



Constellation®

# Communication and Marketing Strategy

for the

## Southern Maryland Conservation Alliance



July 2025

Parkers Creek in Calvert County, Maryland.  
Photo by Alan Eckert

Developed by







Whites Neck Creek in St. Mary's County, Maryland.  
Photo by Will Parson/Chesapeake Bay Program

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# Introduction

This communication and marketing strategy provides suggested audiences and messaging for the Southern Maryland Conservation Alliance (SMCA) to share with its partners in support of land conservation efforts across Southern Maryland five counties—Anne Arundel, Prince George’s, Calvert, Charles, and St. Mary’s.

The drivers for this strategy were the understanding of the ecological importance of this region’s habitats and biodiversity, land conservation goals under the [Maryland the Beautiful Act](#) (tracked in the [Maryland Protected Lands Dashboard](#)), the recent establishment of the [Southern Maryland Woodlands National Wildlife Refuge](#) (herein, Refuge), and opportunities for complementary conservation efforts that support the goals of local decision makers and the people who call this area home.

The Refuge, established in December 2024, currently consists of 31 acres with a goal of expanding up to 40,000 acres distributed within the red outlined areas in the map to the right. The Refuge will protect interior forest and riparian wetlands habitat that support a wide range of species including waterfowl, shorebirds, forest-interior and grassland-dependent birds, and many threatened and endangered species.



South River in Anne Arundel County, Maryland.  
Photo by Will Parson/Chesapeake Bay Program



# Objective Statement

This communication and marketing strategy provides the American Chestnut Land Trust (ACLT) and the Southern Maryland Conservation Alliance (SMCA) partners with recommendations to communicate with landowners and local officials about the economic benefits of conserved land, including curbing urban sprawl and Southern Maryland's potential for ecotourism opportunities.

## Goals



1

Foster a sense of pride, appreciation, and stewardship amongst residents and increase the number of acres of land conserved for future generations of Southern Marylanders.

2

Grow Southern Maryland as a destination and hub for sustainable ecotourism opportunities that reflect the rich natural, historical, cultural, and environmental values that have shaped the region's identity.

## Branding

The communication and marketing strategy will be driven by the tagline “Conserve, Cherish, Explore Southern Maryland” which reflects the goals of the strategy—to increase conserved land as well as an appreciation of the natural elements that Southern Maryland has to offer. This branding was approved by SMCA partners.

The strategy will be visually represented with a badge-style logo inspired by Maryland flag colors centered by a compass. Each quadrant contains an element essential to land conservation and tourism in Southern Maryland—wetlands, recreation, agriculture, and forests.



SMCA partners are encouraged and welcome to use the logo developed in support of these conservation efforts. The logo can be used in conjunction with the SMCA logo and individual partner logos on external-facing products. See Appendix A for a Brand Guide with colors, fonts, and logos.

The logo, colors, and imagery (heron, sailboat, tractor, and tree) should be used through all communication and marketing efforts. Consistent branding is important for building awareness and credibility. By including the Southern Maryland badge on outreach products, your audiences will begin to recognize your work. This recognition lends weight to your messages and calls to action. Brand recognition can also lead to land conservation being more top-of-mind and provide more positive word-of-mouth promotion in the community.

# Landowner and Local Government Engagement

The landscape of Southern Maryland is one-of-a-kind and is surrounded and transected by the water of local rivers, streams, and the Chesapeake Bay. Its rural location provides serene natural spaces while offering access to suburban conveniences. The diverse communities in Southern Maryland have a strong connection to the history and heritage of the region. However, across the five counties, there are distinct differences in community character, including different land use priorities, degree of development and sprawl, political values, population size, and demographics.

To protect the unique landscapes and communities of Southern Maryland, it is essential to engage the people who steward them. To this end, Green Fin Studio interviewed 25 individuals from across the five county region. These individuals represented a broad diversity of backgrounds and sectors, including agriculture, commercial fishing, hunting, forestry, tribal interests, environmental protection, and local government. From these conversations, the people we spoke with identified two main audiences to target in these efforts – landowners and local government officials. These stakeholders play a pivotal role in decisions that impact conservation outcomes, from daily land management choices to long-term planning and policy.

A key step for successful outreach is to understand the priorities, values, and motivations of the audience you hope to reach and work with. Then, you can tailor your message or pitch to meet the audience’s needs. Even the tagline “Conserve, Cherish, Explore” can be tailored to have different meanings that will resonate with landowners and local government officials, see table below.

