

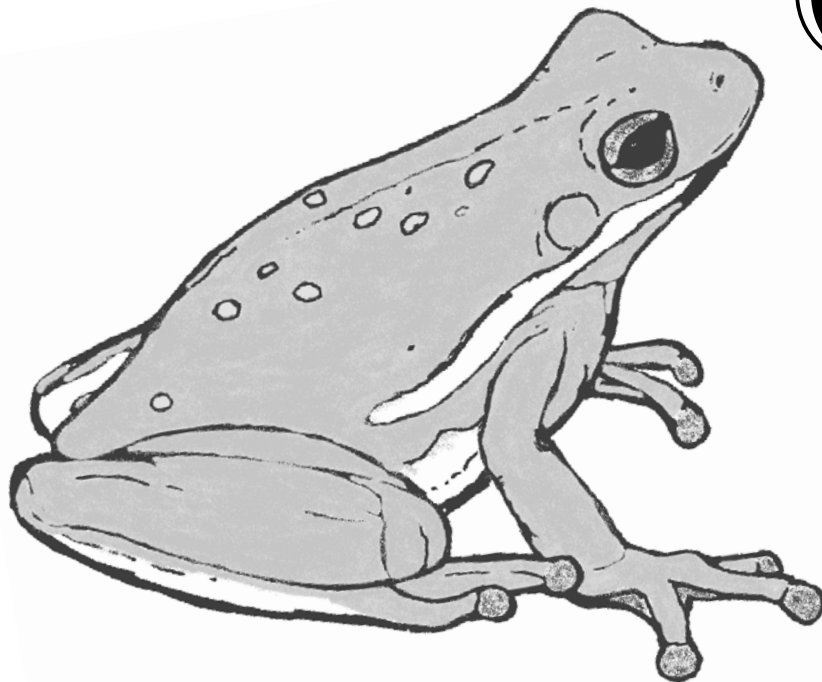
T E X A S

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Master  
Naturalist™

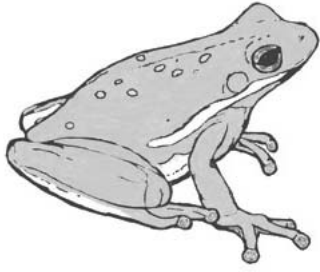


# Marketing and Identity Guide



Statewide Sponsors  
Texas Cooperative Extension  
Texas Parks and Wildlife Department

MKT-3342



# Master Naturalist

## Supporting Publications and Tools

- MKT-3333, Master Naturalist brochure
- MKT-3334, Master Naturalist pocket folder
- MKT-3335, Master Naturalist vertical shell
- MKT-3336, Master Naturalist brochure shell
- MKT-3337, Master Naturalist binder insert
- MKT-3338, Master Naturalist certificate
- MKT-3339, Master Naturalist notecard and envelope
- MKT-3340, Master Naturalist letterhead and envelope
- MKT-3341, Master Naturalist business card shell
- MKT-3342, Master Naturalist Marketing and Identity Guide

All numbered items can be ordered from the Texas Cooperative Extension Publication and Supply Distribution warehouse.

Extension personnel should order using the D-1 form. People outside the Extension Service are welcome to place orders through the Extension office in their county or by contacting the warehouse directly.

**Texas Cooperative Extension**  
**Publication and Supply Distribution**  
P.O. Box 1209  
Bryan, Texas 77806-1209  
**Phone:** 409-845-6571 **FAX:** 409-862-1566  
**Physical location:** 3100 State Highway 47, Bryan, Texas  
Building 8522, Texas A&M University Riverside Campus

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Texas Cooperative  
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**Digital files of the Master Naturalist logo and all the species drawings are available on the Master Naturalist web site:**  
<http://masternaturalist.tamu.edu>



# Master Naturalist

## Identity Guidelines

From brand names to box office appeal, “identity” is simply about being known. Every organization wants people to recognize its name and to associate its products or services with that name. For the Master Naturalist program, establishing and maintaining a strong identity are crucial for continued success—with prospective volunteers and instructors, with funding agencies, and with potential consumers of the education and service we offer.

The fundamental principles of an effective identity program are clarity, consistency, and repetition. **Clarity** simply means that our identity is clear, memorable, and easy to understand without extra information or explanation. **Consistency** means that our name and identifying graphics are used the same way every time. And **repetition** means that our name and identifier are used as often as possible, in as many forms as possible—shout it from the rooftops!

