



Canadian Council
on Invasive Species

Conseil Canadien sur les
Espèces Envahissantes

National Firewood Communication Strategy

Researched and prepared by
the Canadian Council on Invasive Species

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Parks Canada
SBC Firemaster

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National Firewood Communication Strategy

INTRODUCTION, PURPOSE, GOALS AND OBJECTIVES

Introduction and Background

Canada has 347 million ha of forest cover that represents nearly 9% of the world's forests (Natural Resources Canada). Our forests and urban trees provide us with many ecosystem benefits such as capturing rain and storm water runoff, shade, habitat for wildlife and wood products. However, our forests and urban trees are under threat from invasive forest pests such as emerald ash borer and Asian long-horn beetle. Moving firewood from one location to another can inadvertently move forest pests to new areas resulting in destruction for forests and urban trees. These pests will move slowly on their own but can move long distances very quickly through the transportation of firewood. By stopping the long distance spread of firewood by humans, we will be able to continue protect and manage our forests and urban trees.

In order to address this issue, the Canadian Council on Invasive Species developed and is implementing the 2017 National Firewood Taking Action Campaign with partners from coast to coast to coast. In 2018, the Canadian Council on Invasive Species with its partners, is undertaking activities in the plan through funding from the Canadian Council of Forest Ministers (CCFM) and others. The initial activity included a benchmark survey to gather a baseline understanding of Canadians knowledge of invasive species and how they can spread through firewood and other outdoor activities. A second report was prepared on a Firewood Best Management Practices (BMPs) Jurisdictional Scan and Analysis reporting on current BMPs followed in North America for reducing the spread of invasive species. Finally, this Communications Strategy outlines the steps the Canadian Council on Invasive Species will take to implement an effective National Firewood Communication Campaign.

Purpose

The purpose of this document is to identify relevant, integrated, marketing activities and channels to effectively increase brand awareness of the National Firewood Campaign to ultimately reduce the spread of invasive forest pests from firewood movement and protect Canada's environment, economy and society.

"Marketing is no longer about the products you make, it's about the stories you tell."

Scope

The scope of this campaign is national; however, implementation will include both national and regional partners. Success of the campaign will depend, in part, on the role of partners and stakeholders in the provinces and territories that agree to work together and implement communication strategies outlined in this document. The Canadian Council on Invasive Species will also need to communicate with partners and stakeholders on a regular basis to facilitate implementation where necessary. The specific activities associated with the campaign will focus on the firewood movement pathway with some outreach activities that will cross over into other invasive species communication activities.

Goal

Implement a branding campaign to build brand awareness, favorability and familiarity of the National Firewood Program that encourages Canadians to take action on reducing the spread of invasive species through firewood movement; ultimately mitigating the impacts of invasive forest pest on Canada's environment, specifically forests, economy and society.

Objectives

1. Identify relevant and specific target audiences to address within the campaign.
 - a. Create new resources specific to the specific target audiences
 - b. Build new partnerships with organizations involved in each target audience
 - c. Provide guidance to partners involved in each target audience on how to implement portions of the communication strategy
2. Raise the national level of awareness of the issue of invasive forest pests and their impacts to Canada's environment, economy and society to specific target audiences i.e. campers.
 - a. Increase Canadian Council on Invasive Species social media traffic (Facebook, Twitter and Instagram) by 25%.
 - b. Create a National Firewood Campaign social media platform (Facebook, twitter and Instagram pages).
3. Connect target audiences who buy firewood, with the idea that spreading firewood is risky and can result in spreading invasive pests, which causes severe impacts on Canada's environment, economy and society.
 - a. Conduct specific outreach activities and resources to each target audiences
4. Ensure messaging includes information on regulations that exist in Canada around firewood movement.
5. Target firewood producers and sellers to implement messaging around 'pest-free' or safe firewood.

6. Connect with government, including provincial and national parks, to address concerns around firewood sold in parks.
7. Collaborate with government partners, like the CFIA, on communication campaigns pertaining to firewood.