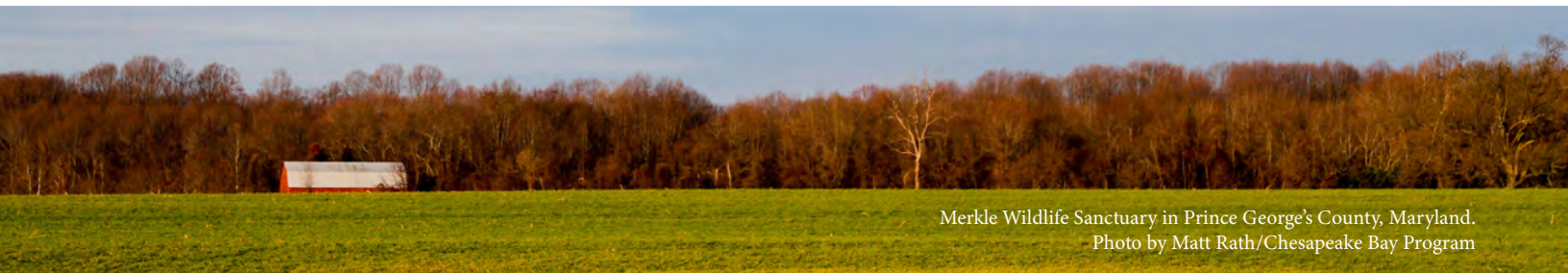
Tagline	Landowners	Local Government Officials
<b>Conserve</b>	<b>The ultimate call to action.</b> This strategy’s goal is to motivate landowners to pursue conservation options that work for their property and personal goals.	<b>A long-term planning opportunity.</b> Conservation-aligned land use and planning decisions, especially those that support the Refuge, help ensure that growth is balanced with long-term environmental protection and resilience.
<b>Cherish</b>	<b>The personal connection.</b> Messages that foster pride, appreciation, and stewardship help inspire landowners to act.	<b>Reflects what residents value.</b> Local governments have the power to protect and enhance the region’s rural identity, scenic landscapes, and quality of life that residents love about Southern Maryland.
<b>Explore</b>	<b>The long-term vision for the region.</b> Land conservation can help expand ecotourism and recreation opportunities that benefit both residents and the local economy.	<b>Boosts the economy.</b> Conserved land, including areas within the Refuge, can boost ecotourism, enhance outdoor recreation, and improve public access. Investing in trails, kayak launches, and natural areas.

The following sections outline the key audiences, recommended messaging strategies and examples, and calls to action to help SMCA partners and other practitioners connect with their audiences to inspire conservation-minded action and ultimately drive land conservation efforts in Southern Maryland.

# Landowners

Landowners are obvious stakeholders to target because they control private lands that are prime for conservation and achieving the objectives of this effort. Their land-use decisions, succession planning, and management practices impact local water quality, wildlife habitat, and ecosystem health. The landowner audience category can be diverse in terms of type of land (agriculture, forested, residential), land acreage, wealth, and age. There is no one-size-fits-all message that will resonate with all of the landowners you hope to work with. The example messages below are marked by icons distinguishing the type of land (🚜 agricultural, 🌳 forested, 🏠 residential). Everyone has a different story, experience on their property, and features that make their land uniquely theirs. Keep in mind that land conservation is a voluntary choice for landowners and may be a difficult choice for landowners and families to make.

Insights from the stakeholder interviews reveal that most landowners are not primarily motivated by wildlife protection. Rather, they are motivated by immediate or visible issues such as local character (sense of place), changing land uses, concerns over drinking water, access to recreational areas, and local erosion. Thus, messages highlighting the Refuge's role in supporting wildlife habitat, including threatened and endangered species, are not likely to resonate on their own. Instead, landowners are more responsive to conservation messages that center on financial incentives, local character, and legacy planning.



Merkle Wildlife Sanctuary in Prince George's County, Maryland.  
Photo by Matt Rath/Chesapeake Bay Program

