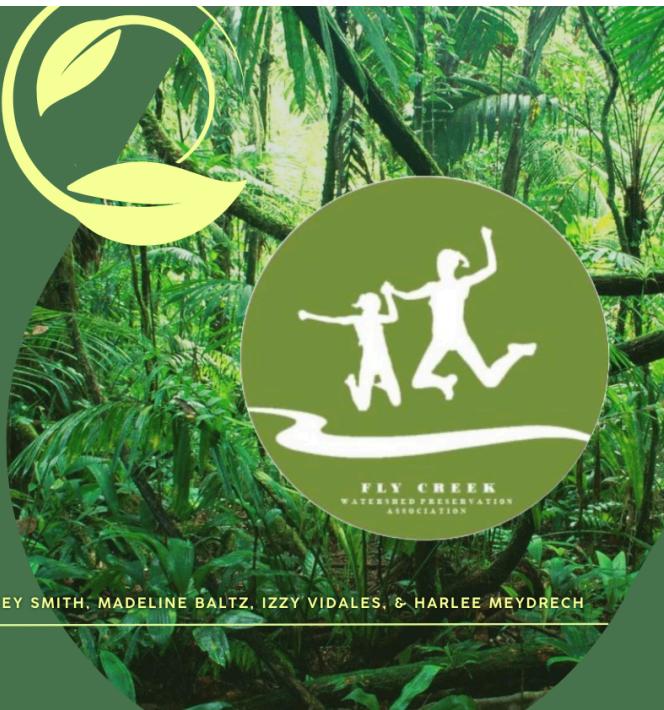




FCWPA CAMPAIGN PLAN

PROTECT OUR
WATERWAYS

BROOKE BREWER, HAILEY SMITH, MADELINE BALTZ, IZZY VIDALE, & HARLEE MEYDRECH



The Fly Creek Watershed Preservation Association (FCWPA) goal is to safeguard the natural beauty and environmental health of the Fly Creek Watershed. In order to achieve this, our goal is to educate the public about the watershed's significance, pushing for responsible development, and monitoring water quality and environmental conditions. A major challenge FCWPA faces is a lack of public awareness about the issues affecting the watershed, as seen by low participation in a recent survey. Many residents are in the dark about the watershed's challenges, making it difficult to get the community to engage with this organization. Due to this, a key goal of this campaign is to raise awareness and increase website traffic by 30%. To do so, we created engaging Instagram and Facebook pages that post weekly informative graphics, and host monthly tabling events at local farmers markets to foster a connection with the community around us.

Situational Analysis

Client's website :

<https://flycreekwpa.org>

Situational Analysis

This assignment focuses on the client, the nature of the target public(s) and the public relations situation you are going to address through your campaign.

What the document must include:

A detailed statement of the problem/opportunity the campaign will address.

The Fly Creek Watershed Preservation Association aims to protect the Fly Creek Watershed in Fairhope, Alabama, from environmental degradation due to development and pollution. Founded by concerned citizens in response to inadequate local planning, FCWPA is focused on preserving the watershed's ecological health, educating the community, and advocating for responsible development. However, despite its positive reputation, the organization struggles with limited public awareness and engagement, primarily due to minimal communication efforts and a lack of social media presence. To address this, FCWPA needs a comprehensive public relations strategy that enhances communication, builds a social media following, raises donation awareness, and fosters community involvement, ultimately gathering local support for its mission to protect the watershed for future generations.

A detailed and thorough examination of the client.

Why does this organization exist? Fly Creek Watershed Preservation Association (FCWPA) is a charitable, 501(c) (3) corporation. The organization's sole purpose is the protection, preservation and improvement of the Fly Creek watershed.

What are the organization's goals? The organization's goals are to preserve the natural beauty and environmental health of the Fly Creek Watershed, educate the public about the importance of the watershed, advocate for responsible development, and to monitor water quality and environmental conditions in the watershed.

What is its history? The Fly Creek Watershed Preservation Association was established by concerned citizens of Fairhope, Alabama, who took legal action against the city in 2021 for inadequate environmental planning and land development. Their successful lawsuit ended a year later in 2022 and resulted in funding that was used to create the Fly Creek Watershed Preservation Association (FCWPA).

What has the organization defined as the issue? Has it been defined as a problem

or opportunity? The organization has defined the main issue as the need to protect and preserve the Fly Creek Watershed from environmental degradation due to development and pollution. This is primarily framed as a problem that needs to be addressed to maintain the area's ecological balance and natural beauty but it can be an opportunity to educate the public.

What previous public relations efforts have been made? The website itself serves as a public relations tool, providing information about the watershed and the organization's activities. The organization has also made efforts in community outreach, and there has been some media coverage related to a stop work order they issued for an apartment project that was poorly planned and polluting the creek. However, there have been no formal or specific PR campaigns in the past.

