



NFWF


## Chesapeake Bay Stewardship Fund



# Tell Your Story!

*National Fish and Wildlife  
Foundation's Communications  
Tool Kit*

*November 2019*



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# Communications and Media Outreach

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## WHY WE DO IT?

Congratulations on being awarded a grant from the National Fish and Wildlife Foundation (NFWF)!

Since 2000, the Stewardship Fund has awarded over \$150 million in funding to more than 1,000 local restoration projects and partnerships, each with its own unique and powerful story in restoring the Bay watershed and revitalizing local communities.

Approximately 18.1 million people are living and working in the Chesapeake Bay watershed, and this number will rise to 20 million by the year 2025. We are all working together to share best practices and communicate how we are working to achieve the goal of a fully restored Chesapeake Bay.

While NFWF and its program partners actively work to tell as many of these stories as possible, we cannot accurately or fully portray ALL of the wonderful work

on-the-ground out there in the Bay states. In response, NFWF and its program partners have created this communications tool kit to help empower you to tell your own story through both traditional and emerging social media.

Depending on your organization, agency, or community, you may have the benefit of a communications department or public relations team capable of helping to communicate major milestones and the broader the impact of your grant-funded work. Unfortunately, many NFWF grant recipients do not. Regardless of your communications capacity, we also understand that when you are focused on “the work”—be it restoring buffers, planting oyster beds, or installing rain gardens—your organization may not have the time, resources, or knowledge to publicize it.



# Communications and Media Outreach

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NFWF acknowledges that effective communication is more than a “nice to have”—it’s an essential “force multiplier” for conservation. Better understanding of programs like the Stewardship Fund and their local impacts among the general public and local officials is essential to the continued success of these programs moving forward.

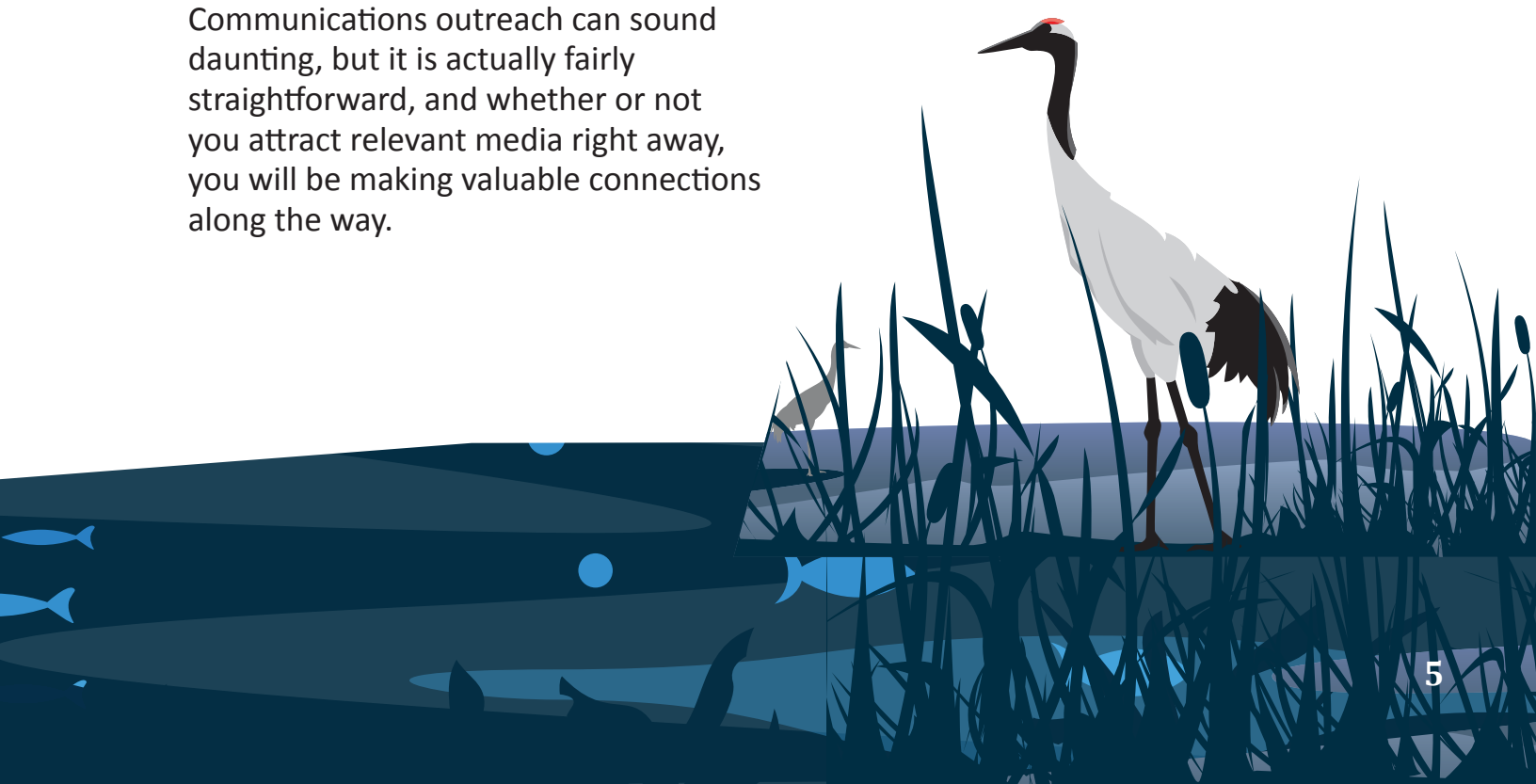
Communicating organizational successes can also have important ripple effects. Letting key local partners and decision makers know that your organization has what it takes to resource and execute complex restoration projects can lead to new partners and opportunities.