## Messaging

- **Smart financial choice:** Frame land conservation as a financially competitive and flexible program option. Land conservation can help landowners meet their unique needs and support their property goals. From timber harvest for the trees on their land to leasing parts of their property to farmers or hunters, options exist outside of development for landowners to produce income from their property.
  - 🚜🌳🏠 See financial benefits from your land while retaining ownership!
  - 🌳 Get paid and get help maintaining your woods! Forest conservation programs offer technical guidance on maintaining your woods to enhance its amenity value (recreation, hunting, birdwatching, clean air and water, sense of peace and tranquility).
  - 🚜 Land conservation keeps your options open while giving you financial benefits.
  - 🚜 Build your legacy and protect your equity. Use a conservation easement to invest in the future of your farm.
- **Protect local character:** Southern Maryland's rural character is why residents stay here or decide to move here. The land use decisions we all make will determine whether the character is preserved or changed going forward.
  - 🚜 Once a farm is developed, it is gone forever. "Blacktop is the last crop." "No farms, no food."
  - 🌳 (Charles County) Charles County is the third most forested county in the state by percent of land cover – land conservation is a tool to protect our rich, rural history.  
Source: Charles County [Land Preservation, Parks & Recreation Plan](#) (2022)



🏠 Your property, your peace of mind/solitude. Land conservation protects the land you love and the rural character of your community.

- **Legacy appeal:** Appeal to nostalgia and local pride for Southern Maryland's natural beauty, rural nature, and serenity to emphasize the importance of preserving land for future generations to cherish and enjoy.

🚜🌳🏠 Conserve your land, conserve your legacy.

🚜🌳🏠 Participating in land conservation protects the character of Southern Maryland for generations to come.

🚜🌳 Farms/forests like yours define the Southern Maryland landscape. Help Southern Maryland keep its beauty and rural nature by conserving portions of your land.

🏠 You chose/cherish this land for a reason. Conservation keeps its beauty and serenity intact.

🏠 Future generations will cherish what you leave to them – beauty, serenity, and privacy. Conserve your land to leave a lasting impact and allow the next generation to experience it, too.

## Word Bank




The following list of words are suggested synonyms to use when describing Southern Maryland's local character and legacy.




- Privacy
- Serenity
- Peacefulness
- Solitude
- Peace of mind
- Tranquility




Battle Creek Cypress Swamp Sanctuary in Calvert County, Maryland.  
Photo by Will Parson/Chesapeake Bay Program





- **Address misconceptions and distrust:** Clear up any confusion surrounding property rights, land value, and eminent domain. Emphasize shared goals between landowners and government agencies to overcome potential distrust. Highlight that working with organizations like land trusts means they get to work with someone from their community.


   Conservation programs are flexible and can be tailored to fit your needs.


   Conservation does not mean loss of control; programs are flexible and can be tailored to fit your needs.


   Work with local conservation staff or land trusts to explore your options.

 Every farm is unique, that's why land conservation programs can be flexible to fit your needs.




 Land conservation keeps your farm in your hands. Flexible programs allow you to decide what's protected and provides options including continued production and agrotourism.


 Land conservation keeps your forest in your hands. Flexible programs allow you to choose what's protected and provide options including hunting and timber harvest.


 Conserving your land doesn't mean you can't hunt or harvest timber. Flexible program options allow you to use your land as you always have.


 Your woods, your rules. Land conservation agreements can protect your privacy and peace, while ensuring you decide how your land is used.


Additional messages that combine the messaging strategies above:

   Conservation offers more than just protection, it offers a plan. Flexible program options, financial tools, and technical support help you meet your goals and care for your land into the future.

 Preserving your farm doesn't mean giving up its value, it means securing it. Conservation easements allow you to continue living and working on your farm, gain tax benefits, and pursue agrotourism opportunities.

 Your woods are more than just trees! They're a long-term asset with real financial value and quality-of-life benefits.

 Conservation protects the peace and privacy your forest provides while offering financial tools to help you maintain and enjoy your land.







 Don't sell your serenity! Flexible forest conservation options help keep your woods intact and offer financial benefits.





## Calls to Action

No outreach effort is complete without asking the recipient of the outreach to take the next step. This should be an invitation worded in such a way that they feel that it will benefit them to take that step. Use the following calls to action as templates to input your own contact information or links to resources.

-    Reach out to a local land trust representative to explore your options. Contact [add your contact information here] for more information.
-  Learn how to conserve your land while keeping it in production by visiting [add your information here] website/brochure.
-  Learn how to derive value from your forested land by visiting [add your information here] website/brochure.
-  Explore your options for conserving your property by reaching out to one of our land trust representatives at [add your contact information here].

## Outreach Tips

Now that you know what you are going to say, here are some best practices for how to engage with landowners before, during, and after your first conversation.

