

# LET'S GET REAL

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A CAMPAIGN PROPOSAL  
FOR WHATCOM  
ENVIRONMENTAL  
COUNCIL



# MEET THE TEAM



**SOPHIE CADRAN**

- Junior
- I love camping and stand-up paddle boarding



**HANNAH QUINTON**

- Senior
- I love going on a nice walk



**MORGAN MERRIAM**

- Senior
- I love hammocking with a good book

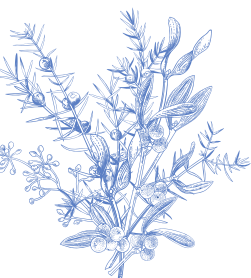


# SITUATIONAL ANALYSIS

## *VIA THE PROBLEM STATEMENT*

I'm an **environmental advocacy organization trying to communicate our mission and policy work to the general public**, as well as to **invoke change in Whatcom County** but the **public isn't yet familiar with our cause because we are a new organization** which makes us feel **unproductive**.

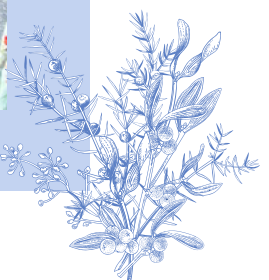
- WEC is looking for a strategic communications campaign to bring awareness about and support for their organization and its mission
- WEC has cited general awareness, social media and website maintenance, and event work as their foremost areas of interest for this campaign.



# THE SURVEY

To further understand WEC's target audiences and their attitudes toward local environmental issues and the best ways to connect with them, Juniper PR conducted both online and in-person surveys between April 26 and May 7, 2025.

Online surveys were distributed via Reddit, Instagram, and personal networks, while in-person surveys were conducted at the Bellingham Farmers Market and the Community Food Co-op. In total, we received approximately **150 responses** from residents across Whatcom County.





# FINDINGS

## A QUICK OVERVIEW!



**39%**

Find environmental policy  
somewhat approachable



**56%**

Consider themselves to be "somewhat  
environmentally conscious"



**56%**

Would contribute to environmental  
advocacy organization efforts  
through volunteering



**71%**

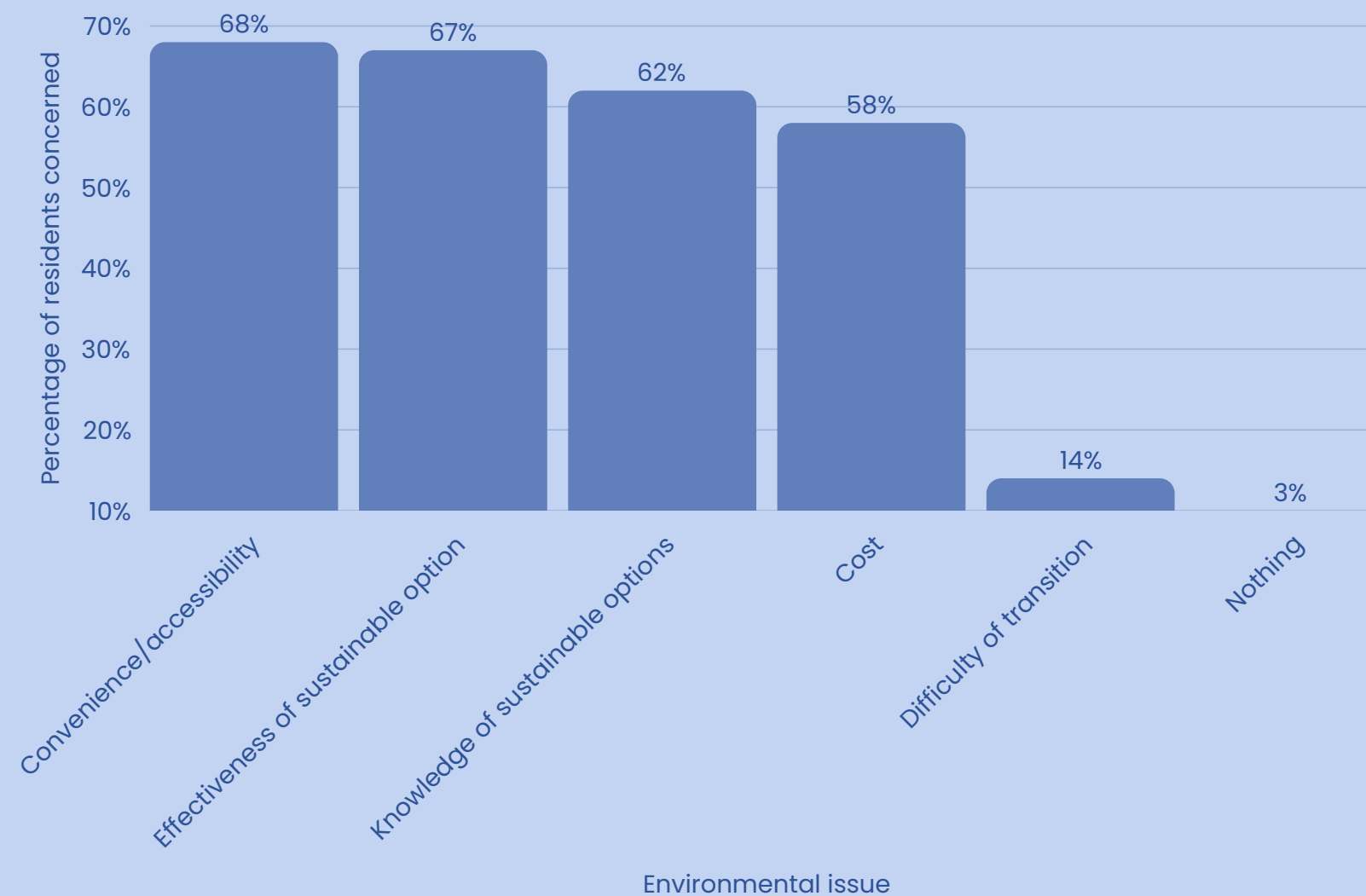
Are interested in hands on  
environmental work