In short, communicating your successes breeds future success!

Communications outreach can sound daunting, but it is actually fairly straightforward, and whether or not you attract relevant media right away, you will be making valuable connections along the way.

In this toolkit you will find helpful hints for conducting a successful public relations and communications outreach campaign to amplify your local restoration efforts.

Much of the following information may be familiar for organizations with their own communications department. Still, representatives from higher capacity organizations will find value in understanding NFWF communications requirements and suggested messaging for your Stewardship Fund—supported efforts. At the end of this toolkit, you will also find guidelines for referencing NFWF in any press outreach and how to appropriately use the NFWF logo. Templates for press releases, media advisories and other outreach materials are also included in the appendix.



# Communications and Media Outreach

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For those without dedicated communications support, we hope this toolkit will be even more impactful, providing answers, templates and ideas to help grow your own capacity for effective communication. Feel free to contact us if you need additional support.

## Effectively communicating your restoration efforts can:

1. Ensure local understanding and support for your work.
2. Grow your stakeholder, member, and volunteer base.
3. Attract additional partners, projects, and funding interest to your efforts.

## Did You Know?

As a NFWF grant recipient, you have agreed to specific conditions for any publicity generated for your grant project. This often includes required acknowledgment of key project funders, consistent language for acknowledging their support, and standard practices for generating project photos and web pages.

Be sure to check out your NFWF grant agreement for more details on the specific requirements for your grant.

## KEY MESSAGING

Before embarking on specifics of how to engage the media, we need to address messaging. What is it you want to relay and to which audiences? Refining your message in advance helps keep the focus on what is important and what takeaways need to be conveyed to the outlets who want to tell your story.



# Communications and Media Outreach

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**To garner media interest, try adopting one of two strategies for framing and communicating news—worthy project milestones:**

The first is the “inverted pyramid” style of communications wherein the major facts, deliverables and outcomes of the project are the “lead.” This can be counter intuitive to grantees who are often trained to first provide context and background on the scientific and technical aspects of conservation and leave the conclusions until the end. However, in the world of public relations and reporting, we need to make the beginning or “lead” of the story the place where we deliver the news.

The second strategy is the 5W’s and H or creating news templates using the “Who, What, When, Where, Why and How”

method. Building your story and your messages around these key questions will ensure critical information is conveyed the way people most often learn of current events.

## ASSOCIATED PRESS (AP) STYLE

Media leverage and consult the AP Stylebook for style usage and news formatting in their approach to reporting. So it’s a good idea to have a basic knowledge of the AP Style guidelines as you compose your press releases and media advisories. Online references are available <https://www.apstylebook.com/>

### Tip:

You will find news templates and information on specific ways to create a dateline and support your organization with news references and citations on the AP site.



# Communications and Media Outreach

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## PLEASE SAY “THANK YOU!”

You will have much to say about how your project is going, how it came about, and results you’re anticipating but, before these specifics of your project, one essential and consistent message to convey is a “thank you” or acknowledgment of the funding and funders that made your work possible. For the Stewardship Fund, this will always include NFWF and the U.S. Environmental Protection Agency and may include others depending on your grant project. Reference your executed grant agreement for additional funders to be acknowledged for your project.

It can be easy to overlook this basic funding component when talking to media or crafting your communications strategy, but it’s also quite simple! Often, all it may take is to say that the project wouldn’t be possible without the support of NFWF, EPA, and Stewardship Fund partners.



# Message Development

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## TAILORING (AND STAYING ON!) YOUR MESSAGE

YOUR specific grant project will inform your messaging and the story you'd ultimately like to be told about your work. You can inject a good deal of color and context in the discussion of Bay restoration issues. Focus on the positives as you report key milestones or invite others to learn about the project. For example, how is the project helping to clean the environment, save species or restore habitats, or assisting and revitalizing local communities?