GUIDING PRINCIPLES AND BASELINE RESEARCH

Guiding Principles

1. Focus on “Me” marketing: focus on the benefits of what the campaign will do for the target audiences.
2. Market the campaign using Behaviour Change techniques and CRAM (Connecting, Rewarding, Actionable, and Memorable): Behaviour change is an approach to achieving broad sustainable behavior in our communities. It combines the knowledge from psychology and social marketing to leverage community members’ action to change behavior. CRAM means to connect to things our audience cares about, identify and offer rewards for taking action, have clear calls to actions and make the campaign memorable, catchy and personable.
3. Collaborate with partners, including government, invasive species councils, camping organizations, firewood producers etc. to spread messaging far and wide and to avoid duplicating resources and to share in costs.
4. Be flexible as communications techniques and tactics change quite often
5. Shift the budget when necessary
6. Use a fun and engaging tone! Avoid a paternalistic tone. Use positive language.

Baseline Research

In 2018, the Canadian Council on Invasive Species worked with Beyond Attitude Consulting to undertake a National Firewood Survey to establish a ‘benchmark’ of Canadians knowledge of invasive species, the impacts they cause and how they spread, specifically through firewood movement and outdoor recreation activities, such as the use of ATVs and fishing. The survey also gathered information on current ‘behaviours’ as related to outdoor recreation activities and the actions Canadians are not taking to prevent the spread of invasives and why. The survey is based on a survey of over 1200 respondents which provided a margin of error of plus or minus 2.3% and a confidence level of 95%. The survey was distributed across Canada through various recreation and outdoor networks.

Key findings and takeaways from the report include:

1. Over half of the respondents (54%) said they have seen a firewood campaign
2. Two-thirds (67%) of respondents are unaware of firewood movement regulations

3. 38% believe moving firewood is risky
4. A deterrent to sourcing local firewood is cost
5. Most respondents are more concerned about cost and firewood quality versus if its pest free or not
6. Messaging like 'buy it where you burn it – to protect our forests' will not substantially change behavior on its own
7. 90% of firewood users indicate they use firewood for campfires, bonfires and recreation
8. 43% use firewood for home heating
9. 64% indicate they gather or cut wood within 15 km of where they burn it

Based on the national survey report, the Canadian Council on Invasive Species has identified the following associated target audiences, behaviors, messages and prompts that will be used in the National Firewood campaign:

1. Target Audiences for the Campaign

- a) Campers
- b) Campground and Park Managers (including RV)
- c) Woodlot Associations
- d) Homeowners who use firewood for heating
- e) Firewood Producers
- f) Firewood sellers

MESSAGING, BARRIERS AND PROMPTS

1. Obstacles and motivators associated with each target audience

Obstacles are things that are preventing the target audiences from undertaking the desired action and positive behaviour that we want to see to prevent the spread of invasive forest pests. By identifying and removing behaviours, we can better overcome obstacles and reduce the intention-behavior gap.

Target Audience	Obstacles	Motivator
Campers/Cottagers	<ul style="list-style-type: none"> • Lack of ease in accessing pest free firewood • Lack of sellers • Quality of wood • Cost • Lack of knowledge of risks • Lack of tools • Awareness of what pest-free wood is • Concerns that pest-free wood has chemicals • Perceived knowledge “I know what an ash tree looks like” 	<ul style="list-style-type: none"> • Availability • Reasonable cost • Good quality • Why its important to buy local • Knowledge of potential consequences for moving it
Campground and Park Managers (including RV)	<ul style="list-style-type: none"> • Lack of knowledge and access to pest free firewood • Concern about increased costs • Availability • Lack of sellers • Quality of wood • Cost • Lack of knowledge of risks • Awareness of what pest-free wood is • Concerns that pest-free wood has chemicals 	<ul style="list-style-type: none"> • Availability • Reasonable cost • Good quality • Why it’s important to buy local • Knowledge of potential consequences for moving it