# FINDINGS CONTINUED

## INFLUENCES ON CHANGING DAILY HABITS TO BE MORE SUSTAINABLE & ENVIRONMENTALLY FRIENDLY



## WHATCOM'S THREE BIGGEST ENVIRONMENTAL ISSUES according to residents

- 1 **POPULATION GROWTH, 50.4%**
- 2 **CLIMATE CHANGE, 47.1%**
- 3 **WATER ISSUES, 46.3%**



# CAMPAIGN THEME

INTRODUCING

**LET'S GET REAL.**

A campaign created to emphasize honesty in advocacy for environmental issues. Let's Get Real shows Whatcom County who Whatcom Environmental Council really is: a local organization that is ready and willing to say it how it is in order to make a change.



# OBJECTIVES

- 1 **Increase engagement and awareness** among key target demographics:  
Young adults (ages 18–24) **and Older adults and retirees (ages 60+)**
- 2 **Develop a cohesive brand identity** that clearly communicates the Whatcom Environmental Council's mission as both a trusted environmental advocacy organization and a central hub for education on local environmental issues and policy.
- 3 **Strengthen community rapport** and inspire residents to take meaningful action on local environmental challenges and policy initiatives.

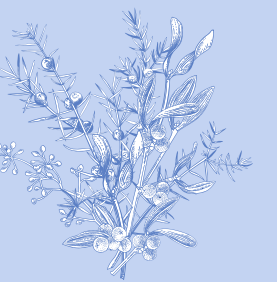




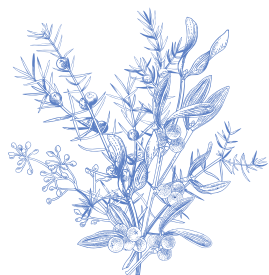
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# PLAN OF ACTION

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| THEME                                                                                                                                   | STRATEGIES                                                                                                                | TACTICS                                                                                                                         | TARGET AUDIENCE                |
|-----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| <p>“Let’s Get Real” centers on the need to confront environmental issues honestly and directly, without sugarcoating the realities.</p> | <p>Leverage local media outlets to boost visibility for WEC and its initiatives</p>                                       | <p>Utilize both primary and secondary research to guide campaign direction</p>                                                  | <p>Young adults ages 18–24</p> |
|                                                                                                                                         | <p>Develop a cohesive brand identity through targeted messaging and a style guide</p>                                     | <p>Implement a mix of digital (social media, newsletters) and print (flyers, posters) outreach to reach target demographics</p> | <p>Adults ages 55–64</p>       |
|                                                                                                                                         | <p>Targeted campaign messaging that doesn’t sugarcoat environmental issues while making them digestible for audiences</p> | <p>Host quarterly community events to foster engagement and raise awareness about local environmental challenges</p>            |                                |



# EVALUATION

- 1 10% increase in membership
- 2 A follow-up survey after the one year of the campaign to gauge the growth of awareness. We aim to have a 25% increase of awareness.
- 3 25% Growth of event attendance
- 4 30 Internship application interest
- 5 Compare the difference of social media growth from before the campaign to after the campaign. Did engagement and follower count increase?