How effective have these efforts been? Considering that there have not been many PR efforts, they have not been particularly successful. We think there is a lot of public relations work to be done for this organization.

What are its current public relations efforts? Fly Creek has a website that provides valuable information about its initiatives and history. However, while there is a blog section, it remains empty, and the organization lacks a social media presence, presenting significant opportunities for improvement.

What are its public relations needs? A consistent form of communication for the community.

What does the client believe to be his/her public relations needs? Improved website, create a social media presence, and overall improve communication.

What role does public relations play in this organization? Fly Creek is a nonprofit, so they need to build relationships with the community to best serve them and receive donations. A PR team would help create a channel of communication. The status of PR in Fly Creek nonprofit right now is very little but there are efforts to strengthen their social media presence, plus website.

What is the organization's culture? Being a nonprofit, the organization is made up primarily of volunteers. That being said, FCWPA has had to pay many individuals for assistance along the way but there has only been one paid employee, Brooke Brewer. This creates an atmosphere of people who are passionate about Fly Creek and its goals.

What resources are available to this organization? The organization has three employees and there were a couple environmental lawsuits against the city that were won, so the money from that is how the organization was started. Other resources available may include similar organizations with similar missions to FCWPA, such as the Mobile Baykeeper. The Mobile Baykeeper is a larger organization that covers 40 miles of watershed, with the mission of defending and reviving the waters of coastal Alabama. This organization could serve as a model for the future of FCWPA, as well.

How large a budget does this organization have for PR? This issue? The budget for this organization varies, as it has a section on the website where you can donate various amounts of money. AS the donations vary, the budget for each month may change.

A detailed and thorough examination of the target public(s).

DEMOGRAPHICS:

- <https://data.census.gov/profile/Alabama?g=040XX00US01>

Daphne, AL -

- Population of 31,200 (growing at a rate of 2.9%)
- Racial Demographics: White: 76.83%, African American: 14.38%, Two or more races: 5.51%, Asian: 2.66%
- The average household income in Daphne is \$99,197 with a poverty rate of 9.38%.
- <https://worldpopulationreview.com/us-cities/alabama/daphne>

Fairhope, AL -

- Population of 22,605 (growing at a rate of 3.57%)
- The median household income is \$85,456 with a poverty rate of 10.7%
- Racial Demographics: White 89.1%, Black or African American 4.53%, Hispanic 2.38%, Two or more races 1.18%
- <https://datausa.io/profile/geo/fairhope-al>

Point Clear, AL -

- Population of 1,755
- The median household income is \$69,310 with a poverty rate of 17.1%.
- Racial Demographics: White 71%, Black or African American 23%, Hispanic 6%
- <https://censusreporter.org/profiles/16000US0161488-point-clear-al/>

Barnwell, AL -

- Population of 35,824
- The median household income is \$84,886 and there are 3,437 people below the poverty line.

- <https://www.point2homes.com/US/Neighborhood/AL/Southwest-Baldwin/Barnwell-Demographics.html>

PSYCHOGRAPHICS

Alabama:

- Percentage of population ages 16 and older that reported volunteering in the past 12 months: 19.5%
- Percentage of the population living in disadvantaged census tracts (at or above the 90th percentile) based on any of the five following risks: agricultural value losses, building value losses or fatalities and injuries due to 14 types of natural hazards; or projected flood or wildfire risk: 34.1%
- <https://www.americashealthrankings.org/explore/measures/reports/annual>

Synthesis of Demographics and Psychographics for Targeting

The demographics and psychographics of Daphne, Fairhope, Point Clear, and Barnwell, Alabama, provide valuable insights for targeting audiences in environmental initiatives. These areas are experiencing population growth and are predominantly White, with smaller African American and Hispanic communities. Household incomes are relatively high, ranging from \$69,310 to \$99,197, though poverty rates vary, indicating a mix of financial stability and areas of economic need. Psychographically, only 19.5% of Alabama residents report engaging in volunteer activities, suggesting a need for greater community mobilization. However, the significant awareness of risks from natural hazards highlights an opportunity to connect watershed preservation efforts to personal safety, property protection, and ecosystem health. This audience is likely to respond to messaging that ties environmental preservation to tangible benefits like protecting home values and enhancing community resilience while leveraging existing interest in safety and recreation.

What image/reputation does this public have of this organization? Because the organization was started with money won from a lawsuit, they might have a reputation of being intense and persistent. However, overall we think their reputation is good because they are an organization that is trying to improve the environment/surrounding community and the organization cares a lot so they are willing to take legal action.

What attitudes does this public have about the organization? The issue? The public has positive attitudes toward the organization and its initiatives. The publics support the issue that is trying to be resolved, as it directly affects them and the community that they live in.

