

Modern Marketing for Results

LSRCA's Grant Program Overhaul

Latornell Presentation

Tuesday, November 19, 2019

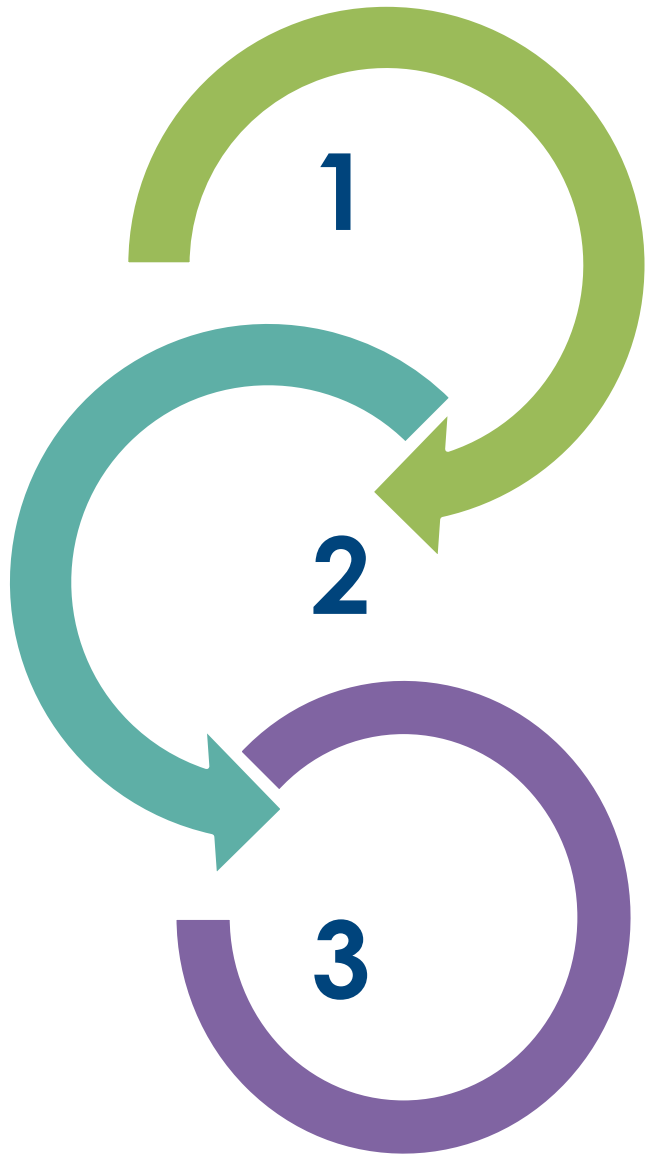
Melissa Rosato, Communications Specialist



Lake Simcoe Region
conservation authority



Member of Conservation Ontario



You (probably) aren't the Audience

~~Nobody cares about the environment.~~

Ok a few people care about the environment.

But there are better hooks, so:

Construct **Messages** that Resonate

Tactics

Bring It Together



You (probably) aren't the audience



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



Sam Johnson

BACKGROUND:

- Blue-Collar + Service Sector Combination - possibly farming own land
- Semi-retired, farming is done as a "hobby"
- Married with older kids (16 and 20)

DEMOGRAPHICS:

- Innisfil farmers and Durham Geography
- Skews male
- Age 45+
- Dual HH Income: \$94,000
- Rural but ex-urban: like convenience of urban but wants privacy of nature and low pop. densities
- Religious

MEDIA:

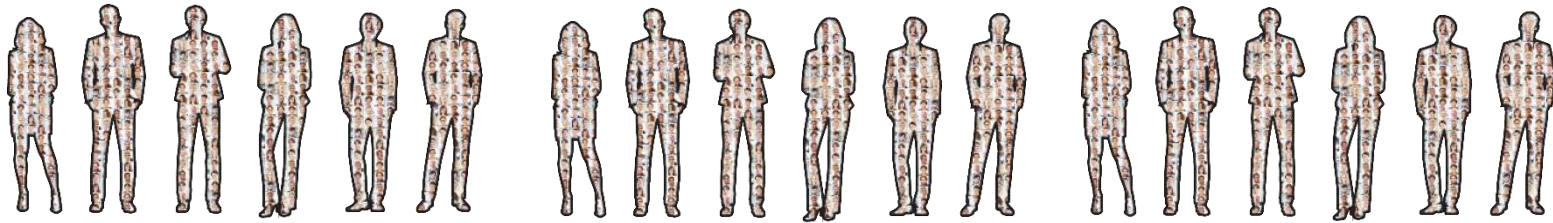
- Motorcycle, car mags, Outdoor Canada, Canadian Geographic, (wife = Pinterest, Canadian House and Home)
- Religious radio, satellite radio
- Reads community newspaper

IDENTIFIERS:

- Recharge battery through outdoor activities (fishing, horse racing, national parks)
- Lowe's, Marks Work Warehouse, Golf, movies
- Drives a Ford

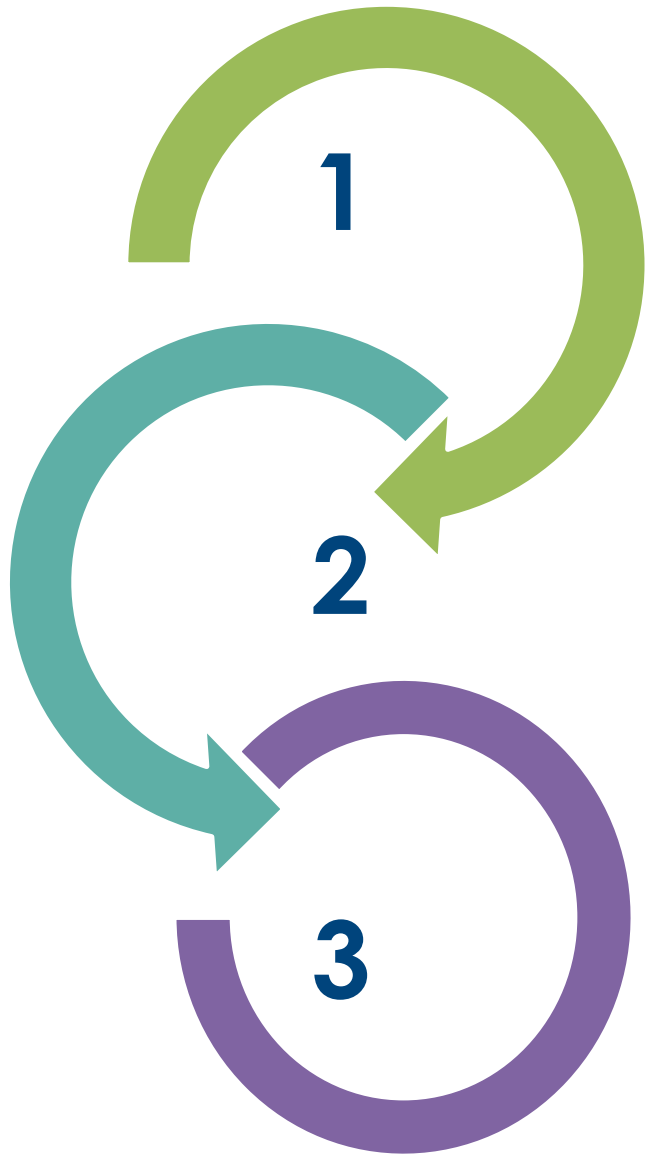


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The Lake Simcoe Region Conservation Authority (LSRCA) through the Landowner Environmental Assistance Program (LEAP)...





Tile Outlet Control Structures

Ground too dry? Ground too wet? Put in a **tile outlet control structure** and don't let unpredictable weather wear you down.

Find that sweet middle ground by managing the flow from your fields.

More wet years are coming, don't find yourself in standing water in 2020.