# TO ACCOMPLISH OUR OBJECTIVES, WE'RE APPROACHING THIS CAMPAIGN WITH PR MATERIALS BACKED BY SURVEY RESULTS

A style guide including branding colors, typography and a refreshed logo

Press release and media list of local news outlets

Example social media posts to make environmental policy more accessible and understandable to the community

A monthly newsletter template

How to guide to using Meta Business Suite

Example email event invite to members

Four community-focused events to drive awareness and engagement

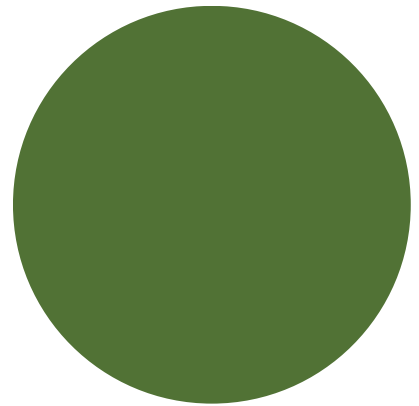
An internship job listing and description

12-month-long calendar for event planning

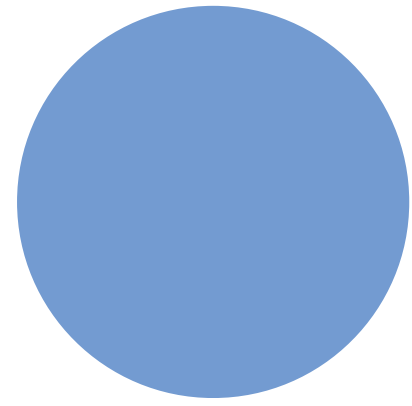


# BRANDING GUIDE

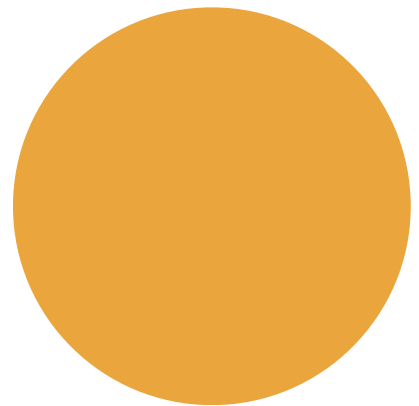
## THE PALETTE



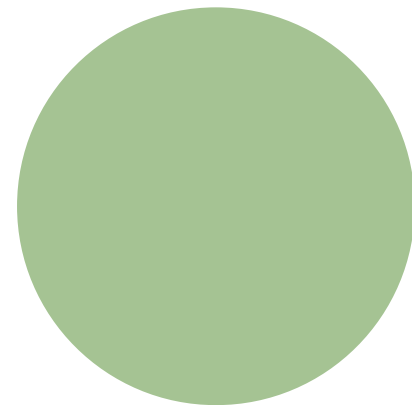
Arboretum Green



Baker Blue



Chuckanut Sunset



Samish Sage

## THE TYPOGRAPHY

Header: Playfair Display

Aa

Regular

**Aa**

**Bold**

*Aa*

*Italics*

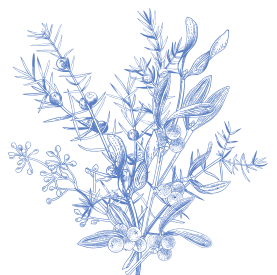
Body Type: News Cycle

Aa

Regular

**Aa**

**Bold**



# SOCIAL MEDIA/LOGO

## We are proposing ...

A new logo to also be used as profile pictures across all social media platforms

- This includes a new instagram account (@whatcom.envi.council)
  - Handle reserved, contact for login information