What behaviors has this public displayed toward the organization? The issue? The publics have displayed supporting behavior by raising awareness of the organization, supplying donations and sharing the initiative with others in their communities. However, there could definitely be more awareness about the issue among the Fairhope community.

What communication strategies have worked and not worked with this public? Some communication strategies that have worked for the organization include sharing information through their website, sharing about donation opportunities, annual cleanup projects, etc. Below includes a list of initiatives that the organization has on their website.

1. Fly Creek neighborhood awareness and participation in protecting the Creek
2. Specialized Bacteria / Microbial Source Testing and Recommendations
3. Working with Mobile Baykeeper, ADEM and City of Fairhope on Improved Turbidity Management Plans and Penalties for Storm Water Runoff.
See Gallery for images of current Construction Site Runoff.
4. Annual Creek Cleanup Program: Removal of major fallen limbs, trees and debris.
5. Creek Bank Erosion Control (Watershed Management Program)
6. Fly Creek Watershed Construction Monitoring (Mapping of all Planned Construction)
7. Drone Documentation Program for Storm Water Runoff
8. Citizen / Neighborhood Reporting Protocol. See Contacts section for current protocols.
9. Voluntary Septic Pump out for Residences along the Creek
10. Dredging From Bridge to Marina (COE / Permit)

How aware is the public about the organization? The issue?

One of FCWPA's main goals is to make the public aware. There is a website to further make the public aware about the issue and annual Creek cleanup to promote helping this cause.

How involved is the public with the organization? The issue?

The public needs to be made more aware of this organization in order to boost donations and create more resources for Fly Creek.

What does the public know about the organization? The issue?

The public knows FCWPA's initiatives which are listed on the website and why this organization was designed. As well you can find information on why this cause is important to the community and what could potentially happen if nothing is further done.

How has the public come to know about the organization? The issue?

The public has come to know about this cause through the website where information is published. As well as winning a couple of environmental lawsuits against the city.

Have previous public relations efforts been effective? Why/Why not?

There have been some efforts in public relations by trying to make the public aware of FCWPA and their efforts. There is still a lack of PR to the public within this nonprofit.

What does the public not know about the organization? The issue?

The public could be made more aware of the need for donations in order to help this issue. A larger social media presence to keep the public informed and made aware of how their donations could greatly benefit FCWPA.

What does the public not believe about the organization? The issue?

Since FCWPA is a smaller organization, the public may not believe or fully understand the issue at hand. Protecting the Fly Creek watershed is important because it covers over 5,000 acres of land and five miles of the creek. Ensuring publics are aware that there is a lot at stake, protecting marine habitats, contributing to the Mobile Bay ecosystem and preserving the long-term health of the watershed, will aid in getting publics to care about FCWPA and its mission to make the world a better place.

How does this public want to be informed? (tactics)

In order to inform these publics, we find it beyond important and effective to explain what's at stake in detail. By using ethos and pathos in this campaign, we can not only show that FCWPA is credible, but also invoke empathy in our audience, urging them to help in protecting Fly Creek and the wildlife that is in danger there. Once the audience is made aware of the issues at stake, it will be easier to get resources and financial aid from the community.

A detailed and thorough examination of your suggested goal(s), objectives and strategy.

What do you see as the main goal(s) of your campaign?

The main goal of this campaign is to educate the general public about the importance of pollution prevention and how it can negatively impact our community. That being said, getting donations to help revive the health of the water and making it easier for people to donate money on the website is also important.

What measurable objectives will you use to help guide you toward achieving your goal(s)?

We seek to improve monthly donations by 20% with this campaign. Additionally, we hope to have 30% more website traction after implementing this campaign.

What strategy/strategies will you employ to inform your campaign?

In order to inform our audience, we will thoughtfully improve social media tactics to reach a wider audience. As mentioned before, making sure our audience knows what is at stake is vital to the success of this campaign. We believe invoking empathy in our audience by explaining the wildlife in danger and the importance of a clean ecosystem will lead more people to donate with the mission of protecting their community.

What are some tactics you believe you will make use of in your campaign?

In our campaign, we will create a social media campaign that seeks to draw in more attention to the Fly Creek watershed by informing our audience. Without background knowledge, this may

not seem like a big issue to the community surrounding Fly Creek, so if we can inform and teach our audience, we are more likely to be successful. Another way to teach the general public about the issue at hand, to get people to donate, could be to have a table for FCWPA at local farmers' markets to spread awareness and further engage with the community.

Remember you should use secondary research and primary research to answer these questions. In addition, you should also include your perspective on things. Give the document a true analysis and think about each item critically! Remember you are informed and educated public relations practitioners.

