



NPCA CLIENT BOOK

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MAY 2, 2025

EXECUTIVE SUMMARY

WHY SHOULD OUR PLAN BE ADOPTED?

This plan should be adopted as the strategies you use will implement this next year to effectively increase donations through the NPCA website and various fundraisers. This plan will also outline tactics that will increase website and social media engagement via user activity and traction. These methods are also trackable and sustainable to follow as you can measure all the data through increased donations and click through rates.

PLAN STRUCTURE

FUNDRAISER ACTIVITIES

- **Virtual or in-person events**
- **Online auction (camping gear, hiking gear, etc)**
- **Pop-ups**

SOCIAL MEDIA CAMPAIGN

- **Create unique hashtag for users to share**
- **Collaborate with conservation-focused influencers**
- **Measure analytics via engagement**

WEBSITE OPTIMIZATION

- **“Kids” Section of the website**
- **Create interactive games & activities to get a younger audience involved**
- **Measure through website traffic**

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CHAPTER 1

INTRODUCTION

CLIENT INFORMATION

WHO IS THE NATIONAL PARKS CONSERVATION ASSOCIATION (NPCA)?

- **1. Name:** National Parks Conservation Association (NPCA)
- **2. Company Overview:** NPCA works to inform and inspire the public and to influence decision makers to ensure that the national parks are protected.
- **3. Corporate Headquarters:** Washington D.C.
- **4. Locations:** 27 locations in 11 regions across the USA
- **5. Founded:** May 19, 1919
- **6. Founder:** Robert Sterling Yard & Stephen Mather
- **7. Mission Statement:** "Our Mission: We're protecting and enhancing America's National Park System for present and future generations."
- **8. Vision Statement:** "NPCA has a bold vision for the future of park protection, and we want fellow park supporters and advocates to join us. Find out how you can play a role in protecting America's legacy by helping us ensure that our nation's most iconic and beloved places are here, and thriving, for generations to come!"
- **9. Leadership:**
 - President & CEO: Theresa Pierno
 - Chief Operating Officer: Robin Martin Mckenna
 - Chief Financial Officer: Tim Moyer
- **10. Core Values:**
 - Commitment
 - Inclusion
 - Integrity
 - Respect
- **11. Services:** Defending wildlife, restoring and protecting natural resources, preserving natural sounds & night skies, educating park visitors, strengthening the national park system, cleaning the air, etc.
- **12. Target Audience:** Park visitors, US citizens, US government
- **13. Key Achievements + Timeline:**
 - 1920: Yard produces a one-volume pamphlet titled "The Nation's Parks" and is a forerunner of National Parks magazine.
 - 1921: NPA first park protection victory for the Yellowstone River.
 - 1954: NPA leaders join Supreme Court Justice to help save a canal from a proposal to turn it into a parkway.
 - 1980: NPCA helps secure passage of the Alaska National Interest Lands Conservation Act, securing over 100 million acres of land.
 - 1990: NPCA membership leaps over 200,000.
 - 2007: NPCA secures 122 million dollars in funding for the National Park Service.
 - 2011: NPCA begins the largest dam-removal project in US history.
 - 2015: Theresa Perno becomes the first woman to lead the organization.
 - 2019: NPCA celebrates 100 years of protecting America's national parks.
- **14. Members:** Nearly 1.6 million members
- **15. Revenue (2023):** Non-profit organization - \$35.1M
- **16. Partnerships:**
 - Yellowstone Whiskey
 - Nature Valley
 - Subaru
 - Vans
 - Parks Project
 - etc.

