

Chippewa Flowage Area Property Owners Association

Communication Approach

March, 2024

Communication Objectives

- Inform **current members and partners** about our activities and priorities.
- Reach out to **prospective members** to encourage them to join the organization.
- Be **transparent**, especially when it comes to board activities and direction of the organization and how we represent members and spend their money.

Audiences

Current Members and Families

- Both permanent and part-time residents

Prospective Members

- People that reside within 2 miles of normal high water mark. Don't have to own property, just live in a home or trailer for at least 30 days per year

Partners

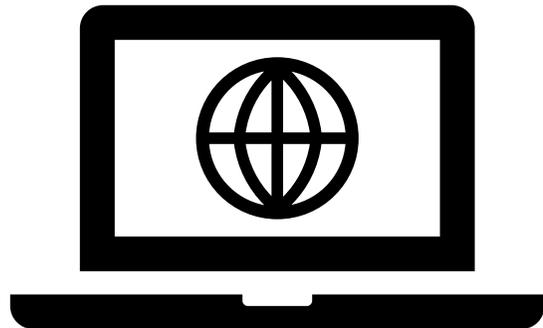
- Resorts, DNR, Tribe, Law Enforcement, Sawyer County, Town of Hunter, Xcel Energy, Other Lake Associations, Landmark Conservancy

Other

- State legislators

Channels

Channel Philosophy	Rationale
Website and email as primary communication channels.	Cost-effective and immediate; this is increasingly how people expect to get their information.
Minimize printed materials; limit to small, easy to digest materials such as leaflets and postcards with QR codes to access more details.	Eliminate / limit cost and effort to produce and distribute printed materials.
Don't repeat other group's content – link to them when appropriate.	Version control and eliminate cost to update content.



Key Messages (High Level)

Who We Are

- CFAPOA, formed in 1982, is a non-profit, community-based organization that promotes, encourages and fosters a wide variety of projects, programs, and education that protect and preserve the Chippewa Flowage

Goals

- Controlling invasive species
- Improving the quality of our fishery
- Educating people on how they can preserve shoreline quality
- Monitoring and promoting wildlife health
- Encouraging safe recreational activities

Ongoing and “Sticky” Info

- Updates on our activities and results
- Helpful information for current and prospective members, such as flowage levels, bogs, tours, events
- Calls to action (such as renewing membership, joining committees)
- Information on value we provide and where member money is spent

Key Messages

CFAPOA, formed in 1983, is a non-profit, community-based organization that promotes, encourages and fosters a wide variety of projects, programs, and education that protect and preserve the Chippewa Flowage

The organization is focused on Controlling invasive species, improving the quality of our fishery, educating people on how they can preserve shoreline quality, monitoring and promoting wildlife health and encouraging safe recreational activities.

Member contributions are used to pay for boat launch monitors, fish stocking programs, education and other activities that help us achieve our goals.

Many of our members donate their time to activities such as wildlife and water quality monitoring, invasive species elimination and shoreline protection activities.

Our members and their interests are diverse but we are all focused on maintaining the quality of the Chippewa Flowage experiences.

Data and Insights

Goal: Gather data to guide our activities rather than relying on anecdotal and personal preferences / opinions. Examples include:

- Google analytics to track web site usage and page clicks
- Membership survey
- Actual usage and requests for printed materials

Communication Artifacts

<i>Artifact</i>	<i>Timing</i>	<i>Owner</i>	<i>Status / Delivery Method</i>
Website	Ongoing	Julie & Dave	Ongoing updates, periodic reviews and improvements
Newsletter	Quarterly	Julie	Ongoing; emailed, on website, printed and mailed
Resort Leaflet	Once per year	Dustin & Dave	Completed in '22, enough on-hand to refresh stock
Member Directory	Once per year	Patty	Once per year: Limiting print to 50 for '23 and will evaluate ending this based on interest
Memos and Letters	As Needed	Mike	As a result of board discussions and direction
Postcards to prospective members			
<i>Other Content</i>			
Organizational Docs such as By Laws, Policy, Management Plan	When Updated	Board	Website
Board Minutes	Monthly	Secretary	Website
Committee Info	As Needed	Chairs	Website
Special Projects	As Needed	Board	Website