By identifying your key messages in advance, both as an organization and for your specific project or program work, you will be more likely to convey those ideas and have them stick with your intended audiences. Try not to get distracted or get lost in the details!

## THE THEORY OF THREES

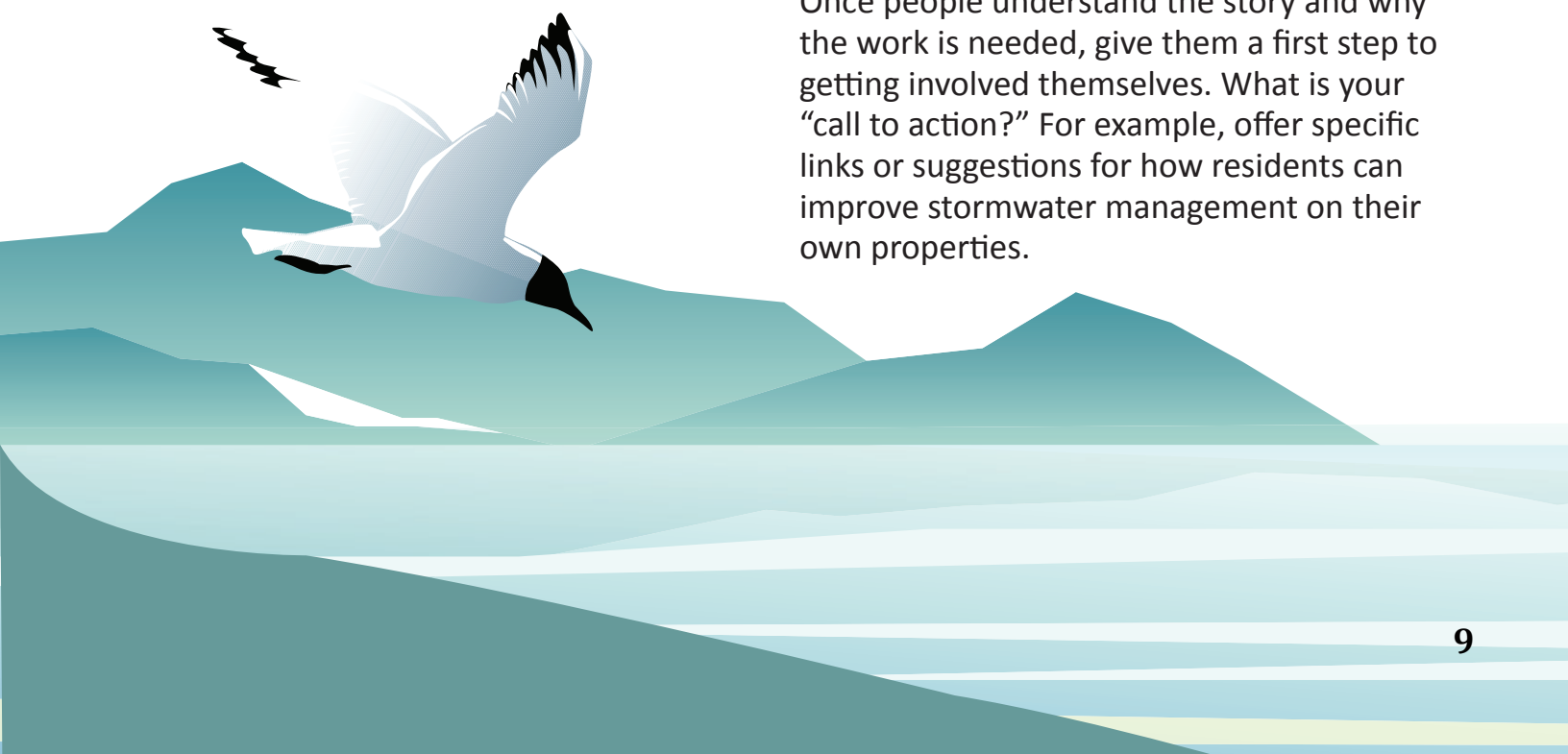
In addition to the “thank-you,” keep three or so key messages in mind that you would like to touch on. Reporters are looking to you as their source, so you have the opportunity to influence how the story will be told.

If your organization has a strong mission or vision statement, that element can often be woven into your messaging about a grant project. If you have valuable partners, it's also always a good idea to mention them.

### One “universal message” to consider:

“We are thrilled to be able to contribute to cleaner waterways and restored habitat in the Chesapeake Bay watershed, which will mean a more resilient and stronger Bay that benefits so many communities. But there is more work to be done and here is how you can help.”

