

# **Rustic Roots BK**

Profile and Campaign Strategy

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## Rustic Roots BK: Client Profile

**Mission:** We believe in the importance of knowing our roots. By fostering a relationship with rural environments, ecosystems, and lifestyles, we give inner-city youth the chance to experience a new world of possibilities. We believe that knowledge and awareness are the first steps to making a difference in the world.

**Problem:** Young people living in major cities in America often don't have the opportunity to participate in hands-on experiences in rural environments. Particularly for at-risk youth, awareness of life outside of low-income neighborhoods is challenging to gain. This inability to learn about rural ecosystems leaves a significant gap in understanding crucial parts of existence and how the choices we make every day impact the environment and all life on our planet. The more young people learn about lifestyles and societies different than their own, the more open-minded, compassionate, and considerate they become.

**What We Do:** Rustic Roots BK is a Brooklyn, NY based nonprofit that focuses on bringing awareness and knowledge of rural environments and lifestyles to inner-city youth. From dairy farms to wetland reserves, Rustic Roots BK seeks to give young people a chance to experience a world that dramatically differs from New York City. By fostering knowledge in new lifestyles and gaining exposure to vastly different ecosystems, young people learn just how connected the world is and why their actions and choices can make a significant difference in the environment at large.

**How We Do It:** Rustic Roots BK organizes weekend trips to farms, parks, and environmental reserves twice a month, with plans to expand programming to summer camps and bi-annual overnight trips. Registration is open to children as young as ten and as old as 17, with programs split between 10–13 and 14–17-year-old groups. Though registration is free, not all applicants are accepted due to space and supervision constraints. Program applications are reviewed on a rolling basis and mostly favor at-risk youth from low-income families. Free registration for all

programming with Rustic Roots BK is hugely valuable to the Brooklyn community. According to the Brooklyn Community Foundation, Brooklyn has the highest number of children living in poverty in all of New York City's boroughs. Nearly one-fourth of all residents of Brooklyn live in poverty, and 3,319 families entered homeless shelters in 2011. Providing no-cost activities and social events for youth is necessary to provide inspiration and motivation both at home and at school.

Weekend day trips occur during the school year, from September through June. Planned activities relate to seasonally appropriate topics, such as learning about apple orchards in the fall, maple syrup making in the winter, wildflowers in the spring, and beekeeping in the late summer. Trips are organized in partnership with our program sponsors, as they are often the hosts of our activities.

Rustic Roots BK promotes participation in their programs and activities by providing brochures and registration information to Brooklyn public schools. At back-to-school registration events, program leaders and event coordinators are available to discuss details with parents/guardians and interested youth, and to assist with applications. Social media also plays a vital role in promoting programming, with an active Instagram account proving popular with youth and their families through shares and "likes."

### **Participating Schools:**

The following Brooklyn district and charter schools are currently represented by participants in Rustic Roots BK:

- Academy for Excellence in Leadership
- Academy of Arts and Letters
- Bedford Academy High School
- Bedford Stuyvesant Collegiate Charter School
- Benjamin Banneker Academy
- Brooklyn Excelsior Charter School
- Brooklyn Prospect Charter School Downtown
- Community Roots Charter School

- Elijah Stroud Middle School
- Explore Exceed Charter School
- Lyons Community School
- M.S. K266 - Park Place Community Middle School
- M.S. 035 Stephen Decatur
- P.S. 138 Brooklyn

**Partners:**

Our corporate donors primarily fund Rustic Roots BK. These donors have a special interest in youth education and community wellness as well as conservation and environmental awareness:

- Whole Foods Market
- LL Bean
- American Express
- Verizon

We are proud to partner with local nonprofit groups and community/regional partners who promote educational programming and outreach for youth:

- Sprout Creek Farm
- Barton Orchards
- GrowNYC
- New York City Environmental Education Program

## Camping Trip Campaign Strategy

**About:** Rustic Roots BK is announcing a new end-of-summer camping trip that will take place from August 20th to the 23rd, 2020. During this trip, participants will learn basic camping skills, get hands-on experience with work on a dairy farm, visit a wetland preserve to learn about fishing and various insects, and discover the world of beekeeping and the importance of bee survival. This trip is only open to our older participants, ages 14 through 17, as it requires trust and responsibility for living creatures and their environments. Participants are expected to cooperate fully with leadership and take part in all planned activities and events.

When campers return to Brooklyn on August 23rd, they will be welcomed back with a cookout for themselves and their families to share everything they learned and experienced. The cookout will take place at Prospect Park at a location and time to be determined.

**USP:** Before you go back to school, go back to your roots.

**Problem:** Since its start in 2016, Rustic Roots BK has promoted rural awareness and education of non-urban ecosystems. Now, there is a heightened interest in programming that lead us to expand our leadership team and create split programming between younger and older participants. We see a demand for programming that takes the next steps in education and hands-on experiences. Young people are showing interest in activities outside of city life and are looking for opportunities to spend more time away from urban areas.

**Solution:** Our organized day trips are hugely beneficial in providing insight into different aspects of rural life, but our participants don't often have the chance to learn about survival skills or long-term projects. With a camping trip program, young people have the opportunity to leave the city life behind for four days and three nights to immerse themselves in the rural environment, gaining new skills and finding new perspectives of the world outside of NYC.

The camping trip will give our program youth a chance to gain more perspective on the possibilities and impact of life outside of the city. Though the trip is only four days long, the

opportunity to escape from everyday urban living and experience a completely different lifestyle will foster a lifetime of curiosity, exploration, and consideration for all walks of life.

