

S01E03: Continuing to Do Good and Engaging the Public in the Conversation of Conservation with Utah Open Lands

On the show this week, we speak with Wendy Fisher and Marie Lenihan-Clarke, the Executive Director and Outreach Director for Utah Open Lands. Open Lands is Utah's statewide non-profit land trust conservation association and since its inception in 1990 has protected over 60,000 acres throughout the state. While at Utah Open Lands, Wendy has been recognized as a leader in conservation efforts and has served on various legislative task forces looking at agricultural, trail and open space preservation. Marie joined Utah Open Lands in May 2016 after going on an independent travel experience for six months and realizing that she wanted to work in a field where she could appreciate the outdoors and not just sit behind an office desk. Inside this episode, Wendy and Marie dive deeper into the topic of philanthropic marketing. We also discuss more about the history of Utah Open Lands, the valuable role that social media plays in the conversation around conservation, and how to motivate the public to engage in your cause. All this and more inside today's episode, so let's jump in and pull back the curtain on their story of philanthropic marketing.

Key Points from This Episode:

- Learn more about the history of Utah Open Lands.
- Why protecting land is also good fiscal policy.
- How Utah Open Lands find their conservation projects.
- Find out more about Bonanza Flat marketing campaign.
- Social media's role in aiding the conversation around conservation.
- The value of fostering relationships with the media as an NGO.
- How Open Lands keeps up the momentum on their projects.
- Which social media platforms work best for community building.
- Why Wendy believes every NGO should have a blog for storytelling.
- Find out how Utah Open Lands came to be leaders in conservation.
- Learn how Utah Open Lands motivates the public to engage in their cause.
- How Utah Open Lands tackles the challenge of millennial apathy.
- Tips for writing grants and marketing the NGO for grants.
- And much more!

Tweetables:

“Once you see the visuals of a place like that, you can’t turn your back on it.” — Wendy Fisher @UtahOpenLands [0:18:30.1]

“Our lands are best benefited when we have a community of passionate people.” — Wendy Fisher @UtahOpenLands [0:23:00.1]

“People are really starting to crave connection again. They are wanting to hear stories.” — Wendy Fisher @UtahOpenLands [0:29:40.1]

“In order to be a leader you have to ensure that you are bringing everyone along with you.” — Wendy Fisher @UtahOpenLands [0:33:20.1]

Links Mentioned in Today’s Episode:

Utah Open Lands Website – <https://utahopenlands.org/>

Utah Open Lands on Twitter – <https://twitter.com/utahopenlands/>

Utah Open Lands on Instagram – <https://www.instagram.com/utahopenlands/>

Wendy Fisher – <https://utahopenlands.org/staff-details/>

Marie Lenihan-Clarke – <https://utahopenlands.org/marie-bio/>