Research Section: Spreading Awareness for Fly Creek Watershed Preservation Association

Client Analysis

The Fly Creek Watershed Preservation Association (FCWPA) is a 501(c)(3) non-profit organization based in Fairhope, Alabama. Established in 2022 after a successful legal battle against inadequate environmental planning, FCWPA is committed to protecting, preserving, and improving the Fly Creek watershed. This critical area spans over 5,000 acres and serves as a vital ecosystem contributing to the health of Mobile Bay. The organization's mission focuses on raising awareness about pollution, responsible development, and the long-term health of Fly Creek, which is under threat from increasing urbanization, stormwater runoff, and development-related pollution.

Despite the importance of its work, FCWPA faces challenges in expanding its public visibility and securing the necessary community engagement. This is largely due to minimal public relations efforts, a lack of social media presence, and limited public understanding of the watershed's significance. As a result, the organization struggles to mobilize the local community, both in terms of donations and hands-on support for preservation activities. The organization's leadership, including its single paid employee, Brooke Brewer, is passionate but constrained by limited resources and manpower.

Situational Analysis

The main issue FCWPA aims to address is environmental degradation within the Fly Creek watershed, primarily caused by unchecked urban development and pollution. However, this challenge also presents an opportunity to educate the local community about the importance of preserving the watershed for future generations. The association has an untapped potential to use strategic public relations campaigns to inform the public, increase engagement, and cultivate a larger network of advocates for environmental protection.

Currently, the association relies heavily on its website as its primary outreach tool, offering information about the watershed and ongoing projects. While this platform provides valuable content, such as updates on creek cleanups and water quality monitoring, it lacks a fully developed blog and, crucially, social media channels that could reach a wider audience. There have been efforts to engage the public through community outreach, such as the halt of an environmentally damaging apartment project. A judge revoked all permits and stopped construction after it was revealed that the Fairhope City Council had unlawfully approved the project with a substandard drainage system. This system has since caused severe damage to the culvert at Greeno Road and Fly Creek, requiring millions of dollars and several years to repair. Despite these efforts, the lack of a consistent public relations strategy has limited the overall impact of these initiatives.

Primary and Secondary Research Summary

A survey conducted among 40 residents in Fairhope and neighboring communities revealed several key insights:

Awareness: Only 35% of respondents were aware of the Fly Creek Watershed Preservation Association (FCWPA), despite 70% of them agreeing that preserving local water resources is vital for the community. Additionally, the FCWPA survey highlighted that 69% of participants were unaware of ongoing preservation efforts, further emphasizing the need for improved communication about the association's activities.

Public Engagement: More than half of the respondents (55%) expressed interest in participating in future clean-up events or educational programs, signaling an opportunity for FCWPA to increase engagement. The FCWPA survey indicated a strong interest in local preservation efforts, with 53.6% of respondents showing a definite willingness to participate and 48.3% expressing interest based on the nature of the efforts.

Donations: While 60% of respondents indicated they would consider donating to environmental causes, only 25% were aware that FCWPA accepts donations, indicating a gap in communication and outreach. The FCWPA survey also revealed that a majority of respondents (56%) would be encouraged to get involved if they received more information about the association's impact and activities.

Environmental Concerns: The surveys collectively noted a significant concern among residents regarding the impact of residential and commercial development on Fly Creek, with 42% of respondents expressing extreme concern. This concern aligns with the finding that increased flooding and drainage issues (46%) were identified as major environmental challenges facing the watershed.

This data highlights the importance of enhancing awareness and communication strategies for the Fly Creek Watershed Preservation Association to foster community involvement and support for local environmental initiatives.

Additionally, secondary research into similar environmental non-profits, such as Mobile Baykeeper, highlights the effectiveness of social media campaigns and public events in driving community involvement. These organizations have successfully utilized a mix of digital outreach and physical engagement to gather donations, raise awareness, and mobilize volunteers. FCWPA could model its future public relations efforts on such successful strategies.

Target Publics

The primary public for this campaign is the local community in Fairhope and surrounding areas. This includes residents living near the Fly Creek watershed, whose property values and quality of life are directly affected by the health of the creek. The campaign will also target environmental advocates and concerned citizens who may not reside in the immediate area but have an interest in local conservation efforts.

Demographic data for the target public includes:

- **Fairhope:** Population of 22,605, median household income of \$85,456, and a poverty rate of 10.7%. Racial demographics are predominantly White (89.1%), with a smaller African American population (4.53%).
- **Daphne:** Population of 31,200, median household income of \$99,197, and a poverty rate of 9.38%. Racial demographics include White (76.83%) and African American (14.38%) populations.

Psychographically, the target audience includes residents with a strong interest in community well-being and environmental conservation. Many are willing to volunteer for local causes, with data showing that approximately 19.5% of Alabamians aged 16 and older reported volunteering in the past year. This suggests that there is a pool of potential volunteers and supporters who could be mobilized through better public relations efforts.

