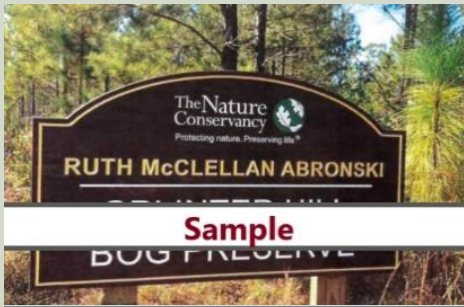


Program Area: Outreach



Signage Example: increased branding and organization recognition



2022 Launch new branding, new logo, raised visibility

Key Benefits

- Conservancy visibility
- Recognition of service area
- Introduction of new name/logo
- Boost to fundraising
- Potential naming recognition of donors

Identification Signage Project



Project Goals

The locations of our preserved properties are not well known to the public. We need to update our map and install very visible signs that convey professionalism and identify the areas in which we are working. This is a large undertaking which can be broken down into prioritized steps regarding branding.

Project Phases

Phase	Description	Cost
1	Production of a new preserve map	\$200 completed
2	Pro-bono design of distinctive sign	\$120
3	Determination of cost and priorities	\$120
4	Fundraising for fabrication	\$600
5	Fabrication and installation of 10 priority signs in 2022 (with site approvals)	\$15,000
6	Photographs/videos of installations as connected to priority properties	\$450
7	Promotion of campaign along with finalizing installations	\$600
	Total Project Cost	\$17,090