1. **Target your outreach.** If you have access to geospatial tools, use them to narrow in on your location of interest (for example, within the Refuge acquisition boundary), the type of land use (agricultural, forest, etc.), and parcel size. This helps you identify landowners who fit the criteria or eligibility you are looking for and help maximize the impact of your outreach.
2. **Lead with questions.** When first connecting with a landowner, ask questions that spark conversation about their property, any issues they are facing, and their property goals.
3. **Practice active listening.** Repositioning yourself and letting the landowner speak first can give you some key insights into property conditions and the problems facing the landowner so you can consider what approach may best fit their needs.
4. **Connect the landowner to a solution that fits.** When you listen to your audience's needs and problems, you position yourself to better recommend a program option that addresses the landowner's concerns. Clarify the direct connection between their problem and your proposed solution.
5. **Follow up.** Maintain an open line of communication with a landowner after the first meeting. Be available to answer any questions and address any hesitations. Actively following up helps to build trust with the landowner that you will be available as a resource throughout the process.



Serenity Farm in Charles County, Maryland.  
Photo by Caitlyn Johnstone/Chesapeake Bay Program

## Recommended Outreach Materials

### *Case Studies*

Share the stories of property owners who have conserved their land and benefited. Case studies can motivate landowners in many ways. They turn a hypothetical action into a real-world example that landowners can see themselves in, which can assuage many concerns, like not knowing what to expect or what the benefits are. They also normalize the behavior by depicting real community members and neighbors who have made the decision to conserve their land. Case studies can make a difference when conserving land feels like a daunting decision to a landowner; they make the options seem more concrete and socially preferred.

### *Before and After*

When communicating with private landowners, making sure they understand and are comfortable with the changes they will see on their land is critical. Describing what conditions they can expect before and after conserving their land will help them to make a decision. When landowners know what to expect, whether through case studies, maps, photos, or other means, a general fear of the unknown will not impact the decision.

### *One-pagers*

Having materials that you can share with landowners, especially as a follow up to an in-person conversation, is valuable for staying on their minds. Visually-appealing, concise one-pagers covering misconceptions, frequently asked questions, and other pertinent topics (such as program options, how estate planning relates to conservation easements, etc.) could be ready-made to share with landowners.

### *Events and Tours*

Bringing enthusiastic landowners who have conserved their land together with others who may be interested fulfills a similar purpose as the case studies, but on a grander scale. Hosting events where conservation champions can speak with their communities normalizes conservation behavior while also providing the message from a trusted messenger – a landowner and fellow community member. Formats for bringing people together could include town halls and tours of conservation easements in their area.

## Postcard Template

A [postcard](#) template is available to help introduce land conservation, highlight its value, and encourage landowners to learn more. The template was created in Canva – a free, user-friendly graphic design tool – so SMCA partners can customize the text, photos, logos, and contact information. The postcard can be mailed or distributed at in-person events, serving as a simple but effective first step to familiarize Southern Maryland landowners with land conservation and connect interested individuals with an SMCA partner for more details.

The images below show an example postcard for the American Chestnut Land Trust with Mary Hoover as the person to contact. SMCA partners can customize this information with their own point of contact and logos.





## Demystifying Easements

### *What is an easement?*

An easement is a voluntary legal agreement between a landowner and a land trust that protects your land from certain types of development. You decide what you want to protect, and you still own the land and can continue to live on it, farm it, sell it, or pass it on.

### *Benefits to landowners*

- Federal income tax deduction
- State income tax credit
- Access to technical guidance
- Partners to help enhance amenity value
- Protect natural resources
- Peace of mind that your land will be protected from development

### *Myths and realities about easements*

Landowners may believe in myths or have misconceptions about easements that could reduce their interest or willingness in pursuing one for their property. The following myths were commonly mentioned during the 25 stakeholder interviews that informed the development of this strategy.

Myth	Reality
<b>You don't own the land anymore.</b>	<b>Your land, in your hands.</b> An easement doesn't transfer ownership, you are still the sole property owner. An easement reflects your long-term wishes for how the land is used in the future (not being developed).
<b>The land isn't worth anything anymore.</b>	<b>Your land still has value, plus you get tax benefits.</b> While easements prevent selling the land to a developer, your land keeps its agricultural, forestry, and recreational value.
<b>Selling to developers is the best deal.</b>	<b>Easements provide financial benefits for years to come.</b> Easements are a way to reap economic benefits from your land while maintaining ownership.
<b>The process is complex and takes a long time.</b>	<b>Land trusts guide you through a process that works for you.</b> The easement process can take a while because it ensures your land is accurately valued, you have time to consider your options, and the agreement is customized to your goals. Land trust partners are experts and help navigate landowners through the process.
<b>The government wants to take your land.</b>	<b>Your land, your decision.</b> Easements are a voluntary decision and typically involve a local land trust who partner with you to reach your goals.
<b>I won't be able to farm/harvest timber/hunt on an easement.</b>	<b>You decide what's allowed.</b> Many conservation programs support continued farming, forestry, and recreation, including leasing farmland, timber harvest, and hunting. The goal is not to stop your work, it's to protect it for future generations to also enjoy.