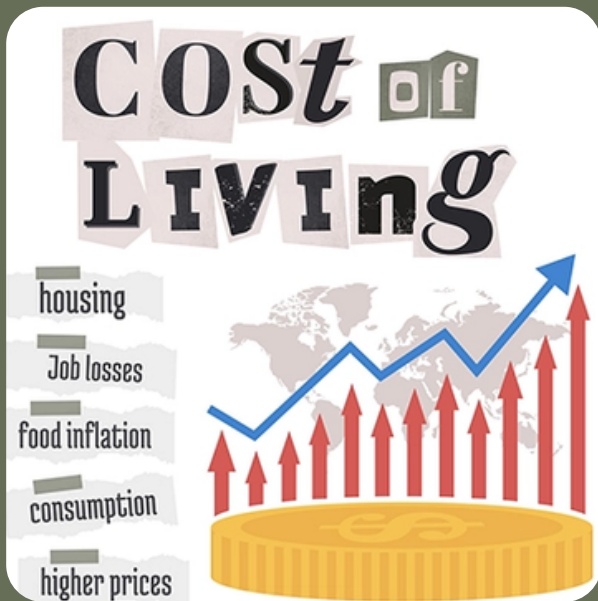
POLITICAL



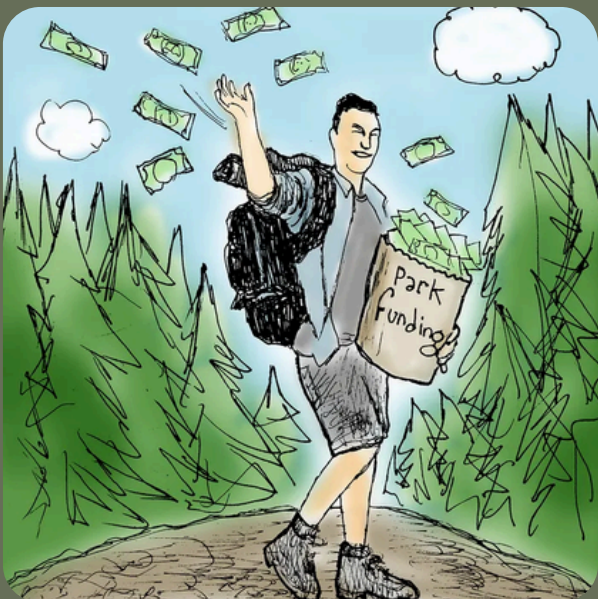
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- The Trump administration has expressed interest in transferring some federal lands to state, local, and private entities. If the state decides to do so, this could potentially open those parks to commercial development.
- The Trump infrastructure proposal threatens to erode the National Environmental Policy Act, which is the law that drives responsible development and public engagement for the nation's project planning. This law helped find the most environmentally conscious way to improve the structure of the Tamiami Trail, which connects to the Everglades National Park.
- His infrastructure bill would also cut down on the Environmental Protection Agency's ability to impose two of its vital laws, the Clean Air Act and the Clean Water Act. The NPCA has specifically been working on a campaign for Lake Clark National Park and Preserve in Alaska. This campaign works against a proposed plan to open-pit gold and copper mines in North America, which would produce 10 billion tons of toxic residue, threatening Lake Clark's waters.
- Trump's bill also imposes limitations on the National Parks to get involved in project development decision-making. They want to designate one federal agency to make the calls for expediting the developmental proposals. This can be dangerous as they aren't obligated to seek out viewpoints from the NPS and are permitted to make decisions even without the expertise of the environmentalists.





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ECONOMIC

- The increased cost of living impacts inflation significantly for nonprofit organizations. Nonprofits often operate on shoestring budgets and cost savings, making the increased cost of living even more challenging. Specifically, this can impact the NPCA by fewer members supporting the organization with donations, leading to a decline in the services they can provide.
- ECFA
- "In 2022, visitors spent \$23.9 billion in local gateway regions; supporting more than 378,000 jobs, generating \$17.5 billion in labor income, \$29 billion in economic value added, and \$50.3 billion in total economic output" (NPS 2025)
- Although the NPCA adds significant value to the American economy, it is up to the government to continue funding the organization.
- Making a positive economic impact is not the main focus of the organization, but a beneficial side effect.
- This factor can be used to promote the positive attributes and contributions associated with the organization.

SOCI-CULTURAL



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- Over seven million people
- Over time, Arizona's population has increased, which can lead to increases in funding and visitation to Arizona's national parks
- \$77,000 median income
- Almost double the median income of the United States, meaning more potential money to donate
- 33.5% with a bachelor's degree or higher
- Education often correlates with environmental awareness, so only being at 33.5% would negatively impact the NPCA and its mission to conserve wildlife and the environment.
- Arizona is third in the United States in spending money on non-essential items.
- This can turn into something positive for the NPCA, as Arizona residents are more likely to spend on things they don't need. This can be attributed to a lack of financial literacy, but it can positively impact the NPCA if it can get residents to donate.
- Arizona has a vast tribal history.
- The NPCA works to protect many tribal lands and highlight their cultural importance. Because Arizona has such ties to tribal history, it makes Arizona an important state to focus on for the NPCA.



