



**MOSSY OAK®
PROPERTIES**

*National Day of
Conservation* 

PROJECT GUIDE

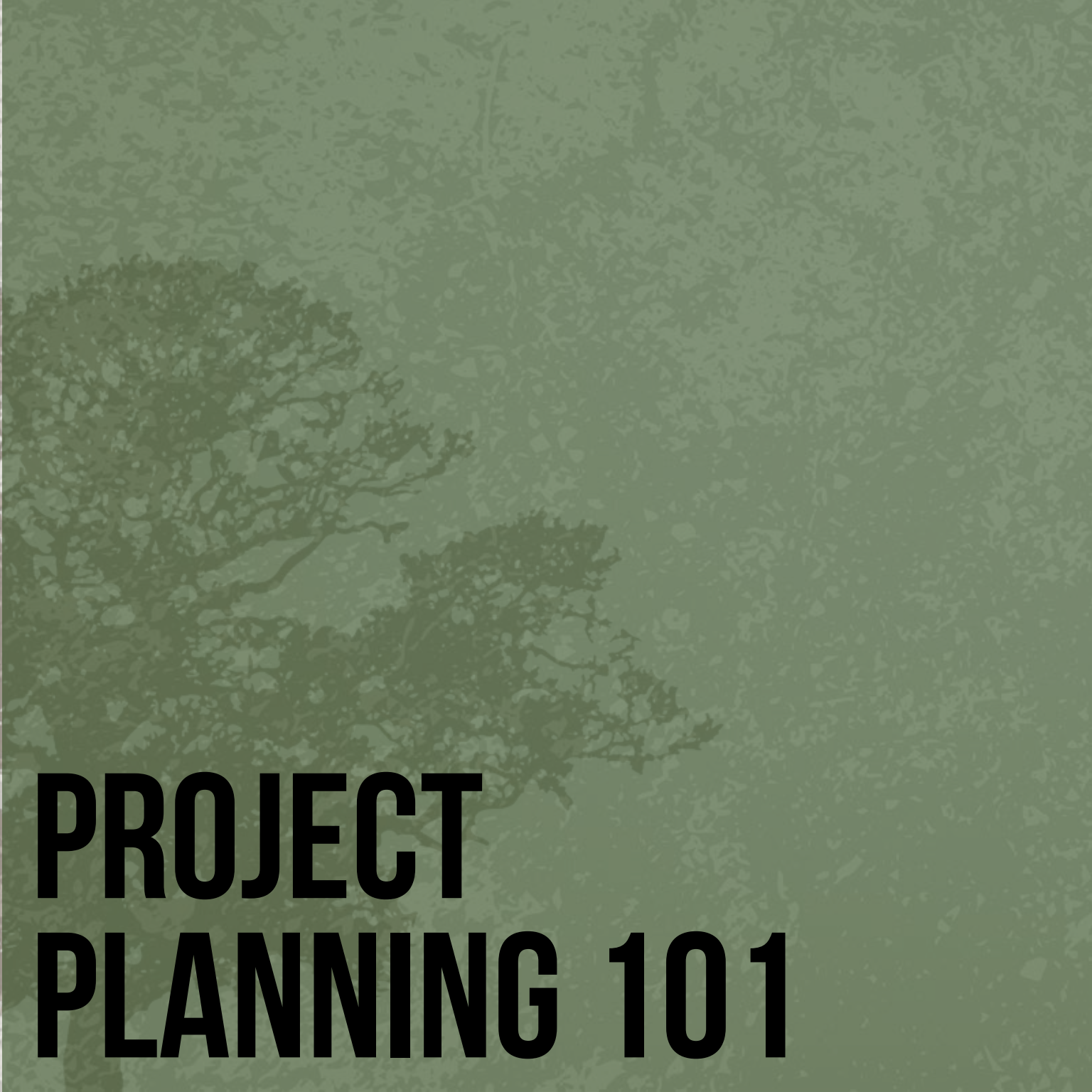


**DO YOU
ACCEPT THE
CHALLENGE?**

“AS LAND SPECIALISTS, YOU ARE ON THE FRONT LINES FOR CONSERVATION. FOR MANY PEOPLE, ACTIVE LAND CONSERVATION CANNOT BEGIN WITHOUT THE PURCHASE OF A PLACE OF THEIR OWN. AS SUCH, THE MOSSY OAK PROPERTIES NATIONAL DAY OF CONSERVATION CHALLENGE WILL NOT ONLY CHALLENGE YOU TO ENGAGE AS A GROUP IN CONSERVATION ACTIVITIES IN YOUR COMMUNITY ON SATURDAY, SEPTEMBER 28TH, BUT WILL ASK THAT YOU EXTEND THAT CHALLENGE TO OTHERS IN YOUR COMMUNITY AND SPHERE OF INFLUENCE.

IF PROPERLY EXECUTED FROM THE GRASSROOTS ON UP TO ENTERPRISE LEVELS, THIS INITIATIVE HAS ENORMOUS POTENTIAL IN SHEDDING LIGHT ON THE MISSION OF CONSERVATION, THE GOODNESS OF THE OUTDOOR LIFESTYLE, THE HEART OF THE MOSSY OAK BRAND, AND THE CHARACTER OF THE MOP NETWORK.”

**CHRIS HAWLEY
CEO/PRESIDENT AND CO-FOUNDER
MOSSY OAK PROPERTIES**



PROJECT PLANNING 101

STEP 1

ACCEPT THE MOSSY OAK PROPERTIES NATIONAL DAY OF CONSERVATION CHALLENGE! TO ACCEPT THE CHALLENGE, WE ENCOURAGE EACH GROUP TO FIRST MEET TO DISCUSS CONSERVATION PROJECTS.