### *Where to start*

- Identify your goals for your property. Think about what matters most for you and your family:
  - Continuing to farm, harvest timber, or hunt?
  - Protecting natural areas or scenic views?
  - Reducing future development pressure?
  - Keeping the land in your family?
- Contact a local land trust
  - The Southern Maryland Conservation Alliance (SMCA) coordinates land conservation in the five-county Southern Maryland region. They can connect you to trusted local partners who can answer your questions and guide you through the process. Contact Mary Hoover, SMCA Coordinator, at [mary@acltweb.org](mailto:mary@acltweb.org).

Lesser scaup in Anne Arundel County, Maryland.  
Photo by Matt Rath/Chesapeake Bay Program





## Local Government Officials

County-level government officials are key stakeholders since they have influence over planning, zoning, and land use decisions that can either support or hinder conservation goals. Their work and decision-making is driven by local codes, ordinances, and comprehensive plans. While their priorities may center on economic development, housing needs, or infrastructure, these goals do not have to be at odds with conservation.

Building relationships with these officials and identifying shared goals can create opportunities for aligned efforts. For local government officials, balance your messaging between facts and stories, incorporating local data and statistics as well as personal stories from their constituents. Reference Appendix B for county-level land conservation acreage.

Examples of government officials to target in each county could be:

- Boards of Supervisors
- County Commissioners
- County Planning and Zoning Departments
- Economic Development Leads

Jug Bay Natural Area in Anne Arundel County, Maryland.  
Photo by Will Parson/Chesapeake Bay Program



## Messaging

- **Alignment with local planning tools:** Connect comprehensive plans and land use decisions to the importance of sustainable development with land conservation as a community priority.
- **Smart growth:** Encourage conservation-forward development, including cluster development, infill housing, and zoning decisions that prioritize conservation.
- **Economic benefits:** Show how conserved lands benefit industry, county revenue, and opportunities to explore the region through ecotourism and agrotourism.
  - *Industry:* Strengthens seafood, timber, and farming operations.
  - *Ecotourism:* Offers new and existing opportunities for outfitters, charters, tours, vendors, and all associated tourism industries (e.g., lodging, restaurants).
  - *Agrotourism:* Expand opportunities for on-farm events and experiences including wedding venues, farm-to-table dinners, and pick-your-own farms.
  - *Tax revenue:* Show how property values increase near forested areas, which brings increased tax revenue to counties.
- **Environmental benefits:** Explain how conserving forested areas contribute to resilience against flood, fire, and climate change as well as protect air and water quality.
- **Quality of life benefits:** Emphasize the day-to-day experiences that residents cherish about a community that conserves forested lands and prioritizes slower-paced development including physical and mental health improvements, preserving serenity, and reducing vehicle traffic.
- **Preserving community character:** Highlight the importance of maintaining rural identity and the unique community features that Southern Maryland residents cherish.

*Example messages:*

- Agricultural lands define Southern Maryland's geography and character and stimulate the local economy. Conversion of agricultural lands for development risks local food production and thousands of jobs.
  - Example statistic: Agriculture in Southern Maryland contributes more than \$158 million in economic output, supporting 2,298 jobs across multiple industries, including farming, transportation, retail, and processing ([Southern Maryland Agriculture Development Commission, 2024](#)).
- Urban sprawl comes at a high price—for residents and localities.
  - Residents: increased tax burden to support county infrastructure like more roads, utilities, and other government services; worsened air pollution and increased health care costs for associated diseases like asthma; loss of rural characteristics that make many communities attractive to homebuyers.
  - Localities: decreased economic viability of urban centers; loss of natural lands that support tourism; loss of productive farm and timberland.
  - Example statistics: examples listed above come from [Economic Benefits of Smart Growth and Costs of Sprawl, 2012](#).
- Conserving tree canopy is essential. Trees do the hard work for us – they clean air, filter water, and cool temperatures.
  - Example statistic: In Prince George's County, the forest and tree canopy improves air quality by removing more than 5,000 metric tons of air pollutants per year—a service worth \$21 million annually ([The Economic Values of Nature: An Assessment of the Ecosystem Services of Forest and Tree Canopy, 2015](#)).
- People visit Southern Maryland to spend time connecting with nature through land- and water-based activities. We must protect and expand these opportunities.
  - Example statistic: In 2021, Calvert County welcomed approximately 446,000 visitors who spent a total of \$135M with \$19M going towards recreation and entertainment. The most popular destinations were Chesapeake Beach and Solomons Island, both renowned for their beautiful waterfront opportunities ([Comprehensive Study of Visitation to Maryland's Chesapeake Bay Region, 2023](#)).
- We must protect the landscape to preserve Southern Maryland's rich heritage and culture.
  - Example statistic: The Southern Maryland National Heritage Area generates an estimated \$187 million annually through operations, grantmaking, and heritage tourism while supporting 2,637 jobs and providing \$25.3 million in tax revenue for state and local government ([Southern Maryland National Heritage Area Feasibility Study, 2021](#)).