**Campaign Concept:** Rustic Roots BK will start promoting the camping trip in late-April, just after spring break but before the end of the school year. This will give our marketing team enough time to spread awareness of the trip, promote on social media, and hold information sessions for families or guardians. During the remaining months of the school year, leadership will provide trip information during weekend activities, send brochures home with students at schools, and display posters on bulletin boards per school staff approval. Additionally, leadership and event coordinators will hold informational meetings once a month from May through August to answer questions, hear concerns, and provide necessary materials such as packing lists and contact information. Our marketing team will also write two press releases to send to Chalkbeat—a nonprofit online source for education news in New York City and other cities in the United States—and the New York City Department of Education. These will be sent out in early May and late June.

As the promotional campaign begins in late April, social media coordinators will start posting about the camping trip on Instagram along with an invitation to follow a registration link posted in the account bio. Posts will include pictures of participants on various weekend trips, specifically focusing on our older youths as they are the ones eligible to register for the camping trip. These will occur once a week from the opening of registration on April 27th through June 15th, and twice a week from June 22nd through the close of registration on August 7th. Our community and corporate partners sponsor the trip, making it free for participants, but an accepted application is necessary to attend. Depending on the amount of interest, registration may need to close at some point due to limited resources and staffing.

Work on this campaign will be compensated at a weekly rate, starting with planning and preparational phases in early April and culminating in the week of the camping trip in late August. Additional evaluation of campaign results will take place through early September. The

campaign will utilize a variety of promotional materials, including website content, flyers and posters, social media posts, and program t-shirts.


**Strategy:**

Task	Date(s)
1. Meet with Rustic Roots BK leadership team to discuss the campaign plan and vision. We will brainstorm ideas for brochure content, social media posts, and a schedule of informational meetings.	4/6/20
2. Begin designing promotional brochures. These should include trip dates, registration information, planned activities, and several photos of previous program events.	4/7/20–4/14/20
3. Prepare 21 different social media posts for Instagram. These will be posted every Monday from April 27 <sup>th</sup> through June 15 <sup>th</sup> , and every Monday and Friday from June 22 <sup>nd</sup> through August 7 <sup>th</sup> .	Content Prep: 4/14/20–4/27/20 Social Media Posting: 4/27/20–8/7/20
4. Distribute informational brochures and posters to schools with requests on where and how to display them. Ideally, the content will be posted at major building entrances and on school bulletin boards.	4/20/20–4/27/20
5. Create the camping trip registration form on the Rustic Roots BK website, and announce registration on the Instagram account with a link to the form in the bio.	4/21/20–4/27/20
6. Develop content for information sessions, including sourcing video clips and photos from social media	4/27/20–5/4/20



archives. Order t-shirts with the Rustic Roots BK logo for representatives to wear for assemblies.	
7. Write two press releases to send to Chalkbeat and the New York City Department of Education for posting on its websites. Release the first in early May to gauge interest and the second in late June.	Content Prep: 4/30/20–5/1/20 Send to news outlets: 5/1/20, 6/26/20
7. Begin hosting monthly information sessions for interested participants and their parents/guardians.	5/8/20–8/7/20


## Sample Deliverables



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[rusticrootsbk.org](http://rusticrootsbk.org)

# Rustic Roots BK

End-of-Summer Camping Trip  
August 20-23, 2020



Join Rustic Roots BK on our first annual End-of-Summer Camping Trip!

We'll be traveling to Sprout Creek Farm in Poughkeepsie, NY, for four days of fun and learning.

Register online at [rusticrootsbk.org/register](http://rusticrootsbk.org/register)

 @rusticrootsbk  
 @\_rusticrootsbk

**Activities Include:**

- visiting a dairy farm
- fishing
- beekeeping
- wilderness survival techniques
- nightly campfires with s'mores
- ...and so much more!

Registration is free, but spots will fill quickly!



## **Rustic Roots BK Announces End-of-Summer Camping Trip for August 2020**

**Brooklyn, NY/May 11, 2020-** Brooklyn nonprofit Rustic Roots BK announced the launch of an annual end-of-summer camping trip that will start in August 2020. The trip will take place at Sprout Creek Farm in Poughkeepsie, NY, and will last for three days and two nights.

Founded in 2016, Rustic Roots BK focuses on raising awareness of rural environments and ecosystems to youth living in urban neighborhoods. Group leaders allow participants to experience life outside the city, offering valuable lessons in conservation, ecology, and rural habitats. Over its four years as an active nonprofit, this is the first time that the group will offer an overnight trip for participants.

According to Executive Director Colleen Wright, Rustic Roots BK has been towards programming like this for years. “This has been a goal of ours for a while now,” said Wright, “we’ve been working hard to take the next step in offering an experience of this level to the kids, and we’re so excited to see it happen.” Programming Coordinator Claudia Flores agrees. “I think since our very first planning meetings, we’ve been hoping to offer overnight trips and activities. Now that it’s finally happening, it feels like just the beginning of what we can do to integrate our urban neighborhoods to rural life.”

Rustic Roots BK’s End-of-Summer Camping Trip will take place from August 20<sup>th</sup> through the 23<sup>rd</sup>. Youth ages 14 through 17 are eligible to register online with parent or guardian permission at [rusticrootsbk.org/register](http://rusticrootsbk.org/register). Registration for the trip is free, but all applicants must be reviewed and accepted.

To donate to Rustic Roots BK, visit [rusticrootsbk.org/give](http://rusticrootsbk.org/give). You may also contact them via phone at 555-123-4567 or email at [info@rusticrootsbk.org](mailto:info@rusticrootsbk.org).

### **Press Contacts**

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**\_rusticrootsbk** Getting those back-to-school blues? Sign up for our End-of-Summer Camping Trip at Sprout Creek Farm and make the most of your last days of freedom!  
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