	<ul style="list-style-type: none"> • Lack of internal policies 	
Woodlot Associations	<ul style="list-style-type: none"> • Lack of process and tools of harvesting safe firewood • Lack of knowledge of regulations • Lack of knowledge of risks 	<ul style="list-style-type: none"> • Why it's important to sell local • Knowledge of potential consequences for moving it
Homeowners who use firewood for heating	<ul style="list-style-type: none"> • No knowledge of need • Availability • Lack of sellers • Quality of wood • Cost • Lack of knowledge of risks • Awareness of what pest-free wood is • Concerns that pest-free wood has chemicals 	<ul style="list-style-type: none"> • Availability • Reasonable cost • Good quality • Why it's important to buy local • Knowledge of potential consequences for moving it
Firewood Producers	<ul style="list-style-type: none"> • Lack of need to track or report • Lack of knowledge of risks 	<ul style="list-style-type: none"> • Why it's important to buy local • Knowledge of potential consequences for moving it
Firewood Sellers	<ul style="list-style-type: none"> • Local of need to notify • Lack of knowledge of concern • Lack of knowledge of risks • Awareness of what pest-free wood is • Concerns that pest-free wood has chemicals 	<ul style="list-style-type: none"> • Availability • Reasonable cost • Good quality • Why it's important to buy local • Knowledges of potential consequences for moving it

2. Desired actions and prompts to be associated with each resource for each target audience

For each target audience, we have identified the call to action we want them to take and the prompt that will influence them to take that action. Results-oriented approaches are especially important for organizations that don't have a lot of resources. It's costly to print and send out hundreds of brochures, hoping someone will take action. But helping people actually get to the action, such as how to buy pest-free firewood, means that's one more

person is starting a new sustainable behavior. CBSM helps groups achieve measurable change.

Target Audience	Desire/Call to Action	Prompt
Campers/Cottagers	<ul style="list-style-type: none"> To buy local firewood To not move firewood beyond 80km 	<ul style="list-style-type: none"> Labeled local firewood at campground and parks Labeled local firewood at stores Messages when booking campsites Signage at parks Signage around park rules and regulations
Campground and Park Managers (including RV)	<ul style="list-style-type: none"> Recognition of being responsible leaders Sell local firewood Sell well priced firewood Provide locations of good wood outside of the campground i.e. local store 	<ul style="list-style-type: none"> Signage at location where firewood is bought; Labelled pest-free firewood from producers; Information on campers passes or on website BMP document that provides guidelines on how to source local firewood
Woodlot Associations	<ul style="list-style-type: none"> To not move firewood beyond 80km 	<ul style="list-style-type: none"> Recognition program for doing so; information to add to business site, cards Their own BMP document
Homeowners who use firewood for heating	<ul style="list-style-type: none"> To buy local firewood 	<ul style="list-style-type: none"> Labelled pest-free firewood from sellers or producers Signage where firewood is bought
Firewood Producers	<ul style="list-style-type: none"> Don't transport firewood long distances; treat locally before transport 	<ul style="list-style-type: none"> Presentations at events they attend Recognition Program; BMPs

		<ul style="list-style-type: none"> • Stamps for website and their own communication materials
Firewood Sellers	<ul style="list-style-type: none"> • Don't transport firewood long distances 	<ul style="list-style-type: none"> • Presentations at events they attend • Recognition program, BMP's, logo's and information for their website. Information on CCIS and partners sites

3. Key Messages, Images and Taglines

As mentioned, messaging will focus on utilizing techniques of Behaviour Change and CRAM, therefore where possible the emphasis is on what to do, rather than what not to do (positive messaging versus negative).

With each key message, there also be a set of key images. These images will model actions that each target audience should be doing; making them aware of the preferred behavior. Showing the preferred behaviours as photos rather than as drawings helps to establish a social norm of doing the correct behaviour, such as buying and using local firewood, or purchasing heat-treated firewood that is pest-free. When people see that others are doing the right thing, they feel more compelled to do the right thing too. The messaging should leverage the powerful effect of peer pressure.

The messaging will seek to reduce and remove the barriers to adoption of the behaviours, as determined in the national survey. It will seek commitments to engage in preferred behaviours, proven tactics for reducing the **attitude-behaviour gap**. This will be integrated into any social media and other communication avenues

The **attitude-behaviour gap** is a common phenomenon where someone has the attitude that a certain behavior is important but fails to perform that behavior. Blood donation is an example of the attitude-behaviour gap. While almost everyone believes blood donation is important, only 3.5% of Canadians actually donate blood. (Note: about 50% of Canadians are eligible to donate.)