Rose Valley Park in Fort Washington, Maryland.  
Photo by Will Parson/Chesapeake Bay Program





Anacostia River in Prince  
George's County, Maryland.  
Photo by Will Parson/  
Chesapeake Bay Program

## Calls to Action

- Advocate for balanced development that accounts for housing, infrastructure, agriculture, public lands, and energy production. Over the next 40-50 years, incorporate land use planning tools and decisions that support a collective vision for your county.
- Advocate for land preservation and preserved lands for the benefits they provide your county, including economic development, protecting local character, and quality of life.
- Advocate for investments in public access infrastructure, such as expanding public lands like the Refuge and creating new opportunities for recreation (water and trail access, kayak launches, etc.).
- Incorporate land conservation recommendations into comprehensive plans during the next review cycle.
- Share lessons learned and best practices with neighboring jurisdictions.

## Outreach Tips

To engage successfully with local government officials it is critical to understand the information needs, motivations, and priorities of local governments as well as the communities they serve. This allows you to tailor your message or pitch to meet the audience where they are and be open to your request.

Every organization or agency has different priorities, experiences with the residents they represent, and understanding of local problems and solutions that impact their decision-making. Below highlights best practices on how to approach engaging directly with local governments:

1. **Find the path of least resistance.** Building trust with local government officials or their staff can take time, so take advantage of any existing relationships or connections with your target government office.
2. **Consider local government priorities and connect to how land conservation meets community needs.** Topics like economic development, public health and safety, infrastructure, and education all resonate with local officials because it aligns with their priority to invest in and support the communities they are elected to represent.
3. **Be brief.** Local government officials are often limited in capacity and time. Make it easy for them to understand your message and goals by having no more than three main talking points.
4. **Pitch how conservation benefits everyone.** Investment in conservation and public access benefits residents, tourists, businesses, county government, and more. Land protection can help maintain Southern Maryland's one-of-a-kind landscape features and slow development that threatens the desired rural-suburban balance.
5. **Use locally relevant examples.** When a local government representative hears about a concern, it matters, but when that

concern is in their jurisdiction it may raise more of an alarm. Whenever possible, connect by using language, examples, and photographs that are relevant to the representative you are speaking with.

6. **Show how other jurisdictions have been successful.** While using local examples of concerns are the best, you may have to look to other jurisdictions for examples of successful local policy that support smart growth and balanced development. Examples from the same state may be more persuasive, but do not limit yourself if you find a strong example elsewhere. Examples include:
  - a. [Calvert County, Maryland](#) restricts commercial development to only designated town centers to reduce suburban sprawl and maintain rural character. Transfer of Development Rights has been very successful in Calvert with over 24,000 acres protected through the program – three times as many as any other county in Southern Maryland (see Appendix B).
  - b. [Davidson, North Carolina](#) is a good example of a community with rural area zoning that mandates conservation set-asides, while supporting very strong property values.
  - c. [Lancaster County, Pennsylvania](#) protects its agrarian character with a farmland preservation program that includes Transfer of Development Rights. This provides landowners cash value for development rights without developing the land.
7. **Leave information behind.** Materials like one-pagers are an easy way to leave an impact even after your meeting or conversation has ended. These materials should be visual and concise—use bullet points instead of paragraphs.
8. **Maintain an open line of communication.** After connecting with a local official, be sure to keep an open line of communication. Actions like leaving a business card, phone/email contacts, and ensuring that you are there to support them helps to build trust and keep land conservation on their mind.
9. **Engage with their activities.** Instead of only trying to get a local official to listen to you, listen to what they are working on. Make the relationship a two-way street by attending their events (board meetings, public feedback events, etc.) or engaging digitally (webinars, newsletters, social media, etc.).