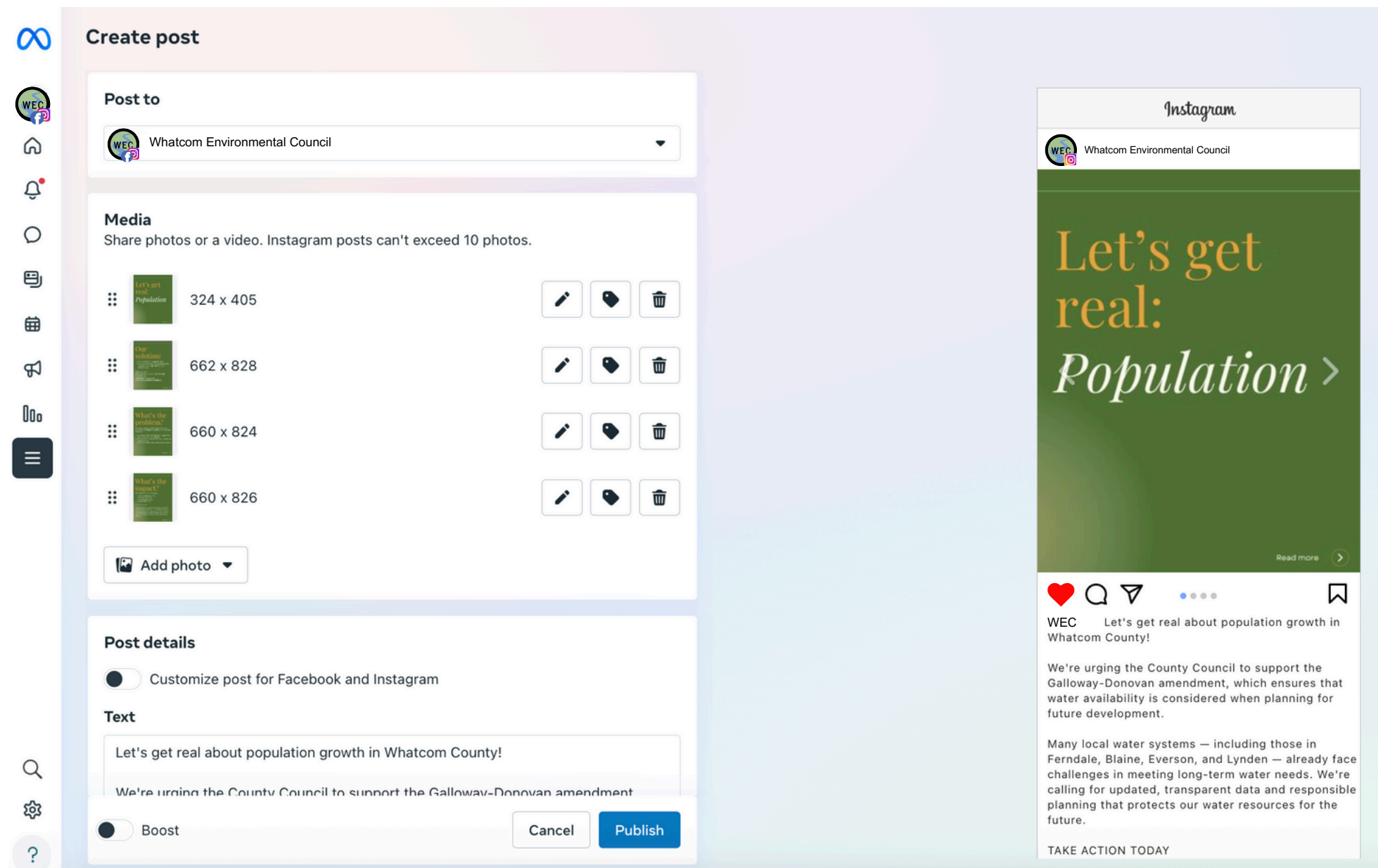
## Why our logo?

- Our logo is simple, clean, follows branding specifically designed with WEC in mind
- Our logo was created with other successful environmental organization logos in mind, featuring simple imagery (a river), bold lettering, and a blue-green colors scheme



# S O C I A L M E D I A

## A How-To Meta Business Suite Guide



- Meta Business Suite will allow you to post to your Instagram and Facebook simultaneously
- Our guide provides a step-by-step for scheduling and posting content via the platform
- Allow us to help you reach the optimal number of community members!





# SOCIAL MEDIA

## A FACEBOOK BANNER



This banner keeps your new branding in mind and features the local and iconic Mount Baker.