Test out how a control structure can reduce your dry or soggy muck with our funds. We cover 75% of project costs to \$3,000.

Don't delay, [book a no obligation site visit today](#). We can turn around your grant application in a matter of weeks, not months or years.

Want more info on how you can control water on your fields? Fill out the form below!

Name*

Email*

[Send me more information!](#)

Powered by Formstack.



*"It's no secret the M...
a high level of orga...
and really sponge up...
This is very different to...
soils in other parts of Onta...
organic matter.*

*Too much drainage and the quick
decomposition of organic matter leads to
shrunken peat soils that are more prone
to erosion."*

*[Greenbelt Farmers: Sustaining Soil
Health, Friends of the Greenbelt
Foundation, 2018](#)*

**Like all muck farmers know, your soil
is special – so invest in keeping it
just right this year.**

[Book a Site Visit](#)



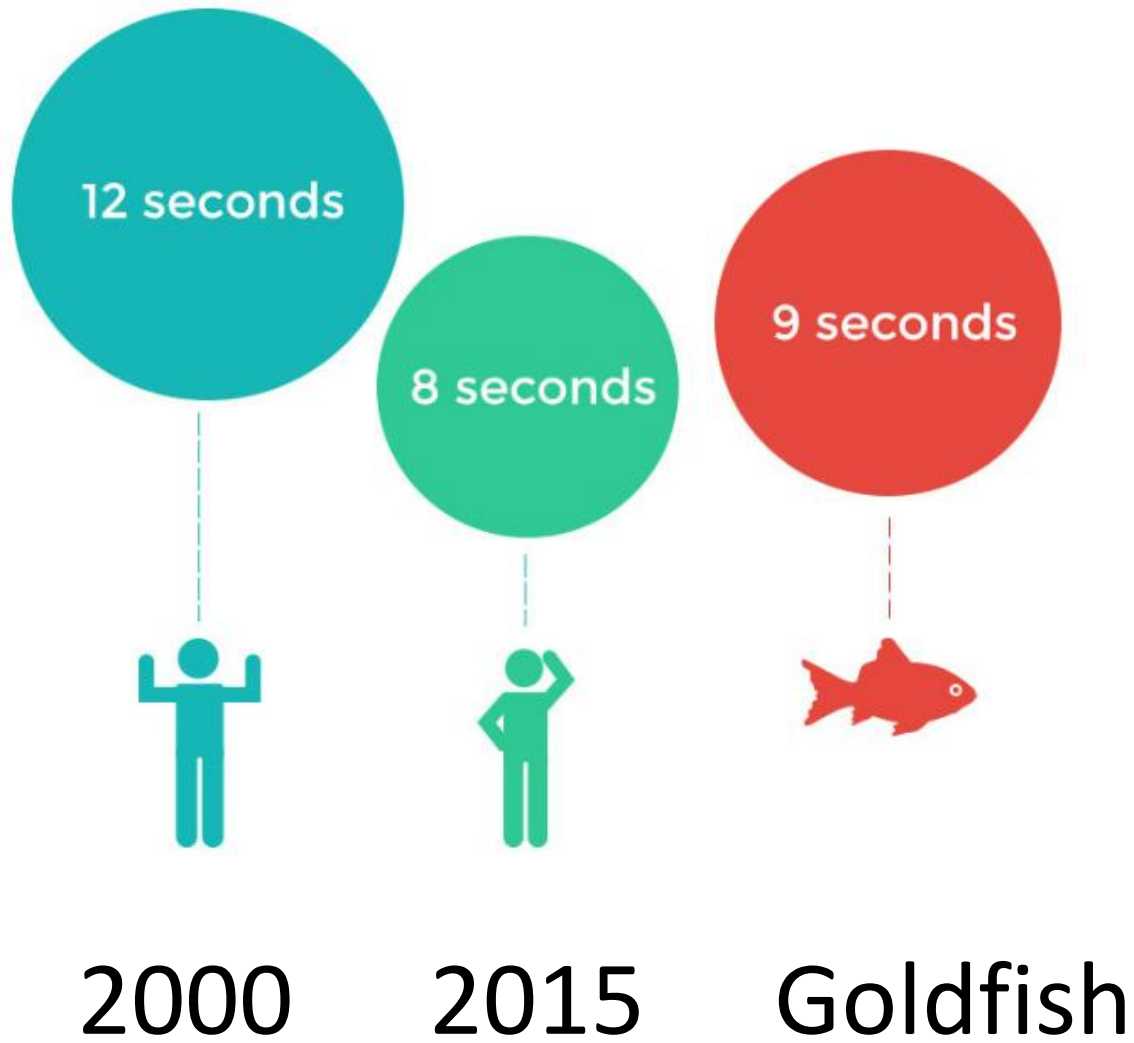
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Lake Simcoe Region conservation authority