Public Relations Goals and Strategies

The primary goal of this campaign is to increase public awareness about the importance of the Fly Creek watershed, specifically in terms of pollution prevention and community involvement in its preservation. To achieve this, the campaign will focus on three measurable objectives:

- 1.) Achieve a 20% increase in monthly donations, growing from the current baseline to the target amount, by June 2024. (This will be accomplished through targeted email campaigns, social media fundraising posts, and at least one community fundraiser event per month. Progress will be monitored using monthly donation reports.)
- 2.) Drive a 30% increase in website traffic through social media referrals by May 2024. (This will involve posting at least four engaging social media updates weekly, running two ad campaigns on Facebook and Instagram, and tracking progress using website analytics tools.)
- 3.) Enlist at least 50 new volunteers for watershed clean-up and educational events by June 2024. (This goal will be met by hosting six tabling events at farmers markets, sharing volunteer opportunities in community Facebook groups, and creating an easy-to-use

sign-up form on the organization's website. The volunteer count will be tracked through event registrations.)

The public relations strategy will center on creating a stronger social media presence, expanding the FCWPA's communication channels, and organizing public events to engage the community. The association will launch an awareness campaign across platforms such as Facebook, Instagram, and local community forums, highlighting the tangible benefits of preserving Fly Creek. This campaign will incorporate a balanced mix of pathos and ethos to create a compelling narrative that resonates with the audience. Emotional appeals (pathos) will showcase personal stories, images of the watershed's beauty, and the potential loss if preservation efforts fail, aiming to evoke a sense of connection and urgency. Meanwhile, factual and credible information (ethos), such as expert insights, statistical data on water quality, and the economic impacts of degradation, will establish the campaign's credibility and reinforce the importance of action.

Tactics

Several tactics will be employed to execute the strategy:

- **Social Media Campaign:** Create engaging posts, videos, and infographics detailing the environmental threats to Fly Creek and how individuals can help. Highlight success stories and volunteer opportunities.
- **Community Events:** Host tables at local farmers' markets and town fairs to distribute information and engage with the public directly. Promote annual creek cleanups and water quality monitoring events.
- **Donation Drives:** Simplify the donation process on the website, offer incentives for recurring donors, and run targeted ads to drive donation awareness.

By implementing these tactics, FCWPA can build a more engaged, informed, and supportive community that actively contributes to the protection of Fly Creek and its watershed.

Planning Section

The main goal of the Fly Creek Watershed Preservation Association (FCWPA) is to protect the natural beauty and environmental health of the Fly Creek Watershed. To do this, the organization is focused on educating the public about the watershed's importance, pushing for responsible development, and keeping an eye on water quality and environmental conditions. One of the biggest issues FCWPA has faced is that many people simply aren't aware of the problems the watershed is facing, as seen when a recent survey was difficult to conduct due to low participation. Many residents don't know about the challenges facing the watershed, which makes it harder to get the community involved. Because of this, one of the main objectives of this campaign is to raise public awareness and boost website traffic by 30%. We plan to achieve this by creating active Instagram and Facebook pages that will post informative graphics each week. Additionally, we'll host monthly tabling events at local farmers markets to directly interact with the community.

Our target audience includes residents living near the Fly Creek Watershed as well as people in the broader Fairhope area. These groups are impacted by the watershed's health, as poor water quality can affect both property values and the local ecosystem. Our key message is simple: "The community should care about the Fly Creek Watershed because without environmental protection, it's at risk of being destroyed. If nothing is done, the damage will impact not only the environment but also local property values and wildlife." Educating the community on both the personal and ecological importance of this issue is key to building support for the watershed's preservation.

The campaign is based on a strategy of awareness and advocacy. The goal is to educate the public about the environmental threats facing the Fly Creek Watershed and encourage the community to get involved in preservation efforts. This approach aligns with FCWPA's mission to inform the local population about the importance of the watershed, especially in the face of urban development and environmental degradation. Our plan combines digital engagement with face-to-face outreach to reach as many people as possible. We'll use social media platforms like Instagram and Facebook to expand our online presence and hold tabling events at local farmers markets to educate and advocate in person.

The campaign's communication activities are designed to raise awareness, increase visibility, and drive engagement around the need to protect the watershed. Initial surveys showed that public engagement has been slow, but we plan to improve this by posting the survey in local Facebook groups and directly engaging with the community. The FCWPA's communication plan revolves around two main activities: increasing our social media presence and hosting tabling events. By being active on Instagram and Facebook, we can reach a wider audience, start conversations, and educate people about the importance of the watershed. The monthly tabling events at local farmers markets will give us the chance to interact directly with the community, distribute educational materials, answer questions, and show people why protecting the watershed is so important.

We expect these efforts to lead to greater public awareness about the watershed's problems, more community involvement, and a larger base of support for FCWPA's mission. As our visibility increases, we hope to see more people volunteering, more interest in fundraising, and new partnerships with schools, environmental groups, and local businesses. We believe that

as people learn more about the watershed's challenges, public support for preservation efforts will grow.