## SOCIAL MEDIA POST EXAMPLES

- This includes:
  - An FAQ post
    - Breaks down who WEC and what they do
  - An Issue post
    - Breaks down population issues in Whatcom as outlined by WEC

*Next slide for more ...*



FAQ POST

Frequently  
*Asked*  
Questions

WHATCOM ENVIRONMENTAL COUNCIL

Question:

Can you be involved if I don't live in Whatcom County?

Answer:

Yes you can! Anyone in Washington State can be involved.

WHATCOM ENVIRONMENTAL COUNCIL

Question:

How do we get involved?

Answer:

Sign up for our newsletter, attend one of our events or write to the Whatcom County

WHATCOM ENVIRONMENTAL COUNCIL

Question:

What does WEC do?

Answer:

We host events, write advocacy letters to big-decision makers to Whatcom County regarding environmental issues, and share tips on how to be more environmentally mindful

WHATCOM ENVIRONMENTAL COUNCIL

ISSUE POST

Let's get  
real:  
*Population*

What's the problem?

Whatcom County's Comprehensive Plan uses unrealistic population & employment projections, leading to:

- Oversized Urban Growth Areas » sprawl into farms, forests, and floodplains.
- Unnecessary infrastructure costs » driving up housing prices.
- Harm to wildlife, water, and climate resilience.

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# ADDITIONAL PR MATERIALS

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# NEWSLETTER



We surveyed current WEC members to better understand their preferences for newsletter content, assess engagement levels and gather feedback on what they like and dislike. **Results showed that 36% of respondents felt WEC's communication was lacking, while only 12% rated it as "very well."**

In response, we developed a refreshed monthly newsletter template that includes:

- A personalized greeting to subscribers
- A "Work in Summary" section highlighting recent WEC initiatives and updates
- A spotlight on upcoming quarterly events with RSVP links
- Clear calls to action for getting involved
- Direct links to WEC's social media and contact channels

*Refer to your booklet for a full preview of the new newsletter design.*



# INTERNSHIP LISTING

## Social Media and Public Relations Intern

Listing based where WEC needs help  
most according to client meetings:  
Social media and website maintenance.

Listing includes:

- Role Overview
- Key Responsibilities
- Ideal Candidate
- Compensation & Position Duration

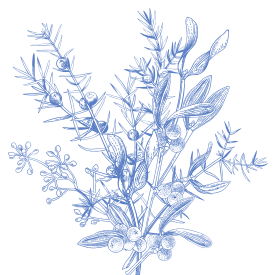
## Where to Share Contact List



'GLASSDOOR'

indeed

*And More!*



# SPECIAL EVENTS

- Based on the client's current hosting capacity and insights gathered from community survey results, we propose A Year of WEC: quarterly, community-driven events to enhance awareness and strengthen public engagement. Each event will be strategically designed to support key objectives that the Whatcom Environmental Council would like to meet:
- Increasing community awareness of WEC as a trusted environmental advocacy organization and resource
- Encouraging residents to take action on local environmental issues
- Fostering a sense of community and connection around shared environmental values
- Enhancing communal education and knowledge around local environmental issues without getting too in the weeds
- Building and reinforcing WEC's brand identity and visibility



# GROWING ROOTS

## A meet and greet with WEC (with a twist!)

### The Event:

- Where? FireHouse Arts & Events Center
- When? Saturday, August 9<sup>th</sup>, 12-2 p.m.
- What? A speed-dating-style get to know you event for environmentally conscious community members

### The Details:

- Community members are paired with WEC members to talk policy in five minute intervals
- We provide some recommended talking points
- The second hour is intended for mingling and enjoying coffee from next door



**GROWING ROOTS**  
WITH WHATCOM ENVIRONMENTAL COUNCIL

 AUGUST 9TH, 2025  
12:00 PM - 02:00 PM

COFFEE, COMMUNITY, AND ENVIRONMENT AT FIREHOUSE ARTS & EVENTS CENTER

Want to get to know other environmentally conscious folks in your community?

Check out WEC's Environmental Speed Dating for an opportunity to sip coffee, talk policy, and get to know our cause!