### The Name of the Program

The proper name of the program is “Master Naturalist.” Using the proper name consistently is very important. Using an alternative name, like “Tennessee Valley Master Naturalist,” dilutes the potential impact of name repetition and obscures the relationship between the local organization and the statewide program. In short, it’s confusing.

In the Master Naturalist program, **local organizations are called “chapters.”** Chapters are correctly identified in this way:

**Master Naturalist, Gulf Coast Chapter**

**North Texas Chapter of the Master Naturalist program**

Use the program name as often as possible: in correspondence, answering the telephone, introducing volunteers or instructors, making a presentation, preparing promotional or informational publications, identifying a service project site, doing a radio show, writing a media release—just to name a few!

*Prepared by  
Elizabeth Gregory,  
Extension  
Communications  
Specialist, Texas  
Cooperative  
Extension.*

*Some information is  
adapted from  
Ready. Set. It’s  
Everywhere You  
Go. Centers for  
Disease Control,  
Atlanta, GA, 1997.*

## Using the Name

**As a freestanding element.** Any time that the name of the program appears as a freestanding element (not in a sentence), the first letter of each word should be capitalized, and the word “the” should **not** be used. Examples of this kind of use include brochures, agendas, program covers, and signs.

**Incorrect use:**

The Master Naturalist

**Correct use:**

Master Naturalist

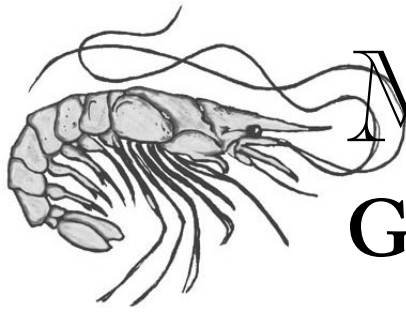
**As part of a sentence.** When the name is used in a sentence, the word “the” can be used, but it should not be capitalized unless it occurs at the beginning of the sentence. The name may also be followed by the words “program,” “volunteers,” or “volunteer program,” but these should not be capitalized. Depending on the context, the name may be followed by other words as well, such as “service project,” but, again, these should not be capitalized.

**Example:**

In Bexar County, the Master Naturalist volunteers maintain a native plant exhibit on the San Antonio Riverwalk.

**Second reference and abbreviation.** The first use of the name in text should always include the entire official name of the program, and that of the local chapter, as appropriate. On second reference, use the official name, “Master Naturalist.” It is not possible to shorten the name further without losing essential elements of the identity of the program.

Please **do not use initials or acronyms (such as MN)** to identify the program in any document used with outside audiences, such as prospective volunteers, donors, or consumers of services.



# Master Naturalist

## Graphic Design Guidelines

The visual appearance, or graphic design, of documents supporting the program is just as important in establishing a strong identity as consistent use of the name.

The official logo for the Master Naturalist program consists of the name of the program and a drawing of a Cyano darner dragonfly. This logo is a registered trademark.

**Drawings.** Other drawings, in addition to the dragonfly, are available, including a post oak leaf, a tree frog, a shrimp, a belted kingfisher, a stem of flowering sage, and a salamander. These drawings may be used with the official program name on materials produced for a chapter.

These drawings are the **only** ones that should be used in identifying the program or a local chapter. **Please do not create a logo using the official name and another drawing or a photograph.** If you have questions about the proper use of these images, please contact the Master Naturalist program state office.

**Type.** In the logo, the font used for the program name is Caslon Openface. In the other supporting materials, we have used Adobe Caslon for the rest of the text. If Caslon is not available, another serif font, such as Palatino or Times Roman, may be used for materials produced locally.

**Colors.** The colors used for the Master Naturalist materials are sepia and green, and the paper used is cream-colored. Specifically, the sepia (brown) is Pantone 464, and the green is Pantone 349. The paper is Hopper Pro Terra Oyster.

**Pre-printed shells.** The Master Naturalist program has provided several types of pre-printed “shells” which can be customized locally to create agendas, class schedules, and other marketing tools. These shells already have the Master Naturalist program logo printed on them in color, and can be run through your laser printer or photocopier to add your text. These shells are listed on the inside front cover of this booklet.



# Master Naturalist

## Identifying Sponsors and Donors

**A**cknowledging the contributions of supporting agencies, organizations, and individuals is a very important part of marketing the program. Publicly thanking donors shows our appreciation, and it can add to the public relations effort of the funding organization, too. Include mention of donors whenever possible, such as in an event program, in a media packet, or during a radio or television interview.