TECHNICAL



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- Utilizing social media can be an essential tool for nonprofit organizations to share and explain current situations impacting our natural world. Yet in a world of a consistent media cycle, it is hard to get above all the noise. For the NPCA, this can be a challenge as they are overtaken by larger, government-founded organizations such as the NPS on social media.
- [How Smart Tech Is Transforming Nonprofits](#)
- The NPCA has taken advantage of getting its message across different platforms and even has a podcast
- With artificial intelligence leaping into the modern world, many environmental factors can harm the nation's land and parks. The data that AI uses is stored in a great amount of electronic waste. This consumes a lot of water, which is becoming scarce in certain areas of the nation. They also rely on critical minerals and rare components, which are often mined unsustainably.
- Memberships and donations, being digital, benefit the organization by making it more accessible to a wider audience
- Communication has become easier than ever before because of social media, and the NPCA must take advantage and work on its public image and relationships

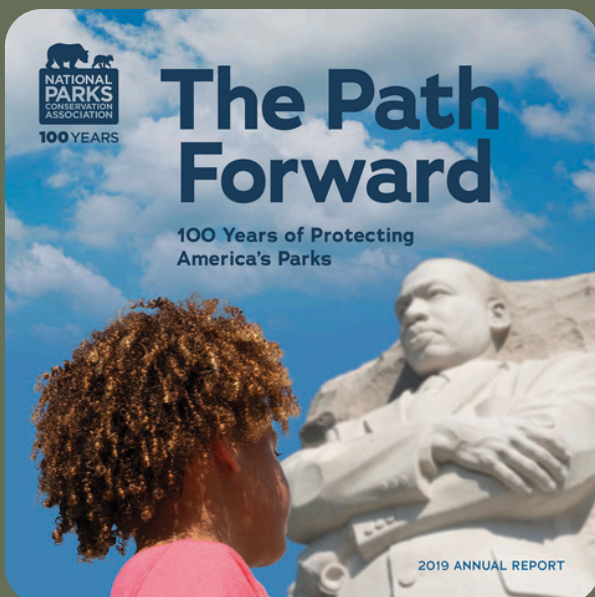


LEGAL



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- Trump's recent executive orders impacting DEI hires in the public fields of work, the order is now targeting DEI initiatives in the private sector. With the NPCA helping Native American tribes protect their native land and even holding positions specifically for Native Americans, these rollbacks on DEI hires can impact how they interact and work with Tribal Communities.
- It is no secret that Arizona has hot, long, record-breaking heat. But this heat doesn't stop people from going outside. Ill-equipped or due to a lack of budgets, National Parks are unable to keep full-time rangers or recruit volunteers to help survey parks. So far, at least 16 people have died at the Grand Canyon in Arizona. Lake Mead National Park is considered the deadliest national park in America, with 145 deaths in 2024. Organ Pipe Cactus National Monument records about 25 deaths per 1 million visits, more than any other national park in Arizona. If these death tolls continue to rise, soon the NPCA will be facing a battle of convincing the population that these parks are safe.
- One of the hardest things for a nonprofit organization to make clear to its members or donors is where the money is going. Mistrusting companies embezzling money in the past has left the public worried about where and to which companies they donate. This leaves the NPCA with the difficult task of continuing to reinforce to their members and potential members that they are putting their money to good use.



ENVIROMENTAL

- “From the halls of Congress to the courtroom, we fight to ensure our nation’s bedrock environmental laws are strong and hold polluters and the government accountable to those safeguards.” (NPCA)
- One of the main goals of the organization is to prevent climate change and protect lands/wildlife from pollution. This factor is extremely relevant and affects the organization when actions are taken that influence the impact of climate change
- The agenda by the current United States government indicates that there is little prioritization of protecting the environment, so new legislation will likely not align with the values of the NPCA
- The more of an issue climate change and the environment become, the better it will be for the NPCA to plead their cause to the American people
- According to the NPCA, eighty-eight percent of Americans agree that Climate change is a threat to national parks. This means that a large part of their audience believes in their cause in some way, and they can better appeal to American donors who care about the impacts of climate change on the environment

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SWOT ANALYSIS

We have identified several strengths and weaknesses for the NPCA. As an organization, it has an important role in the National Parks Service, and its relationship with the public determines its success. The strengths that we have identified need to be emphasized, and the weaknesses need to be improved. The NPCA has several opportunities to capitalize on so that it can continue to improve its public image.