Once people understand the story and why the work is needed, give them a first step to getting involved themselves. What is your “call to action?” For example, offer specific links or suggestions for how residents can improve stormwater management on their own properties.



# Sample Messaging by Grant Focus Area

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Given the priorities of the Stewardship Fund, here are some familiar grant focus areas with example messages:

## URBAN/SUBURBAN STORMWATER

Controlling runoff from impervious surfaces in my community—roads, parking lots, rooftops, etc.—helps address the fastest growing source of pollution to the Chesapeake Bay.

Addressing stormwater runoff provides other important community benefits beyond water quality, including flood control and public safety, community greening and open space, and workforce development.

By using natural or “green” solutions to manage stormwater, including rain gardens, tree plantings, and conservation landscaping, we’re providing more aesthetic, recreational, and educational value to our community.

## AGRICULTURAL CONSERVATION

On-farm conservation improvements often support the long—term profitability and economic viability of our region’s farmers, ensuring agriculture for generations to come.

Projects like this help the many farmers who want to “do the right thing” access information, resources, and partners necessary to assist.



# Sample Messaging by Grant Focus Area

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## HABITAT RESTORATION AND SPECIES RECOVERY

These efforts will help restore species essential to our region's economic (e.g. blue crab), cultural (e.g. shad), and recreational (e.g. black duck) identity. By working to restore habitats and recover species today, we're helping to head off future declines and forestall the need for future species protections.

Strategic habitat restoration can provide a multitude of community benefits.

Public outreach can build awareness for not only your project, but also for your organization. This is your opportunity to get your name out there and hopefully increase public support for your mission, an ongoing benefit that continues to build as awareness increases over time. Keep in mind, too: Additional requests for match funding are very appropriate in your public relations efforts!



# When is the Best Time For Outreach?

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Relative to your grant, you will have a greater likelihood for successfully garnering media attention when you have “news!” When is that?

## 1) UPON RECEIVING THE SWG OR INSR GRANT AWARD:

New funding is news! New approaches to conservation as well as those that are tried and true each have a story to tell. Each grant project has a unique role in helping to clean the watershed and we want to share the news about those important projects that have been chosen to receive the grant awards, and to mention the matching funds which is also news.

NFWF conducts an annual press announcement when we reveal our new grant slate, offering your organization important opportunities to leverage and amplify news of grant awards in your local community. Your grant will be “news” to the media in your locale. Like our release, you can put together a release specific to your grant and organization which includes information on your specific grant. You can invite them to visit the proposed site and cover the story from there. For more insight, visit the Appendix for example press releases.

# When is the Best Time For Outreach?

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## 2) WHEN THE PROJECT IS COMPLETED:

Key milestones of your NFWF-funded project can be newsworthy. Sometimes, the actual work itself—like placing a reef ball for artificial reef—can be a news event. To be sure, wrapping up a project and achieving its benchmarks is encouraging news and the media will want help share the good news with the community.

This is often when media will come out to “tell the whole story” because now they can also show the results. A short press release highlighting the conclusion of the work can offer quick reference to help get reporters curious, followed up with simple outreach to local newspapers and TV stations can do the trick.

Be prepared to offer your organization’s best source along with additional secondary sources—someone who did the work on the ground; surrounding residents and businesses who can share how the project has impacted them in positive way. We often try to quote the actual project manager on the NFWF—funded grant activity and someone who will benefit from the engagement.



# Creating a Press Event Media Will Want to Attend

Special events throughout the implementation of the grant project are also news.

This might include anything you are planning that your community would find interesting or informative as the work is progressing—things that are a “natural” to invite press to come out and see. And if you’d like to get media attention, you can also “create” an event designed to garner coverage.

The best events are highly visual and will have people involved performing an “action” like a tree planting, stream clean-up, shoreline work or a school field trip; visuals are very important.

Even the best, most newsworthy project is difficult for media to get excited about if there is nothing to “see.” You can stage it so benefits will be explained, and people can see what is going on. If you are having a volunteer day with community members planting trees for example, that is “news” the media would cover.

Look at your project and how you anticipate it is going to unfold with an eye toward what would appeal to media. We all enjoy hearing stories about community happenings, so make sure you don’t miss opportunities to share about your work in your community via local media coverage. You can discern the best possible media to target for your case study by considering what you already read—and media that is influential in your own community. One can also Google the titles and publications within a 100-mile radius of your project to compile a “media list” of targets.

## Tip:

A media list is a compilation of relevant media that you think will be the best fit to cover your news. The best “targets” to include on your media list are an environmental reporter if there happens to be one, other local reporters, managing editor or editor (not the publisher unless it is very small local news outlet) and the news desk.