**Statewide Sponsors.** The statewide sponsors of the Master Naturalist program are Texas Cooperative Extension and the Texas Parks and Wildlife Department. These are the **only** agencies to be recognized as sponsors of the program.

**Example:**

Statewide Sponsors  
Texas Cooperative Extension  
Texas Parks and Wildlife Department

Include identification of the statewide sponsors whenever possible. These agencies want to be identified with the great work that Master Naturalist volunteers do. Also, emphasizing the program's relationship with these two agencies adds greatly to our credibility, by linking the Master Naturalist volunteers to two premier sources of expertise, information, and service.

**Statewide Funding Partners.** Agencies, organizations, and individuals who make financial donations to the statewide program are designated as "Statewide Funding Partners." This term also includes agencies and organizations that provide grants to support the program.

**Local Partners.** At the local level, agencies, organizations, and individuals who contribute to the support of a chapter are identified as "Local Partners." This support may be financial, or it may be contributions of meeting space, plant materials, transportation, advertising space or air time—anything that helps the local chapter achieve its goals.



# Master Naturalist

## Working with the Media

The local media can be invaluable in helping you tell the “Master Naturalist story” to potential volunteers and others in the community. Building and maintaining good relationships with media professionals can benefit your chapter and the statewide program for years to come!

1. Whenever you can, meet face to face with reporters, editors, and producers.
2. Bring a written article, news release, or fact sheet you can leave behind as a reference. Be sure to include dates, times, places, and phone numbers *in writing* to minimize the chance of mistakes.
3. If a reporter calls, return the call as soon as possible. Their deadlines are usually very short, and minutes count!
4. Prepare thoroughly for an interview. Keep your important points in mind, and write them on notecards if necessary. Practice simple, direct, easy-to-understand statements that get your points across.
5. If a story on the Master Naturalist program is used, follow up with a thank-you note.

### Newspapers

#### News Section

Offer to provide representatives (volunteers, Extension or TPWD personnel, someone from a partnering organization) for interviews by local reporters.

#### Lifestyle Section

Pitch a story about an individual or family who have experienced positive benefits as volunteers or consumers in the Master Naturalist program.

## **Community Calendar**

Make sure your class schedule or registration deadline and contact information are listed.

## **Extension news column**

Feature the Master Naturalist program in your news column, and ask your coworkers to mention it in theirs as well.

## **Non-Cable Television**

### **Local news**

Invite local stations to cover your field trips, plus any highly visual service projects the volunteers are doing.

Work with the local station to provide nightly or weekly tips on environmental topics.

Make sure your registration deadline is included in the community calendar.

### **News interviews**

Offer to provide representatives (volunteers, Extension or TPWD personnel, someone from a partnering organization) for interviews by local reporters.

### **News spot**

Discuss the Master Naturalist program in your regular television spot. Include a volunteer or representative from a partnering organization, too.

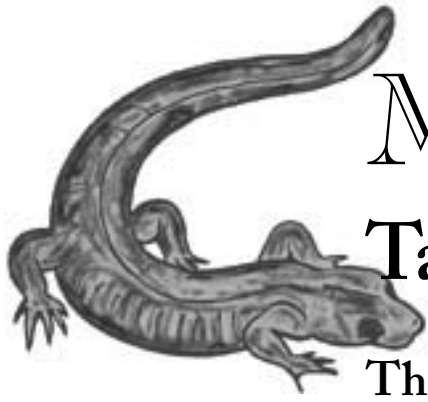
## **Cable Television**

If your cable company does local programming, try to get an interview or at least a calendar listing for your Master Naturalist classes or events.

## **Radio**

Ask a local deejay (especially the morning drive-time deejays) to participate in the Master Naturalist program. Chances are they will mention it frequently on the air.

Offer to provide guests (volunteers, Extension or TPWD personnel, a local partner) for morning and evening drive time.



# Master Naturalist

## Talking Points

### The Mission

To develop a corps of well-informed volunteers to provide education, outreach, and service dedicated to the beneficial management of natural resources and natural areas within their communities.

### The Program

Master Naturalist volunteers receive in-depth training in wildlife and natural resource management, customized to focus on their local ecosystems. In return, volunteers provide service in the form of community education and demonstration projects, while pursuing advanced training in areas of special interest.

Master Naturalist training is provided by educators and specialists from universities, agencies, nature centers, museums, and other organizations who donate their services. The Master Naturalist curriculum is developed by experts and provides a standardized base of knowledge and skills for all volunteers across the state.

The Master Naturalist volunteer program is sponsored by Texas Cooperative Extension and the Texas Parks and Wildlife Department and supported by a variety of local organizations.