Lake Simcoe Region
conservation authority

Holland Marsh Riparian Planting Program

No Cost!
For a limited
time only!



BEFORE



AFTER

Protect your property, protect your investment!

Planting beside watercourses stabilizes stream banks, prevents soil loss from erosion, increases soil's water-holding capacity, and reduces impacts of flooding and droughts.

Who is eligible?

Landowners in the Holland Marsh with property beside the Holland River or Canal System.

When can you apply?

Applications will be accepted until September 2014. Projects must be completed by November 2014. Contact us today for more information and to book your **free** site visit! Funding is limited.

With support provided by the Government of Ontario



Two-year old riparian buffer planted along Holland River



To learn more about LEAP funding opportunities for other BMPs visit us online at www.LSRCA.on.ca/leap or contact a Stewardship Technician at 1-800-465-0437. Apply today!



FUNDING HOLLAND MARSH FARMERS

PROTECT YOUR SOIL & WATER RESOURCES ON THE FARM.

Funding grants are available for Tile Outlet Control Systems, De-dirting, Water Re-use, Cover Crops and more!



BOOK A
FREE
SITE VISIT



MUCK SOILS ARE A PRECIOUS RESOURCE.

Let us help you protect yours.

We have funds available to help you:

- Improve soil health & crop yields
- Reduce nutrient & water loss
- Increase crop resilience during drought events

Call 1-800-465-0437 for details.

www.LSRCA.on.ca/hollandmarsh

Contact our Stewardship experts to book a **FREE, confidential site visit** to discuss your project and apply for funding.



Landowner Environmental Assistance Program

Grants
Available!



Who is eligible to apply for funding?

Landowners in the Lake Simcoe Watershed.

What grants are available?

The chart highlights a sample of the grant categories. Funding is limited.

When can you apply?

Applications are accepted year round and reviewed in the spring & fall.

LEAP Program Category	Funding Rate	Funding Cap
Technical Assistance	n/a	Free
Decommissioning Unused Wells	100%	\$1,500
Agricultural Fuel & Chemical Storage/ Handling	50%	\$2,000
Managing Manure	50%	\$10,000
Tree & Shrub Planting	50-75%	\$10,000
Streambank Erosion	50%	\$10,000
Additional Categories Available		



Visit us online at www.LSRCA.on.ca/leap or contact a Stewardship Technician at 1-800-465-0437 to learn more about LEAP and how to apply today!

BRING NATURE HOME



CONNECT WITH NATURE IN YOUR OWN BACKYARD

Attract birds, bees & butterflies and other wildlife to your home by enhancing, restoring or creating wildlife habitat. We offer funding for projects including:

- Planting Tree & Shrubs
- Stream and Creek Enhancement
- Wetland & Grassland Restoration

Contact us at 1-800-465-0437 or stewardship@LSRCA.on.ca to find out how we can help.



BOOK A **FREE** SITE VISIT
www.LSRCA.on.ca/funding

Rain Gardens

Rain Gardens can be aesthetically pleasing and include flowering native plant species.