# Creating a Press Event Media Will Want to Attend

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Are partners asking or do you think it's a good time for a ribbon—cutting type of event? Choose a location that will show either what needs to be upgraded, “fixed” or what has been done to remediate. If you are cleaning a stream, go to that location. If there is a gully that will be repaired, you can show that before and after situation.

People will be excited to know they will no longer be experiencing flooding in a certain location, for example. You will need to be an excellent “host,” anticipating details to assure your guests are comfortable and making sure reporters will have an easy time finding what they need to tell the story on your behalf.

Take a lot of your own photos and video so you will have a trove of content to re-purpose after the event.

## SAMPLE EVENTS:

- Community workshops/meetings
- Ribbon—cutting ceremony
- Ground—breaking ceremony
- Volunteer events
- Visit from local politician or dignitary
- Student participation (Secure permission for students to be in photographs or video)
- Local Organizations/Partners on site (Example: Girl Scouts)
- Tie-ins to trending news
- Benchmarks showing habitat improvement



# Creating a Press Event Media Will Want to Attend

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Families participating in a volunteer tree planting day is a great “visual” that shows how area residents enjoy helping to both beautify their neighborhood and improve the environment by reducing stormwater runoff.



Hosting a ribbon cutting is a great way to create an event for media and to mark the milestone of completing restoration grant work.



Visual events draw media interest and coverage.

# Tips for Managing an On-site Press Event

Once an event is identified, begin to parse-out the timeline offering enough lead time to report the story, media outreach and necessary collateral to make the event a successful one.

Have as many colleagues or helpers on hand as you need to make sure everyone is covered. Local AV companies may be available for hire if you are unsure you can handle obtaining, setting up, and operating the necessary equipment.

If you choose to have a formal press event, invite the local dignitaries (if this applies) who have supported your project and represent your district.

The presence of VIPs is also often of interest to the media. Know who is supportive of the work you are doing and don't leave them out. Invite the folks who may have planned and implemented the work according to contract. Often they are also good sources who can talk about how they used innovative

approaches to problem-solve. The many steps to properly containing a brownfield is an example of something of interest that your secondary source can explain as a subject matter expert (SME).

## WHO WILL BE YOUR SPOKESPERSON?

This person(s) will need to reference messaging ahead of time in order to maximize this opportunity—including in your media invitations and media advisories. Even while a lot of distractions are going on around you, it's important to stay on-message. Try to select someone who is a good spokesperson even on camera.

## ARE THERE OTHERS YOU SHOULD INVITE?

Absolutely! In general, larger events with more community participation are likely to garner greater interest. If the Girl Scouts helped build a riparian buffer, or planted trees, invite the troop—and the troop leader. If there is a “critter” that has returned to the stream, like a native brook trout, invite a local fishing guide to bring his fishing pole.



# Tips for Managing an On-site Press Event

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This way, you now have special guests that add to your story. Maybe a unique piece of equipment or method (like manure injection) was used to complete your project. Have that on hand too if you can. These things will often help the story tell itself once you guide reporters to see these various visuals that had a part in the project.

## PLANNING THE RUN-OF-EVENT

Just like hosting a dinner, think about the guests' experience. Preview the site and choose the location that best accommodates both attendees and access to an interesting visual if possible. Plan ahead for logistics, weather, and other potential inclemency.

## CREATE AN AGENDA AND LIST OF SPEAKERS

Limit each speaker to around five minutes each. Who will be MC? Who will speak? Observe hierarchy based on position and create an agenda with speaker order. In the case of hosting public officials, for example, they are often on tight schedules so be sure to begin on time and understand they may not linger.

If you do create such an event, a short press release would be helpful in reaching out to media so they can quickly see who will be speaking and why the event is important for them to cover.

[\\*See our NFWF Template for Event Press Release in Addendum](#)



# Finding the Right Media to Cover Your News

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Once an event is identified, we begin to figure out the schedule, timeline, media outreach and necessary collateral to make the event a successful one.

## MEDIA OUTREACH

Because events have a localized approach, we start with the local market to identify key media targets. Many times these events have a number of different topics or “beats” that are relevant. Usually the environmental, business and local or community news reporters are the most interested in local watershed restoration. Once you know the details of the announcement of the event, one can begin to craft a media list for outreach.

## HOW DO YOU LOOK FOR MEDIA CONTACTS?

You can easily compile a media list from public and available sources. Google search the closest and most relevant publications and check their websites to try and find a good reporter contact.



# Finding the Right Media to Cover Your News

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Searching for the topic of your grant (for example prescribed burns for habitat change) with your location and selecting “news” will often bring up articles that have covered the topic in the past.

You will want to reach out to that reporter if they are still available. Going directly to the media website is a good place to start if you are on a budget. We often find that you are the experts on your local media and already know who they are!