After its founding in San Antonio, the Master Naturalist program became a statewide initiative in 1998. By December 2001, through the efforts of 15 recognized local chapters, the Master Naturalist program had trained over 1,500 volunteers. These 1,500+ volunteers have dedicated over 89,000 hours of service related to natural resource community projects, education, and service, valued at more than \$1,000,000. They have also obtained 10,000 advanced training hours. Over 215,000 youth, adults, and private landowners have been reached through Master Naturalist education, outreach, and technical guidance efforts, and 8,000 acres of prairies, woodlands, rivers, ponds, and lakes have been enhanced through Master Naturalist service projects.

Over 185 local organizations have partnered with or received volunteer help from local Master Naturalist chapters to accomplish common natural resources education efforts and service projects.

The Master Naturalist program also received 10 local, state, and national awards, in addition to international recognition with the Wildlife Management Institute's Presidents' 2000 Award.

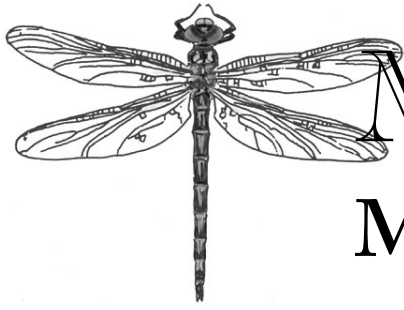
## **The Benefits**

The Master Naturalist program increases volunteer capacity and leadership in local communities, while enhancing public awareness of local ecosystems and natural resources.

Because the existing Master Naturalist chapters are located in major cities, they provide Texas' rapidly growing urban populations with increased understanding of conservation and enhancement of natural resources in and near their urban environment.

Master Naturalist volunteers work to increase educational opportunities for local residents of all ages, through instruction, tours, exhibits, demonstration projects, and other means.

The Master Naturalist program focuses the considerable resources of state and local agencies and organizations to create a high-quality educational program directed towards building self-sufficiency within the community.



# Master Naturalist

## Marketing in a Nutshell

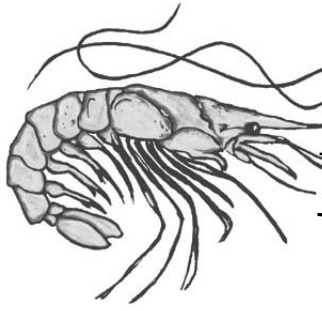
When you create a marketing message—whether it is a brochure, a fund-raising letter, a radio PSA, a year-end report for donors—**your work should begin and end with your audience.**

Who are you speaking to? Make sure you understand exactly who they are and what about the Master Naturalist program interests them.

What do they care about? What is the value, or benefit, that the Master Naturalist program offers them? For a potential volunteer, that value may be a opportunity to learn more about the environment, or an chance to give back to the community. For a potential donor, the value may be that the volunteers provide community education, that they work with kids, or that the program itself increases volunteerism in the community.

All of these values, and many more, are true of the Master Naturalist program—you just have to choose the ones that will really grab your audience's attention, that plug into the interests and goals he or she already has. When you do this, you are **targeting** your message to your audience.

The main point to remember is that **any marketing message should focus on benefits to the audience, not features of our program.** Your marketing materials should be a mirror in which the audience can see himself and his interests, not a portrait of yourself.



# Master Naturalist

## Writing Strong Marketing Copy

### Words

1. Write simply, using familiar, commonly used words.
2. Write personally, using “you” rather than “they” or “one.”
3. Use active, dynamic verbs.

### Sentences

4. Use simple sentence structure when possible.
5. Avoid long introductory and imbedded phrases and clauses.
6. Vary sentence length, but avoid sentences over 15 words long.

### Paragraphs

7. Vary paragraph length, but avoid paragraphs over 5 sentences long.
8. Use short headings to introduce paragraphs.

### Style

9. Write in the active rather than the passive voice.
10. Use graphics that are logically linked to the text.
11. Use upper- and lower-case letters rather than all capitals.
12. Use paper in a color that contrasts in intensity with your ink.
13. Balance the use of text with white space. Leave ample margins.
14. Use an unjustified right margin.

### Ideas

15. Avoid excessive information.
16. Use concrete rather than abstract words or give concrete examples of abstract ideas.
17. Apply the content being presented to the reader’s personal and cultural experiences.
18. Write your message from the reader’s point of view, focusing on the reader’s interests. Think, “What does the reader want to know?,” **not** “What do I want to say?”