The messaging will also seek to establish a social norm of responsible firewood management. Peer pressure is an effective agent of behaviour-change; if people feel that everyone around them is taking responsible actions with firewood to reduce the spread of pests, they are likely also to adopt these behaviours.

Taglines will be associated with each key message or slogan i.e. Buy local firewood; help keep our forests healthy. To help foster behaviour change, the person in the target audience should be included in the messaging. It puts the person receiving the campaign into the middle of it

where they can see themselves. This makes them understand that their behaviour can be part of the problem, or part of the solution.

Target Audience	Key Messages	Taglines	Key Images
Campers/Cottagers	<ul style="list-style-type: none"> Buy it Local Burn it Local Leave it Local 	<ul style="list-style-type: none"> Buy firewood at or near your destination to ensure that you are not introducing any invasive pests or diseases If you accidentally brought any non-local firewood with you, use it first and burn it completely. Otherwise for the sake of our forests it's always safest to burn local firewood only If you have firewood left over from your stay, leave it behind for the next visitor. Avoid transporting firewood long 	<ul style="list-style-type: none"> Healthy forest, with a smiling camper Campers around a campfire, with healthy forest in background Damaged tree with a recognizable pest

distances to prevent the spread of invasive pests and diseases

- Invasive forest pests kill trees; take action and buy firewood at or near your destination to ensure that you are not spreading them

Campground and Park Managers (including RV)	<ul style="list-style-type: none">• Sell Local Firewood• Source Local Firewood	<ul style="list-style-type: none">• Invasive forest pests kill trees; you can help by sourcing local firewood to ensure that you are not introducing any invasive pests or diseases• Invasive forest pests kill trees; you can help by sourcing local firewood to ensure that you are not introducing them	<ul style="list-style-type: none">• A picture of a label with “pest-free” on it
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		<ul style="list-style-type: none"> Invasive forest pests kill trees; you can help by sourcing local firewood to ensure that you are not spreading them 	
Woodlot Associations	<ul style="list-style-type: none"> Don't move firewood; Keep firewood local 	<ul style="list-style-type: none"> Invasive forest pests kill trees - Help keep our forests healthy - take action to protect your woodlot 	<ul style="list-style-type: none"> Healthy forest or woodlot
Homeowners who use firewood for heating	<ul style="list-style-type: none"> Buy local firewood; Purchase Local Firewood 	<ul style="list-style-type: none"> Invasive forest pests kill trees - you can help keep our forests healthy - buy local firewood 	<ul style="list-style-type: none"> Healthy forest, with smiling homeowner
Firewood Producers	<ul style="list-style-type: none"> Don't move firewood; Keep firewood local; Exporting firewood? Be sure to check and follow Canada's import requirements. 	<ul style="list-style-type: none"> Help keep our forests healthy; take action to protect Canada's forests Invasive forest pests kill trees - you can help keep our forests 	<ul style="list-style-type: none"> Link to regulations Firewood producer label example

		healthy – treat firewood	
Firewood sellers	<ul style="list-style-type: none"> • Sell Local Firewood 	<ul style="list-style-type: none"> • Source local firewood to ensure that you are not introducing any invasive pests or diseases • Invasive forest pests kill trees - you can help keep our forests healthy – sell local firewood 	<ul style="list-style-type: none"> • Label with “local” firewood

COMMUNICATION STRATEGY

Strategy 1. Address required communication needs for each target audience in consultation with Behaviour Change expert

Based on the research and report conducted by Beyond Attitude Consulting for Canadian Council on Invasive Species, each target audience requires a specific mode of communication to ensure the proper information is being communicated to that audience, and therefore being absorbed. The Canadian Council on Invasive Species has the capability to communicate directly with specific target audiences through these channels:

- Social media
- Canadian Council on Invasive Species website and/or potential firewood specific website
- Newsletters
- E-lists or Listservs (an email network of people specifically interested in one topic i.e. firewood or invasive forest pests)
- Attendance at events (limited basis)
- Regional partnerships