 For more information, check us out @ [www.whatcomenvirocouncil.org](http://www.whatcomenvirocouncil.org)

# TACOS & TRIVIA

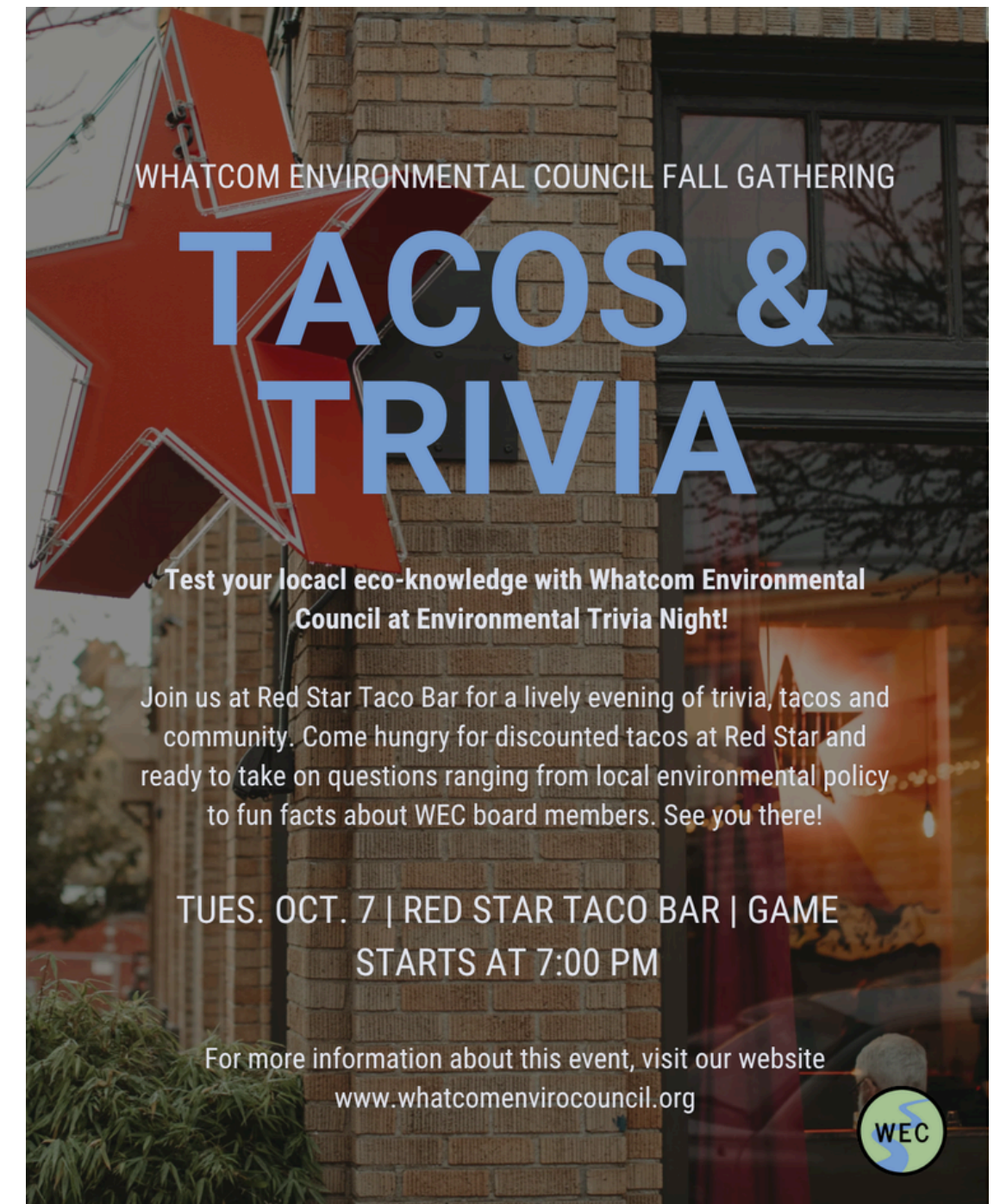
## An environmental trivia night (with tacos!)

### The Event:

- Where? Red Star Taco Bar
- When? Tuesday, October 7th
- What? A trivia night focused on local environmental topics paired with Red Star's popular taco deals.

### The Details:

- Trivia transforms complex and weedy environmental issues and makes them approachable
- Leverages Red Star's taco Tuesday deals
- An attractive event to college-aged folks that are back for the school year





# WET YOUR WHISTLE

## A lecture on water and population issues (with beer!)

### The Event:

- Where? Aslan Brewery
- When? Friday, February 6th, 6-8 p.m.
- What? A lecture hosted by an expert while people can come and grab a drink and connect with others.

