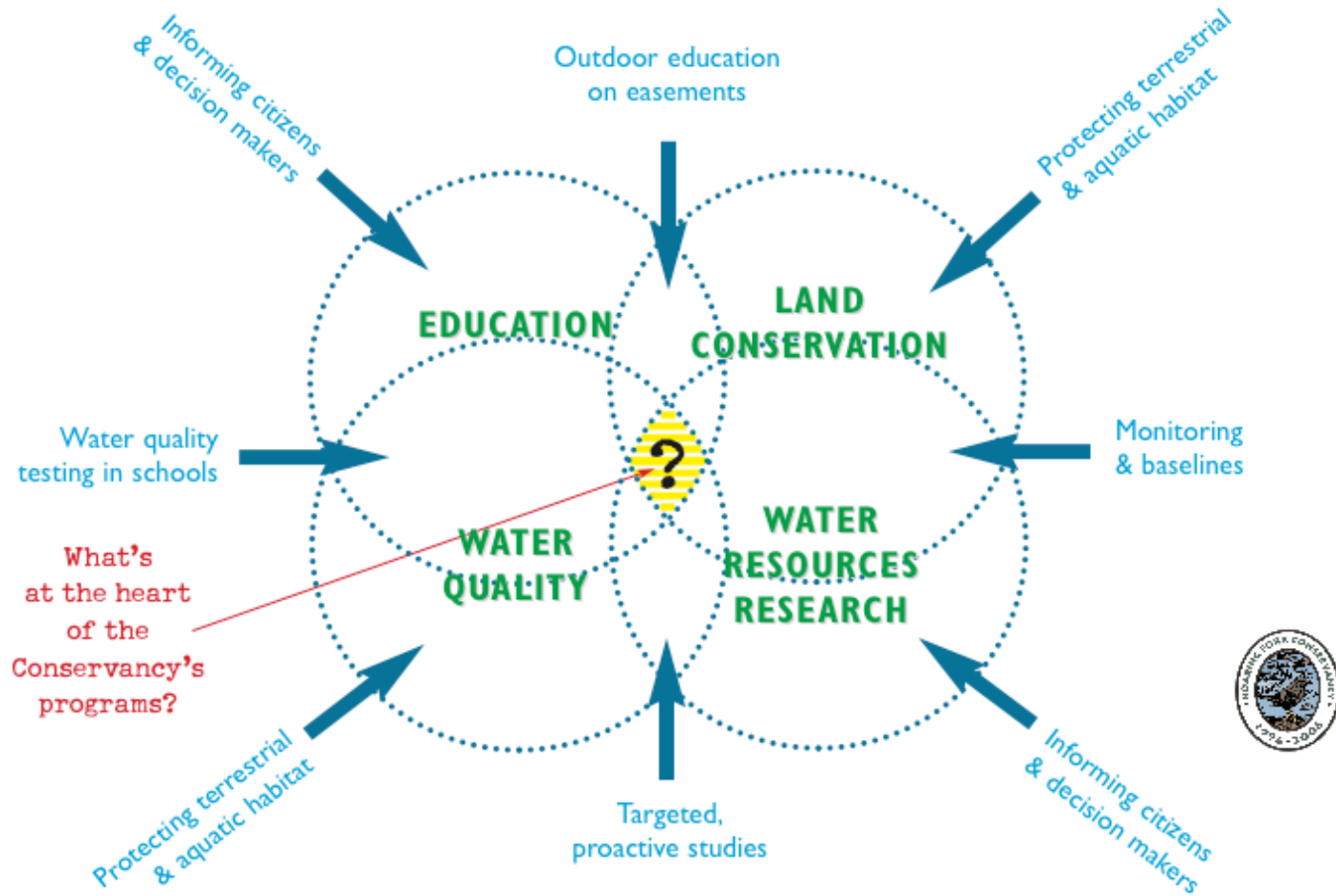


Diagram by Tim O'Keefe July 2006

Appendix B: RFC Major Focus and Key Issues

Focus Area	Key Issue	Did you know?	How RFC is addressing this issue:
Water Quantity	Keeping water in our rivers	About 65% of the water in the Roaring Fork River above Aspen never reaches Aspen but heads east through transbasin diversions.	<ul style="list-style-type: none"> • Identifying and seeking solutions for severely altered sections of stream through the Stream Flow Survey project • Collaborating with other agencies to solve flow issues (upper Roaring Fork, Fryingpan, etc.) • Conducting educational tours of transbasin diversions and educating the public about flow issues
Water Quality	Keeping our rivers healthy	Sediment is the number one source of water pollution in Colorado.	<ul style="list-style-type: none"> • Monitoring water quality at 24 sites with 40 volunteers, seven school groups and staff • Implementing the Keep It Clean campaign with 10 other agencies to increase awareness of nonpoint source pollution • Proactively studying problem stream sections to determine solutions to impaired water quality • Conducting storm water studies in Basalt and Glenwood Springs and working with Aspen
Habitat Preservation	Keeping our riparian habitat intact	Over 80% of wildlife in Colorado depend on riparian areas while less than 3% of the land in Colorado is riparian.	<ul style="list-style-type: none"> • Acting as a riparian land trust to protect 251 acres of land in conservation easements along river corridors • Conducting educational field trips on conservation easements to educate adults and students about the importance of riparian areas • Working collaboratively to address altered habitat • Consulting on riverside development • Studying the health of macroinvertebrate populations

Appendix C: RFC Core Competencies

Core Competency	Distinguishing Characteristics
Land Conservation	The only watershed conservation organization in the state that acts as a land trust. The only conservation organization in the valley that provides education, research and outreach activities on easements (craft this carefully- e.g., Forest Service)
Watershed Education	The only non-profit focused specifically on water issues education Experiential in our approach Programs encourage action and involvement
Water Quality Monitoring	Size and scope of volunteer sampling network/program
Water Resources Research	Conducting proactive, relevant research; bringing disparate parties together to accomplish specific goals in water issues
"Clearinghouse" for water data/issues	For public concerns; and water regulatory agencies