- Public Service Announcements

According to the benchmark survey, below is how respondents prefer to be communicated with, in order of most preferred to least:

- Signs at parks and campsites
- Social media
- News
- Road signs
- Website
- School/brochure
- Word of mouth
- Magazine
- Other

The following are the modes of communication the Canadian Council on Invasive Species will focus on for each target audience:

- » The Canadian Council on Invasive Species will place emphasis on social media and signage; these avenues will point to the website where the bulk of information will be stored
- » For all of the target audiences, the Canadian Council on Invasive Species will continue to update the Canadian Council on Invasive Species website to be the 'hub' of all things firewood. The hub will house important information that the targets are made aware of through things like newsletters, social media etc. and items that cannot be distributed through those avenues. This includes firewood standards, protocols and best management practices for firewood producers, downloadable factsheets and rack cards, updates on invasive forest pests and a map directing campers, etc., where to locate firewood producers with pest-free firewood.
- » The website will include a feature important to all target audiences and that is a map of where pest-free firewood is being sold and by whom. It will also indicate any regulations in place by the Canadian Food Inspection Agency or provinces/territories on preventing the movement of firewood.

Target Audience	Mode of Communication	Message Frequency
Campers/Cottagers	<ul style="list-style-type: none"> • Social media • Signage at parks • Information provided on registration • Road signs 	<ul style="list-style-type: none"> • Social media post once/week specifically focusing on camping organizations (tag the groups etc.); • Signage and information on registration placed in five parks across Canada by the end of 2019 • Two road signs installed by the end of 2020 • (locations of signs TBD upon consultation)
Campground and Park Managers (including RV)	<ul style="list-style-type: none"> • Social Media • Direct contact to establish relationship • Annual Survey to gather specific feedback • BMPs 	<ul style="list-style-type: none"> • Targeted social media once/week; Direct contact at least twice per year; • Partnership with at least 5 organizations for 2019, doubling each year to 2021
Woodlot Associations	<ul style="list-style-type: none"> • Social Media • Direct contact to establish relationship • Annual Survey to gather specific feedback • BMPs 	<ul style="list-style-type: none"> • Targeted social media once/week; Direct contact at least twice per year
Homeowners who use firewood for heating	<ul style="list-style-type: none"> • Social media • Signage at firewood selling locations • Road signs 	<ul style="list-style-type: none"> • Targeted social media once/week • Five signs placed at firewood selling locations by the end of 2019 • Two road signs installed by the end of 2020 • (locations of signs TBD upon consultation)

Firewood Producers	<ul style="list-style-type: none"> • Social media • Phone calls • Road Signs • BMPs 	<ul style="list-style-type: none"> • At least 2 calls/ year with major producers • Two road signs installed by the end of 2020 • (locations of signs TBD upon consultation)
Firewood sellers	<ul style="list-style-type: none"> • Social Media • Phone calls • Road Signs • BMPs 	<ul style="list-style-type: none"> • At least 2 calls/ year with major sellers • Two road signs installed by the end of 2020 • (locations of signs TBD upon consultation)

a. Social Media

For any social media activities that may result as the mode of communication for some of the target audiences, we will follow the checklist below:

BEFORE

- Identify specific goals
- Establish a timeline
- Establish a budget
- Create a promotion calendar
- Know your target audience
- Choose a campaign hashtag (new or existing, popular hastags)
- Establish list of partners to tag in posts and then share
- Set up monitoring streams
- Establish the campaigns platform (twitter, Facebook, Instagram)

DURING

- Monitor streams for any issues, resolve them
- Track mentions to judge campaign popularity
- Use analytics to track your Key Performance Indicators (KPI)
- Adjust the campaign strategy if necessary
- Ensure all your tracking is functional
- Engage participants
- Engage the media

AFTER

- Gather all your KPI metrics
- Conduct a campaign retrospective
- Present retrospective to your team/superiors