STRENGTHS:

1. Been an organization for over 100 years

- Provides Credibility
- Ensures preservation of the foundation

Actions to Maintain:

- Inform & educate the public
- Transparency for where the money and resources are going

2. Grant Writing and proposing bills

- They can petition the government for funding.

Actions to Maintain:

- Continue proposing and writing bills, as well as getting publicity for bills

3. Strong and Consistent Media Presence

- A good public image
- Relevant information is available to the public at all times

Actions to Maintain:

- They need to add more media such as videos
- They need to adapt their media for different platforms

WEAKNESS:

- The website
 - Loss of interest and engagement
 - Viewers will click off

• Actions to Maintain:

- Declutter website
- Make slight adjustments to better fit a mobile device
- 2. No social media exclusivity
- Lack of engagement on social media
- Lack of importance for certain subjects
- Actions to Maintain:
- Original posting for each platform
- Post less on each platform about one post a week (per platform)

OPPORTUNITY:

Reaching a younger audience

SWOT ANALYSIS

- More engagement
- Prolonging NPCA
- Future donations
- Encourages parents

Actions to Maintain:

- Follow the trends
- Keep updated on social media
- Building interactive games and a website
- Having lessons on the website for kids

2. User Generated Content

- More free publicity and exposure on social media
- Increase Engagement

Actions to maintain

- They need to highlight posts from members and visitors
- Platform exclusive content
- Show personality

THREATS:

1. Climate change

- Increased greenhouse gas
- Danger to animals/ecosystem
- Less park visitors
- Damage to the environment

Actions to maintain:

- Education
- Lobbying for more funding
- More fundraisers
- Focusing on infrastructure



FUNDING AUDIENCES:

CONGRESS

SPONSORS

NPCA MEMBERS

**VISITORS WHO PAY FOR MEMBERSHIPS AND
DONATE**

POTENTIAL MEMBERS

CONSERVATION AUDIENCES:

FISH AND GAME NATIONAL OFFICES

NATURE CONSERVATION

OCEANA

NATIONAL PARK SERVICE

UNESCO

GENERAL AUDIENCE:

ADVENTURIST

NATIONAL PARK PASS OWNERS

STAKEHOLDERS:

NATURE VELLAY

SUBARU

VANS

TARGET AUDIENCE ANALYSIS

By focusing on specific audiences for the NPCA, donations for conservation can increase as long as the NPCA hones in on individuals stated above. This would mean potential campaigns launched targeted towards outdoorsy individuals in their 20s-50s. Ensuring partnering with companies that share the same target audiences, such as Subaru or Nature Valley. By identifying these target audiences, the NPCA can increase funding and ultimately use these funds to conserve not only the environment but wildlife as well.

THE NATURE CONSERVANCY

-

UNESCO

-

SIERRA CLUB

-

**THE CONSERVATION LANDS
FOUNDATION**

-

NATIONAL PARK FOUNDATION

-

**THE WILDER INSTITUTE OF
CONSERVATION**

COMPETITION RESEARCH

The NPCA has several fellow organizations that pose a potential for competition or collaboration.

Their fellow organizations seek donations and government support so it's necessary for them to distinguish themselves from those competitors to gain individual support. Their government petitioning stands out among their competitors and is something that can continue to benefit their public image and trust.

CLIENT MESSAGING SOCIAL MEDIA

Understanding the target audience for this organization is crucial to promoting the NPCA on social media. To increase engagement and, therefore, increase donations, we feel that targeting different audiences based on the platform will also help target a wider demographic. We want content to be different for Facebook users than for TikTok users.

Instagram Pros:

- The key message to the public post pinned and its recent to the election, not only informing users but inspiring them
- Most posts are very aesthetically pleasing
- Infographic highlights are appreciated for quickly informing users
- When users click on the link in the bio, it takes them to a webpage of some of the NPCA Instagram photos, and if they click on a specific photo, it will take them to a website or video with more information.