The strategy behind this campaign is based on best practices from other community outreach efforts, especially those at farmers markets. Successful campaigns often involve direct engagement with the public, educational elements, and partnerships with local organizations. For example, the "Meet Me at the Market" campaign by the Farmers Market Coalition encourages markets to act as community hubs by hosting special events and inviting local officials to join in. Similarly, the "Power of Produce" initiative focuses on educating consumers about the nutritional value of fresh produce while engaging with SNAP recipients. These examples highlight the importance of personal interaction, education, and social media, all of which are key to FCWPA's strategy.

To maximize our reach and involvement, we'll implement several tactics. First, we'll host special events at local farmers markets, with displays and exhibits explaining the importance of the Fly Creek Watershed and why it needs to be preserved. These events will attract environmentally conscious people who are likely to support FCWPA's mission. We'll also use uncontrolled media by sending press releases to local news outlets to promote upcoming volunteer events and clean-ups. This will help generate media coverage and increase interest in our work. Lastly, we'll use controlled media, such as social media advertising and regular updates on our website, to make sure the public always has access to accurate, easy-to-understand information. Infographics and straightforward content will help people understand the watershed's problems and how they can get involved.

In conclusion, the FCWPA campaign is all about raising awareness, educating the public, and advocating for the protection of the Fly Creek Watershed. Through a mix of digital and in-person outreach, we aim to create a community that is informed, involved, and committed to preserving the watershed's environmental health. By putting this plan into action, we expect to see more visibility, stronger community support, and long-term sustainability for our preservation efforts.

Contact: Brooke Brewer
Media Liaison
251-622-4238
beb0086@auburn.edu

FOR IMMEDIATE RELEASE

Fly Creek Watershed Preservation Association to attend Fairhope Arts & Crafts Festival 2025

Fairhope, AL - October 27, 2024 - The Fly Creek Watershed Preservation Association (FCWPA) will hold its first ever booth at the 2025 Fairhope Arts and Crafts Festival on March 14-16, 2025.

The Fairhope Arts and Crafts Festival is an annual event in which vendors from all across the globe come to showcase and sell their artworks. While it has grown and evolved throughout its 70 years, the Arts and Crafts Festival remains a familiar family tradition for so many. During this three-day event, Fairhope's population of 22,000 swells to nearly 300,000 as the downtown streets come alive with creativity, showcasing the best in art, food and entertainment.

In attending the Arts and Crafts Festival, FCWPA will be hosting a booth on Fairhope Ave. We will have pamphlets with information about FCWPA, QR codes with links to our website and ways to donate and volunteer. We're beyond excited to share our mission and values with the Fairhope community, and we hope you can make it to stop by our booth and learn more about Fly Creek and its future.

The best way to get in contact with FCWPA is through the media liaison for this event, Brooke Brewer. Her personal number is 251-622-4238, and she can be reached via email at beb0086@auburn.edu.

Fly Creek Watershed Preservation Association (FCWPA) is a 501(c)(3) approved charitable organization founded for the sole purpose of protecting and improving the health of the Fly Creek watershed. FCWPA works in conjunction and cooperation with Mobile Baykeeper to provide a more local, citizen based participation and awareness with a focus on the Fly Creek.

###



FLY CREEK FACT SHEET

WHO: Contacts for the company include Kent Brewer and Byron Brackin, the founders of Fly Creek Watershed Preservation Association (FCWPA).

WHAT: FCWPA is a charitable organization with the mission of protecting and improving the health of the Fly Creek watershed. FCWPA works in conjunction and cooperation with Mobile Baykeeper to provide a more local, citizen based participation and awareness with a focus on the Fly Creek.

WHERE: The watershed that feeds the 5 mile long Fly Creek encompasses approximately 5000 acres. This freshwater creek provides for a wide variety of marine habitat and contributes to the health of Mobile Bay ecosystem.

WHY: To promote and execute the preservation of the Fly Creek Watershed, thereby protecting the property values along Fly Creek are directly and significantly tied to the health and vitality of the creek.

WHEN: FCWPA was started in 2022 and has continued to seek to protect the waterways of Fly Creek ever since.

HOW: For more information about volunteering and donations, visit our website at

<https://flycreekwpa.org/about-us/>.

Blog Post

The Fly Creek Watershed Preservation Association (FCWPA) is thrilled to announce its first-ever participation in the annual Fairhope Arts and Crafts Festival, taking place March 14-16, 2025, in downtown Fairhope, Alabama. This event, which has been a vibrant community tradition for over 70 years, brings together artists, crafters, and exhibitors from across the globe, attracting nearly 300,000 visitors to celebrate creativity, food, and local culture.