Channel	Tactics
Facebook	<ul style="list-style-type: none"> • Images, GIFS and videos • Links to relevant articles • Reach lookalike audiences (smaller ones related to our larger, target audience) • Create options for more info i.e. subscribe to newsletter • Create custom template for posts with firewood brand • Create short video ads
Search Engine Optimization	<ul style="list-style-type: none"> • Ensure website is compete with key google search words
Twitter	<ul style="list-style-type: none"> • Images, GIFS and videos • Target and tag specific target audiences • Purchase ads • Reach lookalike audiences • Use hashtags • Create custom templates
YouTube	<ul style="list-style-type: none"> • Video ads
Instagram	<ul style="list-style-type: none"> • Host live updates (real-time Instagram stories) • Add many hashtags to one photos; launch hashtag campaign • Share images daily • Place links in bio • Photo and video content • Promote website

Strategy 2. Develop Resources in consultation with Behaviour Change expert and National Firewood Working Group specific to each target audience

Based on the research and report conducted by Beyond Attitude for Canadian Council on Invasive Species, each target audience requires specific resources that will raise their awareness of the issue of invasive forest pests, the threats and impacts they pose and cause and simple actions they can take to reduce their spread. The following is a list of resources to be created for each target audience and all resources will be in both French and English:

Target Audience	Resource to be created	How they will be distributed
Campers/Cottagers	<ul style="list-style-type: none"> • Signs for campgrounds • Statement for display on park websites • Slip with park pass • Rack card for park and campground stores 	<ul style="list-style-type: none"> • Direct contact with campground and park managers • Social Media and website
Campground and Park Managers (including RV)	<ul style="list-style-type: none"> • Poster • Signs • BMPs 	<ul style="list-style-type: none"> • Direct contact with campground and park managers • Social Media and website availability; downloadable resources
Woodlot Associations	<ul style="list-style-type: none"> • Recognition stamp or logo • Rack card for woodlot events attended • BMPs 	<ul style="list-style-type: none"> • Direct contact with woodlot associations through Firewood Working Group • Website
Homeowners who use firewood for heating	<ul style="list-style-type: none"> • Signage • Rack card 	<ul style="list-style-type: none"> • Posted at firewood selling locations i.e. gas stations or Canadian Tire • Direct contact with top sellers
Firewood Producers	<ul style="list-style-type: none"> • Recognition stamp or logo • BMPs 	<ul style="list-style-type: none"> • Direct contact • Website • Social Media
Firewood sellers	<ul style="list-style-type: none"> • Recognition stamp or logo • BMPs 	<ul style="list-style-type: none"> • Direct contact • Website • Social Media

Strategy 3. Formalize partnerships with parks, government and non-government organizations

By formalizing partnerships, we will use the partnerships to implement the program in regional areas across Canada. We will follow previous Canadian Council on Invasive Species campaign models, such as our Play Clean Go campaign, where we provide potential partners with a partnership package that identifies the benefits to them of becoming a partner of the

program, the resources available to them and the approaches they can use to implement the campaign.

Target Audience	Partnership to be Formalized 2019	Partnership to be Formalized 2020-2022
Campers /Cottagers	<ul style="list-style-type: none"> • Parks Canada • BC Parks • Manitoba Forestry • KOA • One cottage association 	<ul style="list-style-type: none"> • Provincial and Territory Parks • Camping Associations • Canadian Tire
Campground and Park Managers (including RV)	<ul style="list-style-type: none"> • Canadian Camping and RV Council • Parks Canada • One local campground 	<ul style="list-style-type: none"> • Explorer RV • KOA
Woodlot Associations	<ul style="list-style-type: none"> • Ontario Woodlot Association • Canadian Federation of Woodlot Owners 	<ul style="list-style-type: none"> • Quebec Woodlot Association • Another provincial woodlot association
Homeowners who use firewood for heating	<ul style="list-style-type: none"> • Association of Ontario Municipalities 	<ul style="list-style-type: none"> • Another provincial homeowner association
Firewood Producers	<ul style="list-style-type: none"> • SBC Fire master • Canada Firewood 	<ul style="list-style-type: none"> • Canadian Tire

Campaign Partnering Strategies

Drawing on existing and effective partnership models, we will design a partnership package that outlines how partners can participate in the campaign.