### Our Proposed Speaker:

- Cathy Reidy Liermann ([reidylc@wwu.edu](mailto:reidylc@wwu.edu))
- Senior Instructor at Western Washington University, College of the Environment
- Cathy is an ecohydrologist exploring human dependencies and effects on freshwater systems

## WET YOUR WHISTLE!

WITH WHATCOM ENVIRONMENTAL COUNCIL

Drink beer, spark conversation, and learn about our planet with the Whatcom Environmental Council and special guest Cathy Reidy Liermann at a relaxed evening learning about water and population issues in Bellingham.



02/06/26

6 TO 8 PM AT ASLAN BREWERY



For more information, check us out @  
[www.whatcomenvirocouncil.org!](http://www.whatcomenvirocouncil.org!)

# EARTH DAY WORK PARTY

## An Earth Day Work Party (with the City of Bellingham!)

### The Event:

- Where? Squalicum Creek
- When? Saturday, April 18
- What? A collaborative Earth Day work party hosted by the City of Bellingham, with support from WEC, focused on environmental restoration and stewardship

### The Details:

- 71.2% of residents are interest on hands-on work events
- This event will be volunteer-led
- Has potential to be a yearly fixture for WEC
- We provide an outreach and promotion to-do list





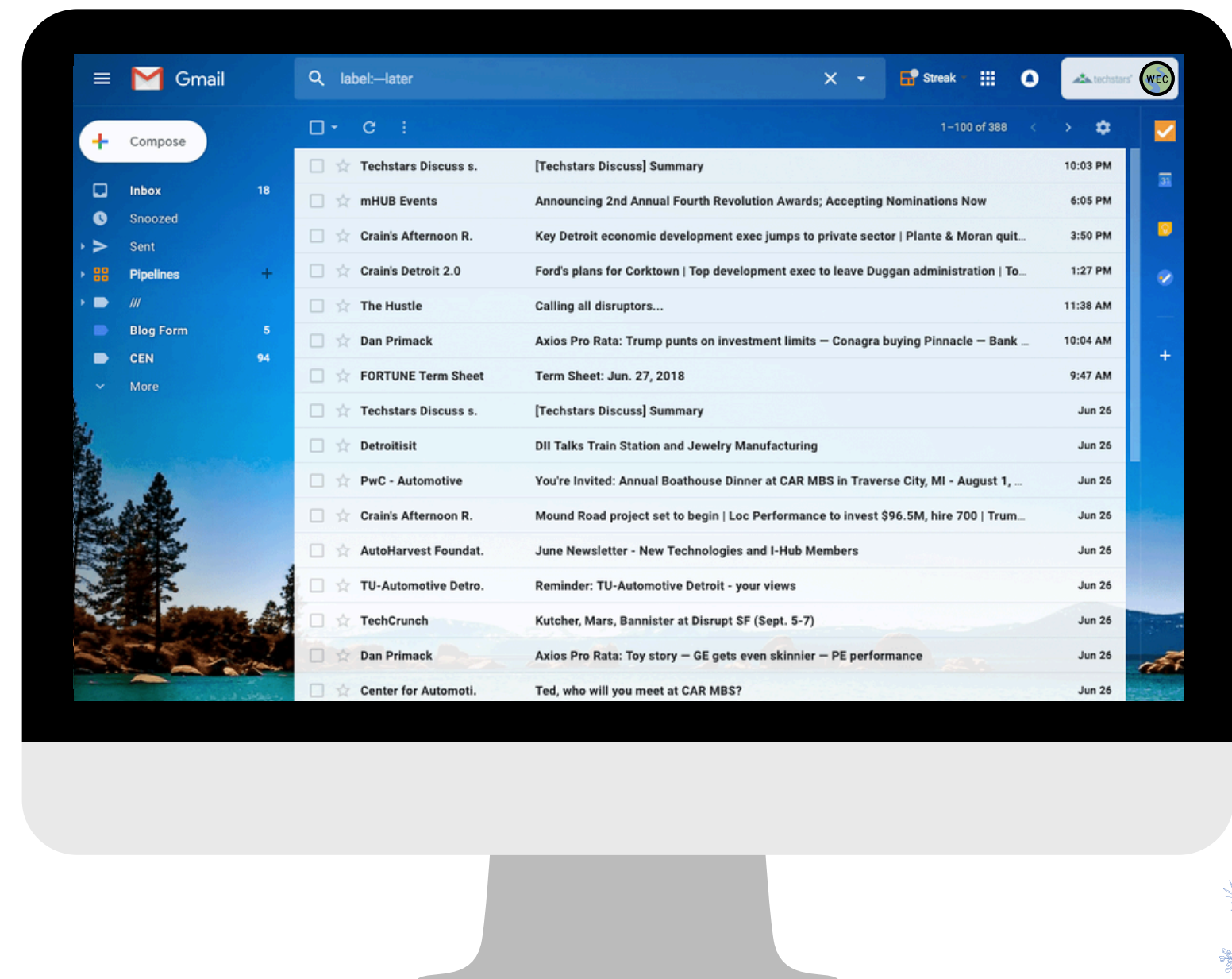
# MEDIA RELATIONS

## PRESS RELEASE EXAMPLE



**+ Boilerplate**

## EVENT EMAIL EXAMPLE



# MEDIA LIST



# BUDGET

## SUMMER BUDGET

\$200 (est.) – Space rental at Firehouse Cafe  
~\$8 – 200 name tags  
\$40 – Print 50 full-color 8.5x11 flyers for distribution via FedEx  
\$0 – Drinks/food at personal cost

**TOTAL: \$248**

## FALL BUDGET

\$200 (est.) – Space rental at Red Star  
\$50 – For event coordination such as microphones, staff prices, etc  
\$40 – Print 50 full-color 8.5x11 flyers for distribution via FedEx  
\$0 – Drinks/food at personal cost  
\$100 – For prizes (Optional)

**TOTAL: \$390**

## WINTER BUDGET

\$200 – Space rental at Aslan  
\$50 – For event coordination such as microphones, staff prices, etc  
\$40 – Print 50 full-color 8.5x11 flyers for distribution via FedEx  
\$0 – Drinks/food at personal cost

**TOTAL: \$290**

## SPRING BUDGET

\$0 – Tools and Supplies  
\$0 – For Native Plants or Seeds  
\$100 – Water and Refreshments for volunteers  
\$40 – Print 50 full-color 8.5x11 flyers for distribution via FedEx

**TOTAL: \$140**

**TOTAL FOR THE YEAR: \$1,068.00**



# TIMELINE

## June

Meet with WEC board to establish responsibilities and roles based on the timeline