Appendix D: Roaring Fork Conservancy Key Audiences

Key Audiences	Characteristics	Physical Needs	Emotional Response/Needs	Key Messages ()
River Enthusiasts Commercial companies Private individuals Boaters Anglers Stream Team Volunteers	Make a living from the river Eyes & ears of the rivers Environmentalists Strong opinions	Need healthy rivers & fish habitat River access Water in the rivers	Territorialism Desire to help maintain healthy rivers Sense of place	
Internal Stakeholders Board Rivers Council Staff Volunteers	May have limited understanding of org Currently invested in organization	Continuing education/training Feedback	Doing right Involved with “the cause”	
Funders Major Donors/Sponsors Club Members HOAs Governments	May have limited understanding of org Like what we are doing – want to invest	Clean water in the streams Recognition Accountability from RFC Tax write-offs	Feel good about doing what is right Want to leave a legacy	

Key Audiences	Characteristics	Physical Needs	Emotional Response/Needs	Key Messages
Partners RF W/S Collaborative Other non-profits Scientists Other Basins	Invested in the cause Want to unite to make a bigger impact	Collaboration Clear communication Unity Information and action	Feeling of success and accomplishment Wanting to make a difference Legacy	
Citizen Groups/ Outreach Schools Adults/Families Civic Organizations Caucus Groups Business Community Latinos Private Clubs HOAs Riverfront Land Owners	Looking to make a difference through implementing/sharing knowledge	Programming Contact Relationships	Connectedness Commitment Engagement/fun Enlightenment	
Decision Makers Government Agencies County Governments City Governments State Legislators	In places of power to get things done Constantly looking for facts or solutions to issues	Information Accountability Budget pressures Pulled in various directions	Rationale- support for decisions- "I'm right" Responsible to constituents Need to be supported in decision making Need approval	

Key Audiences	Characteristics	Physical Needs	Emotional Response/Needs	Key Messages
<p>All water users</p> <p>Roaring Fork Watershed visitors and residents</p>	<p>Differing degrees of awareness</p> <p>All socio economic levels</p> <p>Ranchers, agriculture</p> <p>Commercial</p> <p>Residential</p>	<p>Need water to do our daily chores:</p> <p style="padding-left: 20px;">drinking, showering, washing cars, watering plants, lawns</p> <p>Water is essential for survival</p>	<p>Entitlement- we deserve to have water!</p> <p>Fear lack of water</p> <p>Territorialism-no sharing!</p> <p>Ignorance is bliss</p> <p>Can one person make a difference?</p>	