Instagram Cons:

- There is a lack of posts for fundraising, including donation links on every post
- Lack of collaboration with travel influencers to improve the outreach of posts
- When clicking on the shop button, the page is missing and asks users to email for more information

CLIENT MESSAGING SOCIAL MEDIA

YouTube Pros:

- The NPCA YouTube consistently uses a short copy describing what the video discusses in the thumbnail, attracting viewers
- Consistently ends with a call to action, giving a reason to fight or join the organization/cause
- Lays out all of NPCA's other social media with links, diminishing barriers for viewers to easily find their website and other platforms without having to go to the NPCA's main page

YouTube Cons:

- Videos don't use background music consistently, can sound very stale at times, and is inconsistent
- In some videos, the NPCA talks about the importance of funding, but in others, they don't. Because they are individually funded, they need to continue advocating for that in every video.
- In their About Us, the NPCA fails to mention the fact that they are a nonprofit and not federally funded.

Across all social media platforms, we determined that the NPCA should include a donation link or call to action for donations at the bottom of each post. This will reinforce the fact that the NPCA is a nonprofit organization and needs donations to further protect park lands from climate change. Furthermore, creating more posts to educate the public on what is currently happening in the political world.

CLIENT MESSAGING WEBSITE

Pros:

- They provide an adequate source of information on the webpage and is updated with current issues
- The mission statement is at the forefront of the homepage
- Consistent branding throughout the website
- The pop-ups on the website are nicely made and have interesting images and descriptions
- If someone wants to get involved, they have more than enough ways to do so on the site
- The news articles and blogs cover interesting topics

Cons:

- There is too much information on the primary page to scroll through, making it a drag to look through
- The design is very inconsistent when clicking from one page to another
- Add a page that is interactive, for example, having a map to click through the parks with photos of each park
- There are several options to donate, while the actual donation pages lack the information that lets the reader know why donations are needed

We recommend that the NPCA highlight the importance of young minds by incorporating games or interactive activities that children can play and learn from. Furthermore, promoting that the NPCA is an independently funded organization that is separate from the NPS and other government organizations would provide context for the donation button. Improving the layout, adding eye-catching graphics or photography, and clarifying the standing of the NPCA would draw more attention and users to the website.

MAIN GOAL AND CHALLENGES

The NPCA is a Non profit organization and therefore almost entirely operates from the donations of the public. Public Awareness around the NPCA is needed in order for donations and funding to increase. Our goal is to increase the funding of the NPCA through social media campaigns, website revisions, and fundraising events.



FOCUS GROUP DEMOGRAPHICS

We held a focus group in the Communication building on Monday, April 31st. Five people participated, one male, one non-binary individual, and four women. 20 questions were asked regarding individuals' knowledge of the NPCA, information on the park service, and how they support nonprofits.

FOCUS GROUP REPORT

When talking about donations, it is important to note that everyone who participated in our focus group was a current college student, four out of the six being unemployed at the current moment. However, when asked how much they would be willing to donate to the NPCA, we got a range of numbers between \$5-\$60, the most common answer being \$50. This pleasantly surprised us because, due to the demographics of our participants, we were expecting much lower donation numbers. It was also brought up by one of our volunteers that they would most likely donate smaller amounts more consistently over time when they had the chance. So instead of donating a set amount of \$50 upfront, they would do \$5 every month. When asked what the group looks for before donating to a non-profit organization, a lot of participants emphasized that they would need to research the foundation before donating. It was said that they would need to clearly state the work they are doing and where the money is going to support the organization.

FOCUS GROUP REPORT

The focus group was asked about what visuals are most engaging, and unanimously, the answer was images of wildlife. Specifically, one member of the group mentioned that noninvasive photos of animals in their natural habitat get the most engagement from them. Others added that when organizations gear toward protecting wildlife, they also protect the environment, water, and land conservation.

From the findings, it is clear that more images of wildlife throughout the NPCA's social media and website would draw more attention to their cause, especially due to a time of uncertainty in the park's services. One question asked during the focus group was how important individuals thought the National Parks Service was and if they were adequately funded. Everyone agreed that the NPS is needed and a valuable organization that helps protect the environment and the wildlife that reside in the parks. Furthermore, it was agreed upon that neither the former President Biden administration nor the current President Trump administration is funding the parks.