Example: Native Plants Installed

Joe Pye Weed





Blue Vervain





Canada Wild Rye

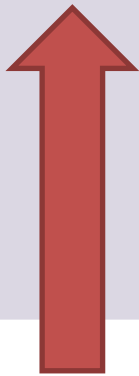
Photo Rob Curtis



Intro to Loss Aversion

Framed as a Gain

- Keep \$30
- Gamble \$50 (50/50 chance)
- Who gambled? 43%



You've seen this before!

- **Discounts** (fear of losing money)
- Countdown **timers** online shopping, cart abandonment notifications (fear of losing opportunity)
- Scarcity on stock (only 2 seats left – yikes!)
- Free trials (ownership up front, don't want to lose it)
- In web design, marketers cluster losses to aggregate pain – talk about sneaky!)



Give it a try – High Level

- (1) Gain an understanding of what, exactly, **your target audience is afraid of losing**, (and understand the reason why), and
- (2) Develop marketing campaigns that address their worries, **empowering them with a solution**



Give it a try – the how to

- (1) Reframe message from gain (**benefit**) to pain (**loss**)
- (2) Tell them **how you help**
- (3) Create a feeling of product/service ownership by using **words like imagine, picture...**
- (4) Use **videos/photos** of people using your product / service



Lak



up to
75%

**FUNDING FOR
HOLLAND MARSH
FARMERS**

Don't suffer
another wet year

FIND OUT MORE

**FUNDING FOR
YOUR FARM**



Don't suffer another wet year
Up to \$3K for tile outlet control structures

Don't let unpredictable weather

FIND OUT MORE

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Test out how a control structure can reduce your dry or soggy muck with our funds. We cover 75% of project costs to \$3,000.

Don't delay, [book a no obligation site visit today](#). We can turn around your grant application in a matter of weeks, not months or years.

Want more info on how you can control water on your fields? Fill out the form below!

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Email*

Send me more information!

Powered by Formstack



"It's no secret the Marsh's peat soils have a high level of organic matter, 40-80%, and really sponge up water and nutrients. This is very different than the 'highland' soils in other parts of Ontario with 1- 6% organic matter.

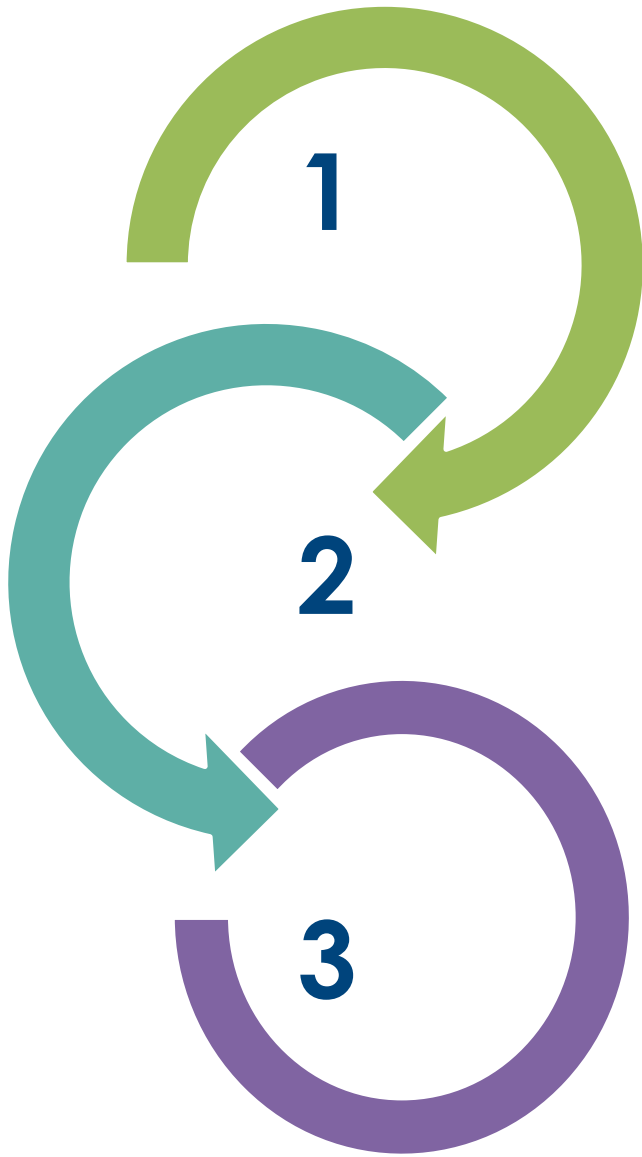
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Like all muck farmers know, your soil is special – so invest in keeping it just right this year.