The package will include, but is not limited to:

- Social media graphic templates that can be used and shared (for twitter, Facebook and Instagram)
- A social media calendar that the CCIS will coordinate that the partners can follow, to share and “tweet” at coinciding times to increase visits to social media pages and to remain consistent
- A list of all of the appropriate campaign messages and associated images

- Links to all available and relevant resources for download and print and information on how and where to use them
- A fillable calendar that partners can complete that identifies events they will attend that Canadian Council on Invasive Species can provide relevant resources for.

The Canadian Council on Invasive Species will amplify the partner aspect of the campaign by ensuring:

- Campaign co-branding where relevant
- Connecting with partners on social media as much as possible
- Running partner contests to draw awareness to the campaign
- Continuing to look for relevant partnerships

Strategy 4. Key events the Canadian Council on Invasive Species will attend to reach target audience

The Canadian Council on Invasive Species will attend, on a case by case basis, key events that will help promote the campaign. Some examples can be found below.

Target Audience	Event	When
Campers/Cottagers	<ul style="list-style-type: none"> • Canadian Parks Conference 	<ul style="list-style-type: none"> • TBD
Campground and Park Managers (including RV)	<ul style="list-style-type: none"> • Canadian Camping and RV Week 	<ul style="list-style-type: none"> • May 2018
Woodlot Associations	<ul style="list-style-type: none"> • Rural Landowner Dinner • 2018 OWA Woodlot Conference and Tours (AGM) 	<ul style="list-style-type: none"> • April 12, 2018
Homeowners who use firewood for heating	<ul style="list-style-type: none"> • Municipal events 	<ul style="list-style-type: none"> • TBD
Firewood Producers	<ul style="list-style-type: none"> • Producer events as determined 	<ul style="list-style-type: none"> • TBD
Firewood Sellers	<ul style="list-style-type: none"> • Seller events as determined 	

Strategy 5. Find sponsors for the Firewood Campaign for each target audience

It's important to the Canadian Council on Invasive Species that our programs become self-sustaining, therefore, we aim to obtain 'sponsors' that are key to the support of this campaign. The sponsors will support staff tie to coordinate the campaign, printing of resources and maintenance of the website, to name a few. The sponsorships will follow a tiered level program and each sponsor will be recognized according to the level they choose.

Target Audience	List of Potential Sponsor
Campers	Parks Canada
Campground and Park Managers (including RV)	BC Provincial Parks Ontario KOA
Woodlot Associations	Canadian Federation of Woodlot Owners
Homeowners who use firewood for heating	National Firewood Association
Firewood Producers	SBC Firemaster
Firewood sellers	Canadian Tire

BUDGET, TIMELINE AND EVALUATION

Budget and Timeline

Task	Budget	(2018-2019)	(2019-2020)	(2020-2021)
Build Communication Plan - finalize messaging, images, prompts and actions		May		
Pilot Phase One: social media messaging		June – October		
Website Updates (annual)		April - December	January – December	January - December

Develop outreach resources for key audiences		July – December		
Coordinate National Working Group and build partnerships and sponsors		June – December	Jan - March	
Pilot Phase Two: resources			Jan - March	
Coordinate and host workshops and webinars about program			Jan – April	
Update social media and resources based on pilots			May - June	
Attend key events			June - November	
Finalize program			July - December	
Roll out whole program with partners				April
Evaluation				Jan-March

Evaluation

Evaluation is key to measuring the success of the campaign. The baseline survey already completed will provide a baseline reading of information we will now be able to measure against. We will undertake a post-campaign survey once the campaign has been implemented for a full year. We will also measure and track the campaign throughout including:

- ✓ Measurement of online commitments made
- ✓ Measurement and tracking of social media traffic
 - number of unique visitors
 - average number of page views per visitor
 - average visitor duration
 - traffic source
- ✓ Quality and engagement indicators
 - Bounce rate
 - Number of impressions
 - Number of clicks
 - Sentiment analysis
 - Engagement rate

- ✓ Measurement of purchase of firewood in and around Canada's Parks (using partner assistance)
- ✓ Observation of firewood transport at the entrances and exits of Parks (using partner assistance)
- ✓ Post-campaign survey