FOCUS GROUP REPORT

Upon more questioning, it was found that the whole group highly disagreed with President Trump's executive orders regarding defunding the parks and turning the NPS into a private organization to drive more drilling and oiling.

Finally, we asked the group for their thoughts and strategies for how the organization can gather more engagement via social media, donations, and visitations.

One big approach was to market more specifically to younger audiences. One way they could initiate this would be on their website. They could have a section where it is “for kids” and it is more educational in a way that is structured to kids K-8, where there are games, activities, and written stories that talk about the NPCA’s message in a way that is coordinated for younger audiences.

PLANNING SECTION

Our Communication Goal:

Funding will increase for the NPCA through fundraisers to increase donations, as well as raising awareness among 40- 65-year-olds in order to increase conservation efforts

1.Objective Title: Increase donations

Objective Description: To increase donations among individuals aged 40-65 years old

Target Date: December 31st, 2025

Target Measure: Comparing last year's donations to the current year's donations

Strategy Title: Fundraiser at a Country Club

- Strategy Description: Creating a fundraiser at a country club or event, maybe during bingo night or a golf tournament

Tactic Title: Fundraiser

- Tactic Description: creating bingo cards or sponsoring a golf tournament that would raise money for the NPCA and increase awareness of the organization.

Deadline: In AZ - before May 2026

Budget: \$100

Special Requirements: In a wealthy areas therefor,e individuals involved can donate or bet large amounts of money

Supervisor Title: Community/Outreach Coordinator

Strategy Title: Incentivize Donations

- Strategy Description: Send a free sticker and photos to someone who makes a donation of \$50+

Tactic Title: Incentives

- Tactic Description: Offering swag like stickers and photos as an incentive to make a donation

Deadline: National, by the end of November 2026

Budget: \$300

Special Requirements: Requires employees to send out these incentives through the mail

Supervisor Title: Public Relations Manager

2. Objective Description: Increasing engagement on social media platforms for the NPCA

Target Date: December 31st, 2025

Target Measure: Measure engagement activity on the post

Strategy Title: Social Media Campaign - "Fund Our Forests"

- Strategy Description: Social media campaign to increase educational resources, donations, and awareness for the organization.

Tactic Title: Social Media Campaign

- Tactic Description: Create a social media campaign that involves interactive content, maps, games, and videos that get people involved and interested in the project.

Deadline: June 1st -August 31st 2025

Budget: \$150 - sponsored ads

Special Requirements: 3 posts per week

Supervisor Title: Campaign Manager

Strategy Title: Incentivize Donations

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Deadline: June 1st -August 31st 2025

Budget: \$150 - sponsored ads

Special Requirements: 3 posts per week

Supervisor Title: Campaign Manager

Strategy Title: Launching a website with games for children

- Strategy Description: Launching a website aimed towards children where they play and learn about the NPCA. This would indirectly increase funding because not only does it teach a new generation, but it also expands to parents or grandparents.

Tactic Title: Website Launch

- Tactic Description: Creating a website full of educational games.

Deadline: June 1st -August 31st 2025

Budget: \$5,000 to build and run a website

Special Requirements: na

Supervisor Title: Website Advertiser

1. **Objective Title:** Clarify information on the website in order to increase the click-through rate

Objective Description: If the website has better information available, the click-through rate will increase

Target Date: October 30th

Target Measure: Measure the click-through rate for various pages

Strategy Title: Revise the website

- Strategy Description: Analyze the flaws within the website and find the good qualities, build upon the strengths, and fix the weaknesses.