Try to cultivate relationships with these reporters and make mutually beneficial brainstorming calls to pitch them on your ideas. It should be a two-way street!



# Create a Short List With Those Media Targets—Media List Building

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## THE FOLLOWING MEDIA TARGETS SHOULD BE INCLUDED:

1. Print—Daily and weekly newspapers and sometimes local magazines
2. Associated Press—Local Bureau
3. Radio—local NPR or PBS affiliates should always be included
4. Local TV stations—very receptive to visual “good news” stories

Environmental, business and local news reporters should be included. In addition to those beats, the editors and news directors should also be included or copied on your pitch.

When checking media websites, if there is a general email that looks similar to: news@xyzmedia.com, be sure to add that contact. Those addresses go to the entire news department—so if your targeted reporter is on vacation or moved on to another job, your note will still be received by the news editors.



# Create a Short List With Those Media Targets—Media List Building

## PITCH DEVELOPMENT

Once a media list has been assembled, we can begin to draft a pitch note to the reporters. These pitches need to include the Who/What/When/Where/Why of the event and entice potential media to attend your event.

Keep in mind some information is only available on an embargoed basis and the question about when a story can run should be asked before sending your news.

An embargo is an agreement between a reporter and another person that the information being shared is not to be published before the specified time and date.

Embargoes are commonplace in the industry and reporters will honor this commitment. It's a good plan to send an e-mail before forwarding your press release. NFWF often asks our grantees to keep the grant award information private until all grants can be announced.

Pitches are typically sent in advance of the event on numerous occasions: three weeks out, one week out, two days before to confirm.



# Create a Short List With Those Media Targets—Media List Building

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## PITCH CALLING

- When calling the point of contact (often an editor) keep it conversational yet informative and try to get right to the point!
- Follow up by asking if the reporter received the press release or media advisory
- Inform the media if you plan on sending a run of event agenda, or additional documents
- Gauge the reporter's interest in the event by asking if they have plans to attend

### Tip:

Keep “thank you” credit to your funders top-of-mind. For the Stewardship Fund, NFWF and EPA should be afforded proper credit and attribution as the source of funding.

### Tip:

Photography and videography are often useful to media who cannot attend but want to report on your event or story.

### Tip:

If there are members of public office or other VIP office-holders and other dignitaries attending your event, it is important to be aware of all logistics concerning the venue, especially parking and places of entry.

### Tip:

If you need to call for volunteers, think about submitting an ad in your local newspaper in addition to any social media outreach you may have!



# Create a Short List With Those Media Targets—Media List Building

## CHECKLIST FOR PRESS MATERIALS

The following materials will need to be drafted and edited in advance of media outreach and before the event itself:

1. Media Advisory
2. Press Release
3. Run of Event
4. Media List for E-mails and Calling Reporters
5. Media Sign-in Sheet

An example of the Press Release and the Media Advisory are at the end of this manual for your reference.

## CHECKLIST FOR VENUE MANAGEMENT

Venues are important to set the scene for media and to showcase the surrounding area where your conservation work has taken place. When considering a venue, think about your event announcement and what would best illustrate your organization, project or announcement. Beyond a pretty backdrop there are other factors to consider:

1. Audio/visual (“AV”) (microphone, speakers, multi box for TV to plug-in for sound)
2. Podium
3. Chairs and tables
4. Easels
5. Wi-Fi and Cell coverage
6. Parking



# Create a Short List With Those Media Targets—Media List Building

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## Reporting:

It's important to document the media that attend the events. Using the media sign-in sheet, you can report who was on-site for the event for any follow-ups. Often the press will be looking for additional quotes or photos of the day. Following the event, media monitoring and reporting is essential to showcase the ROI and results from the PR efforts. An easy and free way to media monitor is through Google news alerts.

Additionally, photography and videography are important elements to document these events. They can be used later for reporting, marketing materials or for traditional and social media.

## GUIDANCE ON FLIERS OR PRESS SIGNAGE

It's important to have plenty of signage so reporters and your guests can find you at the location. We recommend using logos and directional signage to show your location.



# Social Media and Interaction with Social Communities

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## ESTABLISHING AN ONLINE PRESENCE

Establishing a presence on social media is a great way to build local support within your community for your project or your organization. But be wary, creating an effective social media presence is not as simple as it sounds.

Prior to creating a social media account, such as Instagram or Twitter, it is important that you and your organization think about what kind of content you would post online. This will help you determine what types of social media are most beneficial for your organization. How and when to use various types of social media is outlined below.

Also, the care and feeding of your social media accounts is vital to make sure you have updates and stay current in these threads or streams.

