



2014 OUTPOST GUIDELINES

What is SEMIWILD?

SEMIWILD is a cooperative effort among local land conservancies to preserve land in Southeast Michigan. Land protection promotes nature and the environment, ensures clean water for drinking and recreation, yields numerous economic benefits, and becomes a legacy to new generations. SEMIWILD offers communication tools and resources to help individuals, communities, and businesses build public awareness and support for sustaining our quality of life, both now and for the future.

Why was SEMIWILD created?

SEMIWILD was created by nine (9) area land conservancies that serve and operate in Southeast Michigan as an integrated, cooperative program to raise critical awareness for the preservation and protection of lands in the region. The founding land conservancies include:

- Grosse Ile Land Conservancy
- Lapeer Land Conservancy
- Legacy Land Conservancy
- Livingston Land Conservancy
- Michigan Nature Association
- North Oakland Headwaters Land Conservancy
- Raisin Valley Land Trust
- Six Rivers Regional Land Conservancy
- Southeast Michigan Land Conservancy

The sum is greater than its parts – by channeling and combining marketing communication efforts, participating area land conservancies are able to reach mission goals quicker and foster a wider audience reach.



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What is an official SEMIWILD Outpost?

Southeast Michigan businesses and organizations that share our passion and commitment to protecting this region's treasured green spaces can sign up to be an Official Outpost ambassador.




















This special ambassadorship provides businesses with SEMIWILD branded marketing and promotional materials and tools. In addition, the SEMIWILD communications team is available to consult with each official Outpost to develop custom programs such as co-branded sponsorships, apparel, events, and more.

SEMIWILD Outpost Criteria:

1. Be a registered business in the State of Michigan
2. Have a single office/storefront or multiple locations within the following counties: Monroe, Wayne, Macomb, Lapeer, St. Clair, Oakland, Livingston, Washtenaw, Jackson, Lenawee
3. Possess a deep appreciation for the nature and open spaces all around us, including: farmlands, prairies, creeks, rivers, lakes, wetlands, open fields, and outdoor recreation spaces
4. Believes in our mission to protect and preserve the treasured open spaces, green corridors and natural areas found throughout Southeast Michigan now and in the future

SEMIWILD Outpost Engagement Levels

There are three official Outpost engagement levels that business and organizations can apply and register for:

Activites/Tools	Outpost Pioneer	Outpost Explorer	Outpost Navigator	Custom Programs
Directory Link on SEMIWILD.org				SEMIWILD can develop custom sponsorship and co-branding programs on request. In-kind donors programs are available as well.
Storefront/office decal				
SEMIWILD Logo/artwork package for marketing				
Press Release - traditional & social media	---			
Weekly featured Outpost Banner (rotating)	---			
HTML email template	---			
Discount on branded merchandise (catalog)	---			
Bi-weekly posts on Twitter, Pinterest & FB	---	---		
Marketing Impression Data Reporting	---	---		
Monthly marketing/event consulting session	---	---	Available upon request	
Annual SEMIWILD Outpost Donation	\$500	\$1,500	\$5,000	

Note: Special, co-branded media opportunities (print, radio, outdoor & other) are made available to the Outpost throughout the year.

To answer any questions or to discuss the SEMIWILD Outpost Program in more detail, please contact: info@semiwild.org