## Recommended Outreach Materials

### *One-pagers*

Local government officials are often low on time and capacity; as such, it is helpful to have something concise to speak from during meetings, but also to leave behind as a reminder of the main points of discussion. One-pagers fulfill both needs. Ideally, the one-pager will also be conscientiously designed to draw the eye and provide high-level talking points as quickly as possible, along with a clear call to action for the official. As one example of a product that could be developed, stakeholders identified a need for a one pager that explains the different conservation options and programs.

### *StoryMaps*

StoryMaps are accessible and engaging ways to tell a story that involve geographic data. These webpages can be a one-stop-shop for those looking to dive a little deeper into the topic, and are especially valuable for making a robust case for supporting an initiative (through policy changes, funding, etc.).

### *Videos*

Videography is a fantastic way to catch attention and tell a meaningful story. A video or video series featuring people speaking about the benefits of conservation, including landowners who have taken conservation action, would be of use for local government officials (and broader audiences). It is important to use b-roll collected



in the region, especially in recognizable locations in Southern Maryland, to keep the video relevant to local officials. Videos with a theme of “Conserve, Cherish, Explore” would establish pride in Southern Maryland landscapes and land conservation as an important pathway for maintaining the area’s unique character. The video would be an engaging primer to bring land conservation to the top of officials’ minds while possibly pointing them towards more detailed resources, like the StoryMap and one-pagers mentioned above.