Remember, the point of social media is to reach your local community and to build a following for your organization. In order to build a following, you must have content or events with which your viewers can interact. Before creating a social media account, take time to plan ahead or draft several posts, pictures and documented events that you would like to share on your social media feed. Make a timeline for yourself and designate someone in your organization to be responsible for managing those posts. In fact, Twitter offers “Tweet deck” scheduling which will permit you to provide regular content updates.

# Social Media and Interaction with Social Communities

## SOCIAL MEDIA

NFWF Communications may amplify your announcement or project on social media if you provide timely photos, live tweet from your event, or offer suggested contact. Mary Henkin in our office is the social media contact.

NFWF uses Twitter for all news announcements and updates on specific program management team campaigns using the Twitter handle [@NFWFnews](https://twitter.com/NFWFnews).

### Tip:

Traditional press outreach focuses on external relations with reporters and established media while social media offers another way to reach multiple audiences and scale your communications. You should always tag us @nfwfnews for project-related social media. Utilizing both traditional avenues and social is important for effectively communicating your efforts to the public and recognizing those who are engaged as your supporters, partners and funders.



# Social Media and Interaction with Social Communities

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## HERE ARE SOME ADDITIONAL TIPS TO EXPAND YOUR AUDIENCE ON SOCIAL MEDIA

- Use your personal accounts to promote your project. This will help establish a brand personality and attract followers interested in environmental issues.
- Tag NFWF and use hashtags to increase engagements with your posts.
- Follow other grantees, environmental accounts, and media you have contacted. This will increase the likelihood of them reciprocating engagement with your posts.

### Tip:

The best time to post on Twitter is weekdays between 8am and 4pm.

### Tip:

The best time to post on Facebook is weekdays between 11am and 1pm.

## WORKING WITH OUR PR AGENCY PARTNERS

Yes& Agency provides Stewardship Fund communications and media relations support. The agency is responsible for authoring about 20 case studies every year and, depending on your project, may be able to help you tell your story. Please feel free to contact Yes& Agency if you have a good story to share!

Let us know if you would like to engage with the Yes& team!

[www.yesandagency.com/contact-us](http://www.yesandagency.com/contact-us)





# Addendum

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- Media Advisory Template
- Press Release Template
- Press Release Template 2
- Pitch Note Template

(place your logo here)



## Chesapeake Bay Stewardship Fund

### \*\*\*MEDIA ADVISORY\*\*\*

**Title. (This should be bold, centered and state what is being announced, shared, funded, etc.)**

**WHAT:** What is happening? Is this an announcement for funds, a demonstration of good practices, a showcase of work that has been done, a success story of good agricultural practices, or a ribbon cutting ceremony/big reveal? Provide a brief overview without giving too much away so that media and attendees will have a reason to come.

**WHO:** Name, title, organization  
John Doe, Site Coordinator, Farm ABC  
(List of the people who will be speaking, presenting, or demonstrating.)

**WHEN:** **Day of week, Month day at time**  
(This should be bold)

**WHERE:** ABC Farm  
123 Main Street  
City, State, Zip code

**CONTACT:** Please contact Jane Doe to RSVP!  
555.555.5555 or janedoe@email.com

#### About **your** organization:

Include your boilerplate here or a brief overview of who you are and what you do.

#### About the National Fish and Wildlife Foundation

Chartered by Congress in 1984, the National Fish and Wildlife Foundation (NFWF) protects and restores the nation's fish, wildlife, plants and habitats. Working with federal, corporate and individual partners, NFWF has funded more than 4,500 organizations and committed more than \$5.3 billion to conservation projects. Learn more at [www.nfwf.org](http://www.nfwf.org).

#### About the Chesapeake Bay Stewardship Fund:

The Chesapeake Bay Stewardship Fund is a pooled grant fund managed by National Fish and Wildlife Foundation and made possible through significant annual funding from EPA's Chesapeake Bay Program Office, the Natural Resources Conservation Service, U.S. Forest Service, and U.S. Fish and Wildlife Service, corporate and foundation partners.

###

(your logo here)



NFWF

## Chesapeake Bay Stewardship Fund

### Contact:

John Doe, 555.555.5555, johndoe@email.com

### **Company/Organization Announces \$XXX in Grants from the Chesapeake Bay Stewardship Fund**

*Company/Organizations name will use funds to support clean water and improve habitat and stormwater infrastructure across the Chesapeake Bay watershed.*

**CITY, State (Month xx, xxxx)** – Company/Organization announces \$XXX in grant funds awarded by The National Fish and Wildlife Foundation (NFWF) and the U.S. Environmental Protection Agency (EPA). Funds are to support the restoration and conservation of the Chesapeake Bay watershed.