At the festival, FCWPA will have a booth on Fairhope Avenue, where the organization will share its mission to preserve and improve the health of the Fly Creek watershed. Founded in 2022, FCWPA is dedicated to safeguarding the 5-mile-long Fly Creek and the approximately 5,000 acres it surrounds, contributing to the health of the Mobile Bay ecosystem. Through collaborative efforts with Mobile Baykeeper and community volunteers, FCWPA focuses on water quality initiatives, habitat conservation, and public education to protect the local ecosystem and support property values and quality of life in the surrounding areas.

Festival attendees are encouraged to visit the FCWPA booth to learn more about Fly Creek's importance to the regional environment, its diverse marine habitat, and how they can help

through donations or volunteer work. The booth will offer informational pamphlets, QR codes linking to FCWPA's website for further details, and opportunities to get involved in future conservation projects.

For additional information, the primary media contact is Brooke Brewer, who can be reached at 251-622-4238 or via email at beb0086@auburn.edu. Discover more about FCWPA's initiatives and ongoing conservation efforts on their [website](#).

Youtube video

<https://www.youtube.com/watch?v=zDgi9P7NxDg>

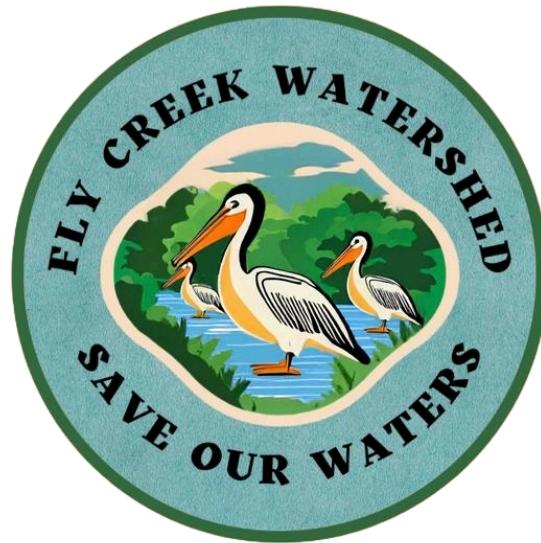
Description for YouTube Video:

Discover the beauty and importance of the Fly Creek Watershed in this captivating video! Home to diverse wildlife and essential habitats, the watershed plays a vital role in the environmental health of coastal Alabama. Learn about the challenges threatening this unique ecosystem and how the Fly Creek Watershed Preservation Association (FCWPA) is working to protect it through public education, responsible development, and environmental monitoring.

Watch stunning footage of the creek's wildlife, uncover why these habitats are crucial to our community, and find out how you can help make a difference.



Stickers/Buttons



Tote bag



Infographic



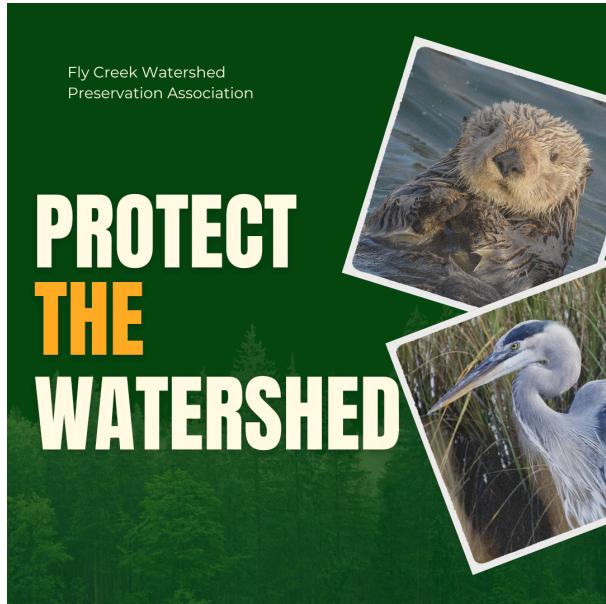
Instagram Story



Facebook Post



Instagram Post



Caption : Protecting our Fly Creek Watershed means protecting the incredible wildlife that call it home! From playful river otters to graceful great blue herons, every creature depends on clean water and a healthy habitat. Let's keep this special place safe for all who rely on it. Together, we can preserve the beauty and balance of Fly Creek for generations to come. #FlyCreekWatershed

#FairhopeNature #ProtectOurWatersheds #Conservation

Evaluation Section for the Fly Creek Watershed Preservation Association

The success of the Fly Creek Watershed Preservation Association (FCWPA) campaign can be determined by evaluating specific metrics related to the objectives, strategies, and tactics laid out for increasing awareness, community engagement, and support for the Fly Creek watershed. This evaluation plan will cover what success looks like by setting specific indicators, choosing research methods and tools, planning when and how data will be collected, and anticipating any potential challenges.