Book a Site Visit





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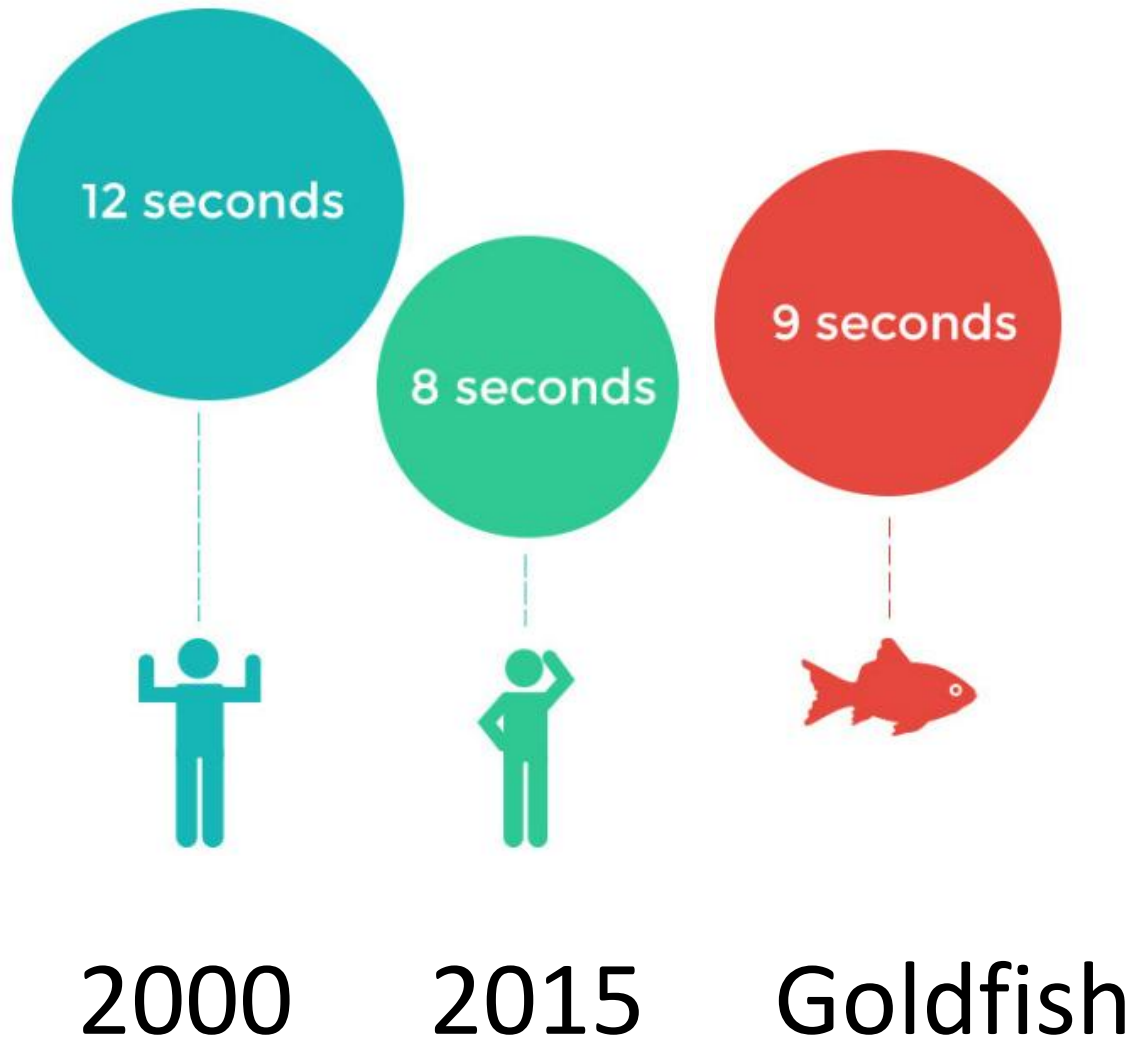
Ok a few people care about the environment.