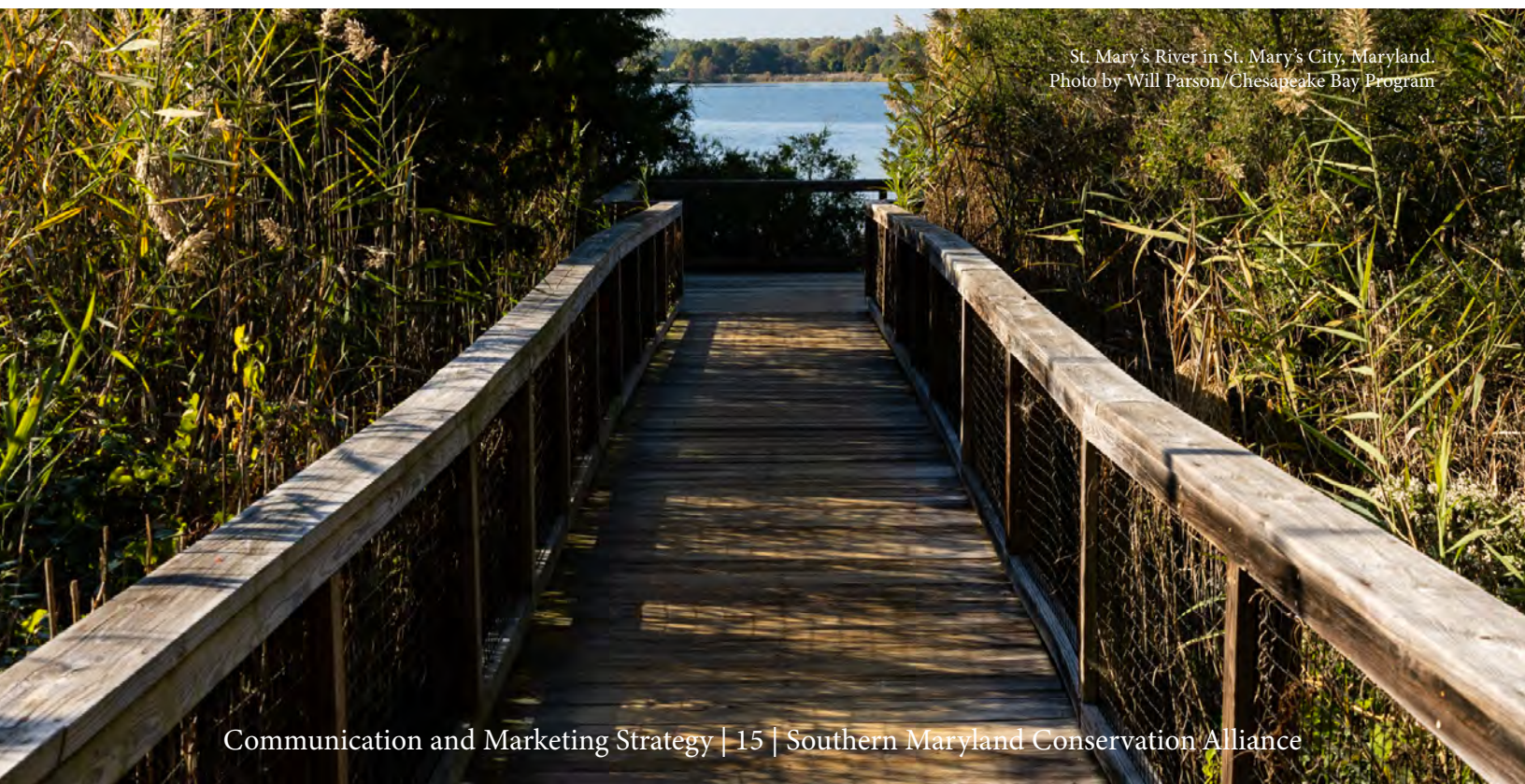
### *Field Trips*

Showing is oftentimes better than telling. Organize local field trips to public lands or private conserved land (ie. an agrotourism business) to show conservation in action to local government officials and their staff. Allow officials to hear directly from their constituents about their decision to conserve their land and the benefits they have received.

## Suggested Metrics

To measure the success of the communication and marketing strategy, track metrics that relate to its goals, such as:

- Number of fliers handed out
- Number of postcards sent
- Web traffic to relevant pages
- Event attendees
- Number of meetings with local officials
- Number of meetings with interested landowners
- Number of people who reach out to SMCA partners for more information about land conservation
- Updates to comprehensive plans that reflect conservation goals
- Acres of land conserved over time



St. Mary's River in St. Mary's City, Maryland.  
Photo by Will Parson/Chesapeake Bay Program

# Appendix A: Brand Guide

## Brand Colors

Red: #BA3733

Gold: #F7D649

White: #FFFFFF

Black: #000000

## Brand Fonts

The typeface Myriad Variable Concept in Semibold is used for the logo and titles. The typeface Minion Variable Concept is for body text. Alternative font pairings is Myriad and Minion are unavailable are Playfair Display for titles and Roboto for body text.

## Logo

The typeface Myriad Variable Concept in Semibold is used for the logo and titles. The typeface Minion Variable Concept is for body text. Alternative font pairings is Myriad and Minion are unavailable are Playfair Display for titles and Roboto for body text.



Standard Color Logo



Black Logo



Color Logo for  
Dark Backgrounds



White Logo for  
Dark Backgrounds



# Appendix B: Southern Maryland Conservation Fast Facts

Acres of protected lands by county from the [Maryland Protected Lands Dashboard](#) (best available data as of June 17, 2025). County land area from the [U.S. Census Bureau](#) (2010).

	St. Mary's	Charles	Calvert	Anne Arundel	Prince George's
County Land Area (acres)	228,595	292,960	136,416	265,536	308,922
<b>Protected Land (acres)</b>	<b>45,321</b>	<b>72,308</b>	<b>42,097</b>	<b>57,580</b>	<b>71,633</b>
% Land Area Protected	19.8%	24.7%	30.9%	19.5%	23.2%

## Program acres by county

Maryland Environmental Trust (MET)	4,283	7,325	2,092	3,625	672
Maryland Agricultural Land Preservation Foundation (MALPF)	15,304	16,097	4,715	5,807	1,972
PDR/TDR (Purchase/Transfer of Development Rights)	4,664	7,481	24,323	6,674	4,414
Rural Legacy	8,445	5,379	2,794	2,134	1,768
County Parks and Rec	3,300	3,427	2,551	19,327	30,529
DNR State Land Inventory	9,045	21,873	4,962	4,654	7,070
Private conservation orgs	134	2,819	374	2,000	2,600
Federal park and conservation	X	1,772	X	12,289	15,444
Program Open Space	78	3,866	X	771	X
Other*	68	2,269	286	299	7,164

\* = ISTE, Forest Legacy, CREP, FRPP-ACEP, MARBIDCO, Cluster subdivision remainder

- Intermodal Surface Transportation Efficiency Act of 1991 and subsequent federal transportation acts (ISTEA)
- Conservation Reserve Enhancement Program (CREP)
- Farm and Ranch Lands Protection Program (FRPP)
- Agricultural Conservation Easement Program (ACEP)
- Maryland Agricultural & Resource Based Industry Development Corporation (MARBIDCO)



Malloys Bay in Charles County, Maryland.  
Photo by Chesapeake Bay Program