Evaluation Criteria and Metrics

1. Objective: Increase Monthly Donations by 20% Over Six Months

- **Success Indicator:** Increase in monthly donations by 20% within six months.
- **Metrics:** Monthly donation totals (measured in dollars and donor count), frequency of one-time versus recurring donations.

2. Objective: Boost Website Traffic by 30% with Social Media Referrals

- **Success Indicator:** 30% increase in website visits through social media.
- **Metrics:** Website analytics data, specifically page views and referral traffic from social media.

3. Objective: Recruit 50 New Volunteers for Events by Campaign End

- **Success Indicator:** Enrollment of 50 new volunteers in cleanup and educational events.
- **Metrics:** Number of event sign-ups and attendance, number of volunteers retained after initial events.

Research Methods and Tools

1. Surveys

- **Purpose:** To gather feedback on public awareness, engagement levels, and support for FCWPA.
- **Sample Survey Questions:**

Awareness: "Are you aware of any ongoing efforts to preserve the health of the Fly Creek watershed?"

Engagement: "Would you be interested in participating in local efforts to protect and preserve Fly Creek?"

Support: "What would encourage you to become more involved with the Fly Creek Watershed Preservation Association?"

- **Sampling Method:** Targeted sampling at community events, through email newsletters, and social media channels to reach residents in Fairhope and surrounding areas.
- **Frequency:** Conduct surveys quarterly to track changes in awareness and engagement over time.

2. Focus Groups

- **Purpose:** To understand community members' perceptions of FCWPA, its mission, and their motivations or barriers to involvement.
- **Sample Focus Group Questions:**

"What do you believe is the most pressing environmental issue in our community?"

"What would motivate you to participate in or donate to FCWPA events?"

- **Sampling:** Select a diverse group of Fairhope residents, including past event participants and those previously surveyed.
- **Frequency:** Biannual focus group sessions, conducted at the campaign's midpoint and conclusion to adjust strategies as needed.

3. Social Media and Website Analytics

- **Purpose:** To track the effectiveness of social media in driving website traffic and community awareness.
- **Metrics:** Engagement rates (likes, shares, comments), follower growth, click-through rates, and traffic sources.
- **Data Collection:** Weekly tracking of website and social media analytics.
- **Tools:** Use Google Analytics for website tracking and social media platform insights for real-time engagement analysis.

4. Event Participation Tracking

- **Purpose:** To measure community engagement through event attendance.
- **Metrics:** Number of event participants, new versus returning participants, and on-site donations.
- **Data Collection:** Attendance records maintained at each event with follow-up surveys to assess participant satisfaction and likelihood of return.
- **Frequency:** Data collected per event and compiled monthly.

Data Collection Plan

Data Collection Schedule

- Weekly: Social media and website analytics by the social media coordinator.
- Monthly: Donation and volunteer enrollment tracking by FCWPA's administrative team.
- Quarterly: Surveys distributed via social media, newsletters, and at community events.
- Biannual: Focus groups, with sessions scheduled in month three and month six of the campaign.

Responsibility for Data Collection

- Social media coordinator for analytics data.
- FCWPA's administrative team for donation and volunteer tracking.
- Research assistants or volunteers for survey and focus group facilitation.

Anticipated Challenges and Solutions

1. Limited Sample Size for Surveys and Focus Groups

- **Challenge:** Given the small population of Fairhope, survey and focus group participation may be limited, reducing the representativeness of the data.
- **Solution:** Increase sample size by utilizing online survey distribution and partnerships with local businesses to incentivize participation.

2. Data Collection Consistency

- **Challenge:** Collecting consistent, reliable data may be challenging due to limited staff and volunteer availability.
- **Solution:** Schedule regular check-ins and use automated tools for social media and website data tracking to minimize manual data collection needs.

3. Response Bias

- **Challenge:** Survey and focus group participants may give responses they believe are desirable rather than their true opinions.
- **Solution:** Ensure survey anonymity and create a comfortable, non-judgmental focus group setting to encourage honest responses.

Campaign Limitations, Strengths, and Weaknesses

Limitations

- Small community size may limit the reach of data.
- Reliance on digital channels might miss older community members less active online.

Strengths

- High potential for community engagement given residents' environmental concerns.
- Strong local story (legal win and ecological importance) that can resonate well with the public.

Weaknesses

- Limited resources to sustain a long-term campaign or expand outreach significantly.
- Dependence on a single paid employee could strain resources if participation increases significantly.

In summary, FCWPA can measure campaign success through a structured evaluation plan that uses both quantitative (donations, website traffic) and qualitative (survey, focus group) data. This plan will enable FCWPA to continuously refine its public relations efforts, fostering an informed and engaged community committed to preserving the Fly Creek watershed.

**PROTECT OUR
WATERWAYS
&
GET INVOLVED
TODAY!**