The grants were awarded through the Chesapeake Bay Stewardship Fund (CBSF), a partnership between NFWF and the EPA’s Innovative Nutrient and Sediment Reduction Grants Program (INSR Program) and Small Watershed Grants Program (SWG Program).

The grant to Company/organization will xxx. Explain what the grant will accomplish and who it will positively affect including area, residents and business.

Here is where you can provide quotes from your company’s representatives. Please remember to thank the National Fish and Wildlife Foundation and the EPA.

The following are quotes from officials that attended the announcement in Baltimore. You can use one, all, or none of them.

“To keep the health of the Chesapeake Bay on a positive trajectory requires all of us working together through cost-effective projects that protect shorelines and wetlands, control pollution and restore or sustain local fish, wildlife, plants and their habitat,” said U.S. Sen. Ben Cardin, a senior member of the Senate Environment and Public Works Committee who attended the grant announcement event in Essex. “The National Fish and Wildlife Foundation’s Chesapeake Bay Stewardship Fund enables local governments to design and implement projects that will work best for their communities.”

“Protecting the Chesapeake Bay isn’t just a priority, it’s an obligation,” said U.S. Rep. Dutch Ruppersberger. “As an Appropriator, I was on the ground floor fighting for these critical funds, and I am proud to have helped increase the pot of resources we have available for our mighty Chesapeake Bay stewards. These grants will help them help us ensure the Bay is healthy enough

to continue supporting our region's economy and enriching the quality of life of Marylanders for generations to come."

"EPA is pleased to invest in people, partnerships and projects that improve the quality of local waters and habitat, and help restore the Chesapeake Bay," EPA Regional Administrator Cosmo Servidio said. "It is a priority for EPA to support local actions that move us closer to our restoration goals."

"The grants announced will support on-the-ground conservation efforts that benefit people and wildlife throughout the Chesapeake Bay's 64,000-square-mile watershed," said Jeff Trandahl, executive director and CEO of NFWF. "These grants will help local communities and conservation partners restore and protect rivers and streams, improving water quality and the ecological health of the Bay."

For more information about [company/organization](#), visit [company/organization webpage](#). For more information about the Chesapeake Bay Stewardship Fund, visit [www.nfwf.org/chesapeake](http://www.nfwf.org/chesapeake).

#### **About [company/organization](#)**

[Include your boilerplate here or a brief overview of who you are and what you do.](#)

#### **About the National Fish and Wildlife Foundation**

Chartered by Congress in 1984, the National Fish and Wildlife Foundation (NFWF) protects and restores the nation's fish, wildlife, plants and habitats. Working with federal, corporate and individual partners, NFWF has funded more than 4,500 organizations and committed more than \$5.3 billion to conservation projects. Learn more at [www.nfwf.org](http://www.nfwf.org).

#### **About the Chesapeake Bay Stewardship Fund:**

The Chesapeake Bay Stewardship Fund is a pooled grant fund managed by National Fish and Wildlife Foundation and made possible through significant annual funding from EPA's Chesapeake Bay Program Office, the Natural Resources Conservation Service, U.S. Forest Service, and U.S. Fish and Wildlife Service, corporate and foundation partners.

#####

(your logo here)



NFWF

## Chesapeake Bay Stewardship Fund

### Contact:

John Doe, 555.555.5555, johndoe@email.com

### Company/Organization is doing XXX

*The event will xxx (what will it support, show, demonstrate, etc.)*

**CITY, State (Month xx, xxxx)** – Discuss what the event is. Examples of events: a ribbon cutting ceremony, an unveiling, a demonstration, a tour, a community event, etc.

Discuss how this will benefit the area, community, businesses, or Bay.

Provide quotes from your company's representatives. Please remember to thank the National Fish and Wildlife Foundation and the EPA for their funds through the Chesapeake Bay Stewardship Fund that make this all possible.

### About company/organization

Include your boilerplate here or a brief overview of who you are and what you do.

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###

Hi \_\_\_\_\_,

Please save the date and join the **company/organization** on **day of week** **Month** **day** at **time** at **location and address**. We will be **xxx** (what are you doing? **grant announcement or event**) **Sentence about how this will help/benefit the community or health of the Chesapeake.**

There will be an opportunity **to interview with xxx to learn about xxx** **OR** **to tour xxx to see xxx** **OR** **to see a demonstration of xxx.** (Tease what media and attendees can expect to see or learn.)

See the attached **advisory** **OR** **press release** for more details. Please get in touch with question and we hope to see you there!

Thanks,  
**Your Name**  
**Email address**  
**Phone number**



NFWF

Chesapeake Bay Stewardship Fund

# Tell Your Story!

*National Fish and Wildlife Foundation's  
Communications Tool Kit*

*November 2019*