Tactic Title: Create a better landing page

- Tactic Description: Design an enticing landing page

Deadline: March 25th

Budget: \$400 (in case we use a third party)

Special Requirements: Design programs such as Adobe

Supervisor Title: Graphic Designer

Strategy Title: Add interactive games for children to play on the website

- Strategy Description: Provide learning tools for children, such as games, so that the website becomes more interactive

Tactic Title: Add Children's games

- Tactic Description: Create learning games for children to play on the website

Deadline: Dec 12, 2025

Budget: \$800 (in case we use a third party)

Special Requirements: Design programs such as Adobe, and will probably include hiring a game creator

Supervisor Title: Graphic Designer



BROCHURE EXAMPLE

ABOUT OUR MISSION

At the National Parks Conservation Association, our mission is to protect and preserve America's extraordinary national parks for current and future generations. Since 1919, we've worked passionately to safeguard these iconic landscapes, historic sites, and diverse wildlife habitats. Our efforts include advocating for critical funding, addressing the impacts of climate change, and protecting parks from environmental threats and overuse. We actively partner with communities and policymakers to ensure responsible stewardship of our shared heritage. But to keep our parks thriving, we need your help now more than ever. Your support helps close critical funding gaps and directly contributes to preserving the parks you love.

Join us today and together, we can ensure America's national treasures remain vibrant and protected for generations to come.



SUPPORT OUR PARKS



- PARKS WARMING 2.5X FASTER THAN U.S. AVERAGE
- 97% OF PARKS SUFFER FROM HAZE POLLUTION
- 96% OF PARKS FACE UNSAFE OZONE LEVELS
- 1,000+ PARK STAFF LOST DUE TO BUDGET CUTS
- LEGAL ROLLBACKS ARE WEAKENING PARK PROTECTIONS



SCAN ME!

PROTECT WHAT MATTERS
SCAN TO TAKE ACTION



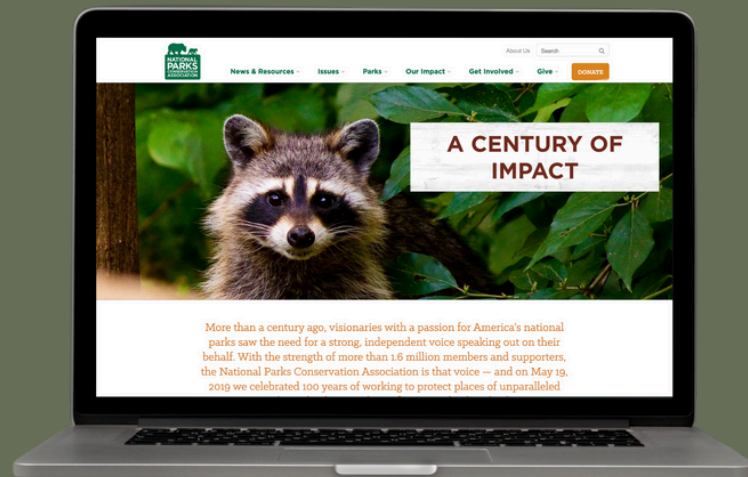
FUND OUR FORESTS

Protecting Our Parks for Over 100 Years



Our parks need you  Donate today to protect their future!

WEBSITE UPDATE EXAMPLES



SOCIAL MEDIA EXAMPLES



NEWSLETTER EXAMPLES



EVALUATIONS

The NPCA should look for evaluation result in the way:

- Donations increase/decrease or remain non-effected
- Click-Thru-Rate on the NPCA website
- Increase use of the Donation Page
- Social Media Engagement across all platforms
- Increase of new followers
- An increase of younger audience members
- More awareness of the NPCA's mission and the organization as a whole



EVALUATION QUESTIONS

Fundraiser Events:

- How much money was put into the fundraiser vs the overall profit? Lose? Breck even? Gain donations?
- Was there an increase of traffic to the NPCA website after this event?
- What effect did this event have on the NPCA?
- How many donations resulted from this campaign?

Fund Our Forest Social Media Campaign:

- How many followers did we gain after this campaign?
- What engagement did we receive from this campaign? Positive or negative? Neutral?
- Did this campaign lead followers to the NPCA website?
- What images received the most engagement?

Children's Media:

- Has there been an increase of traffic to this portion of the NPCA's website?
- What kind of responses has the NPCA been receiving?
- Has there been an increase in donations?
- How has the Click-Thru-Rate been affected overall?

CONCLUSION

There are many factors that contribute to the success of a non-profit organization. We believe that the most important factor is the organization's relationship with the public. The public should be made aware of the NPCA and how important they are to keeping our parks alive. As we look ahead we hope the public grows to care and aid in funding to prolong not only national parks but the history and culture.