## July

Start planning Summer Speed Dating event: Book event space at Firehouse Cafe & Event Center, launch social media and print promotion

## August

Final preparation for summer Speed Dating event: Confirm final details with Firehouse, final social media promotion push, secure necessary event materials, event day staffing and setup

## September

Start planning for Tacos & Trivia Night event: Book Red Star, launch social media and print promotion

## October

Final preparation for Tacos & Trivia Night event: Draft trivia questions, create and launch team sign-up form, day of event set up

## April

Final preparation for Tacos & Trivia Night event: Draft trivia questions, create and launch team sign-up form, day of event set up

June

Nov.

July

Dec.

Aug.

Jan.

Sep.

Feb.

Oct.

March

April

May

## November

Launch WEC Social Media & Public Relations Intern application with the position starting in January 2026: Consider what WEC needs from an intern, weekly hour limit, stipend or hourly pay amount, who would oversee the intern, etc.

## December

Publish a WEC board member blog post on the website and promote on social media platforms

## January

Start planning for Wet Your Whistle Lecture event: Book event space at Aslan Brewery, confirm speaker, launch social media and print promotional material

## February

Final preparation for Wet Your Whistle: Confirm final details with Aslan and speaker, final social media promotion push, event day staffing and setup

## March

Start planning for Earth Day Work Party event: Confirm partnership with the City of Bellingham, launch social media and print promotional material

## May

Start planning for Earth Day Work Party event: Confirm partnership with the City of Bellingham, launch social media and print promotional material



# WHY JUNIPER PR?

**Let's be real. You want a PR agency that grows with you. Let's grow together.**

1

We value your values. We aim to create a community together.

2

We understand your capacity and can adjust where needed. Just like WEC, we know how to get real.

3

We put in the extra hours and work to make everything just right.

4

We can take your complex policy work and turn it into an approachable and easily understood product.



# THANK YOU



FOR MORE INFORMATION, CONTACT US AT [JUNIPERPR@GMAIL.COM](mailto:JUNIPERPR@GMAIL.COM)

