

Yes, I want to receive a copy of the Great Lakes – Connecting Communities Toolbox!

(Please complete the following information describing how you will use the toolbox and how you will share your results with us.)

Organization Name: _____

Name of Project Coordinator: _____

Street Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Telephone No.: _____ Fax No.: _____

E-mail Address: _____

Website: _____

Please tell us about your current communications.

1. What is the primary aquatic habitat issue your group is currently undertaking?

2. What is the primary message you need to communicate to further the work of your organization?

3. How would you define the target audience for your communication? Please be as specific as possible.

4. How is your group currently communicating Great Lakes issues? (Please check all that apply.)

- | | |
|--|---|
| <input type="checkbox"/> Website | <input type="checkbox"/> Postcards |
| <input type="checkbox"/> Paid Advertising | <input type="checkbox"/> Door to Door or Phone Canvassing |
| <input type="checkbox"/> Press Release | <input type="checkbox"/> Email Campaigns |
| <input type="checkbox"/> Free Public Service Announcements | <input type="checkbox"/> Public Events |
| <input type="checkbox"/> Group Newsletter | <input type="checkbox"/> Other – Please Specify: _____ |
| <input type="checkbox"/> Group or Issue Pamphlets | _____ |
| <input type="checkbox"/> Letters to the Editors/Op-Eds | _____ |

5. Does your group currently have a full or part-time or volunteer outreach or communications staff person?

Please tell us how you will utilize the Toolbox.

6. Which of the following communications materials would your group most likely use? (Please check all that apply.)

- | | |
|---|--|
| <input type="checkbox"/> Full-color print advertisement | <input type="checkbox"/> Password-protected bulletin board for Toolbox participants to share ideas |
| <input type="checkbox"/> Radio public service announcements | <input type="checkbox"/> Targeted regional media contact lists |
| <input type="checkbox"/> Assorted Outreach items including: state park signage, educational posters and brochures, website content and Great Lakes drink coasters | <input type="checkbox"/> A ready-to-use Powerpoint presentation |
| <input type="checkbox"/> Press Release templates | <input type="checkbox"/> Tips for citizen involvement |
| <input type="checkbox"/> Tips for strategic message development and delivery | <input type="checkbox"/> Fast facts on the Great Lakes |
| <input type="checkbox"/> Media Outreach Materials including: media press kits, editorial letter | <input type="checkbox"/> Personalized advice for your outreach/communication work |
| | <input type="checkbox"/> Public opinion data on the Great Lakes |
| | <input type="checkbox"/> Links to useful Great Lakes related websites |

7. How will your group utilize the Great Lakes Connecting Communities materials to increase your aquatic habitat public education efforts?

8. What is the timeframe for this communication work?

9. Are there any other materials or communications tools you would like to see included on the CD-ROM?

Thank you for your interest in the Great Lakes Connecting Communities Toolbox. Materials will be distributed in early 2005.

(Fold on dotted line)

Place
stamp
here



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