But there are better hooks, so:

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Tactics

Bring It Together



<Name>
 <Street>
 <Town / Postal Code>

Congratulations on living in a very special part of Keswick so close to the Maskinonge River.

I am writing you today because as a landowner with the river at your doorstep, you have a unique opportunity to improve this river's health as well as your property through some simple actions. We at the Lake Simcoe Region Conservation Authority want to help.

Why are we focusing on the Maskinonge River? Over the years this river has been negatively impacted by human actions. Poor farming practices, increased urbanization and the removal of streamside vegetation have all contributed to the problem. It is one of our greatest concerns in the entire Lake Simcoe Watershed.

But the good news is that the Maskinonge has its own dedicated initiative to promote its restoration: the Maskinonge River Recovery Project. Through this project, **special funding and technical support are available to you.**

What can you do? Implement an environmental project on your land. To locate projects at the most beneficial locations, our staff walked the entire length of the Maskinonge River (XXX Kms), identifying opportunities that would improve the river's health.

On your property, we've noted that you could: *[the following needs to be established by Brit – she hasn't provided this to me yet]*

- Protect you land from erosion by planting "buffer" vegetation along the water's edge. *We can help you pick the right plant species to use and can even help fund their purchase.*
- Improve the nearby water quality by using plants as natural filters. *We can explain how contaminants travel through our ecosystem and which species offer the best protection [or alternate wording]*
- Install X, Y Z to improve habitat for animals such as snapping turtles, a species at risk of disappearing. *We'll support this by [XXX, describe service in detail/ alternate wording].*

To date, the Maskinonge River Recovery Project has helped implement XXX projects like those listed above that are making a difference. Won't you consider taking action on your land? I urge you to contact me to take advantage of a **free, confidential, no-obligation site-visit** to get started today.

Kind Regards,





Hi there,

Would you like to increase your vegetable yields? Protect your water and soil resources? Or control the flow of water on your fields?

Farming is a competitive business, grow your bottom line with help from our project funding.

Our marsh farmers project funding was designed for your special muck soils. A few of our categories are highlighted below. What makes our grants different? We've worked with marsh farmers like you for 10+ years to improve operations. We understand your unique needs, and turn around funding applications in weeks, not months or years.



WASH WATER TREATMENT SYSTEMS

75% of project costs up to \$15,000

- Buy de-dirting equipment for your carrots
- Keep your soil in your fields
- Close the water loop at your processing plant



TILE OUTLET CONTROL STRUCTURES

75% of project costs up to \$3,000

- Control water on your land, attaches to existing drainage outli
- Reduce your need for irrigation
- Increase resilience during drought events



COVER CROPS

100% of seed costs up to \$2,000

- Improve soil health and increase crop yields
- Interseed with barley, sorghum or others!
- Prevent soil erosion with an overwinter crop like oilseed rad

Get started today by contacting me to book a **free, confidential, no obligation site visit**. Give me a call or send me an email so we can start discussing how our funding can help you and your farm. You can reach me at L.McLean@LSRCA.on.ca, 905-895-1281 ext. 272, or by visiting www.LSRCA.on.ca/hollandmarsh.

Eligible projects are funded on a first-come, first serve basis. The next round of funding will be decided on in September. If you don't want to miss this opportunity, contact me today!

I look forward to speaking soon,

Lori McLean

Lori McLean

Restoration Project Specialist
Lake Simcoe Region Conservation Authority
L.McLean@LSRCA.on.ca 905-895-1281 x 272 www.LSRCA.on.ca



Hi there!

We're thrilled to introduce our new funding grants! After a thorough review period, we've created a program that will not only help protect our air, water and land, but also help you enhance your property.

The new funding is based on where you live – whether you live on the farm, on the shore, in the country or in town, we have something for you!

Check out our new funding grants!

Let us know what you hope to achieve and we'll help! Attract wildlife, enhance your streambank, plant trees and shrubs, or protect your soil and water resources on the farm. We can also provide you with plenty of funded project ideas for you to enhance your property, and save you money while doing it.

Get started by [booking a free, confidential site visit](#) with one of our friendly stewardship experts.

Funding is limited, so book your site visit today! If you have any questions or would like additional information, please feel free to [contact me](#) anytime.

See you soon,
Christa

Christa Sharp

Watershed Coordinator, Forestry and Stewardship
c.sharp@LSRCA.on.ca | 905-895-1281 x 115

You are receiving this email because you joined our mailing list at a Lake Simcoe Region Conservation Authority event.
Lake Simcoe Region Conservation Authority | 1-800-465-0437 | www.LSRCA.on.ca

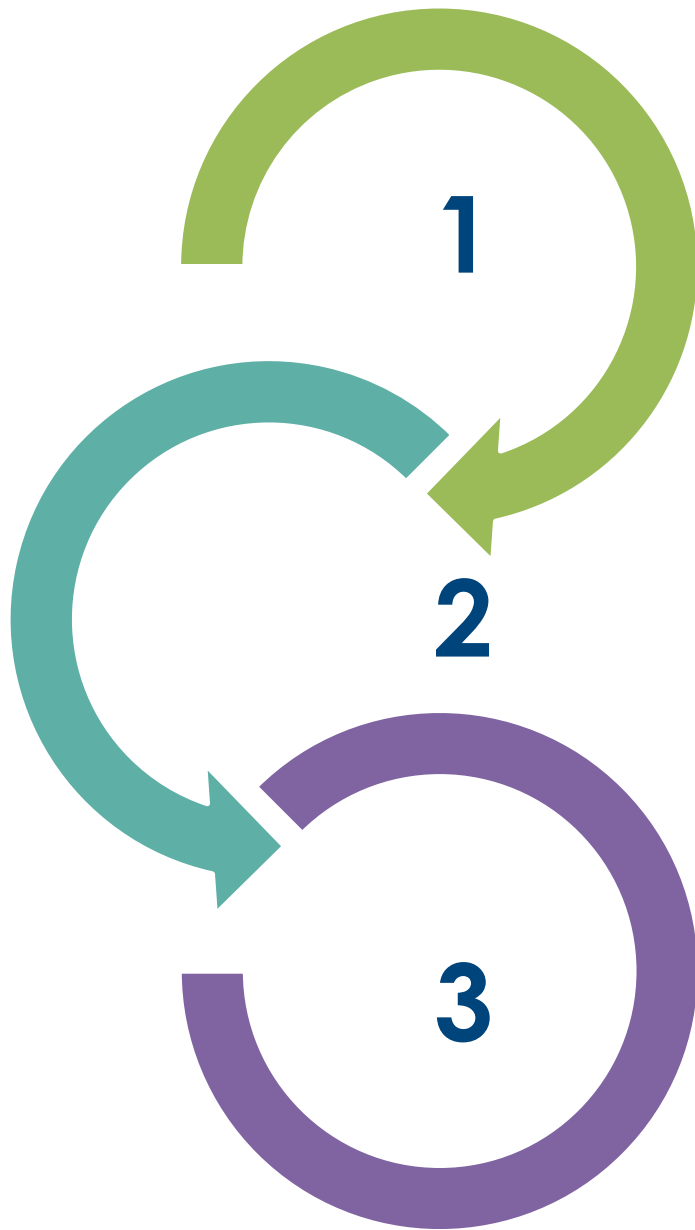
Connect with us



Cover Crops

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Thank You

Melissa Rosato

m.rosato@lsrca.on.ca