STEP 2

CHOOSE PROJECT AND/OR TEAM UP WITH ORGANIZATION TO COMPLETE A CONSERVATION PROJECT.

STEP 3

LET YOUR COMPANY CLIENTS AND FOLLOWERS KNOW YOU HAVE ACCEPTED THE CHALLENGE AND HOW TO GET INVOLVED VIA FACEBOOK LIVE!

STEP 4

PROMOTE BY FOLLOWING THE SOCIAL MEDIA GUIDE. SOCIAL MEDIA IS THE IDEAL TOOL TO REACH A LARGER AUDIENCE TO MAKE THIS A VIRAL CAMPAIGN.

STEP 5

PREPARE FOR YOUR CONSERVATION PROJECT OF CHOICE.

SOCIAL MEDIA GUIDE

AUGUST 15TH: MOSSY OAK PROPERTIES NATIONAL DAY OF CONSERVATION VIDEO LAUNCHES. SHARE, ACCEPT THE CHALLENGE, AND SPREAD THE EXCITEMENT!

AUGUST 15TH-23RD: FORMALLY ACCEPT THE CHALLENGE VIA FACEBOOK LIVE AND CHALLENGE OTHERS

AUGUST 26TH-30TH: POST A GRAPHIC PROVIDED TO SUPPLEMENT INFORMATION AND ANNOUNCEMENTS ABOUT PLANNED ACTIVITIES

SEPTEMBER 2ND-6TH: POST A GRAPHIC PROVIDED TO SUPPLEMENT INFORMATION AND ANNOUNCEMENTS ABOUT PLANNED ACTIVITIES

SEPTEMBER 9TH- 13TH: POST A GRAPHIC PROVIDED TO SUPPLEMENT INFORMATION AND ANNOUNCEMENTS ABOUT PLANNED ACTIVITIES

SEPTEMBER 16TH-20TH: POST A GRAPHIC PROVIDED TO SUPPLEMENT INFORMATION AND ANNOUNCEMENTS ABOUT PLANNED ACTIVITIES

SEPTEMBER 23RD-27TH: BUILD BUZZ AND GIVE INFORMATION ABOUT PLANNED ACTIVITIES

ON SEPTEMBER 28TH DOCUMENT YOUR ACTIVITIES, SHARE AND TAG MOSSY OAK PROPERTIES (IG: @MOPLANDFORSALE), AND SEND PICTURES AND VIDEOS VIA WETRANSFER.COM TO JCLEVELAND@MOSSYOAK.COM TO BE FEATURED IN POST EVENT RECAP.

POINTS OF FOCUS

CHOOSING A PROJECT

DISCUSS THE FOLLOWING QUESTIONS WITH YOUR GROUP TO HELP DECIDE ON A MOSSY OAK PROPERTIES NATIONAL DAY OF CONSERVATION PROJECT:

- **IS THERE ANY LAND IN OUR COMMUNITY THAT HAS A NEED?**
- **WHAT BUSINESS OR ORGANIZATION WITHIN OUR SPHERE COULD WE PARTNER WITH?**
- **WHAT ARE SOME AREAS IN CONSERVATION WE ARE PASSIONATE ABOUT?**
- **WHAT CONSERVATION OPPORTUNITY BEST SUIT OUR GROUP'S SKILLS AND CLIENTS?**
- **WHAT RESOURCES DO WE HAVE ACCESS TO?**

ONCE YOUR GROUP HAS DISCUSSED THE OPTIONS, DECIDE TOGETHER ON THE BEST PROJECT FOR YOUR GROUP.

PARTNERSHIPS COULD INCLUDE BUT ARE NOT LIMITED TO 1) SUPPORT COMPANIES FOR YOUR BUSINESS I.E. TITLE COMPANIES AND LENDERS 2) LOCAL CONSERVATION ORGANIZATIONS 3) LOCAL YOUTH ORGANIZATIONS SUCH AS BOY/GIRL SCOUT TROOPS

PROJECT IDEAS

1) TREE GIVEAWAYS

**2) HOSTING YOUTH
OUTDOOR ACTIVITIES**

3) STREAM/LAND CLEAN UP

4) SEED GIVEAWAYS

**5) MEMBERSHIP DRIVES FOR
CONSERVATION ORGANIZATIONS**

ACTIVITIES CAN RANGE FROM A TREE GIVEAWAY, A LOCAL STREAM CLEANUP PROJECT, HOSTING A YOUTH FISHING DAY, OR HAVING A MEMBERSHIP DRIVE FOR CONSERVATION ORGANIZATIONS. WE WANT TO CHALLENGE EACH MOSSY OAK PROPERTIES GROUP TO PARTICIPATE AND TO CRAFT A PROJECT THAT WILL HELP YOUR COMMUNITY'S CONSERVATION NEEDS.

POINTS OF FOCUS

PLANNING YOUR PROJECT

- FAMILIARIZE YOUR GROUP WITH THE PROJECT CHOSEN.
- DETERMINE IF YOUR PROJECT HAS THE CAPACITY FOR OTHERS TO SERVE WITH YOUR GROUP ON MOP NATIONAL DAY OF CONSERVATION, AND IF SO, INVITE THE ONES NEEDED TO PARTICPATE.
- DOCUMENT YOUR PLANNING AND PROMOTE ON SOCIAL MEDIA.
- PURCHASE THE MOSSY OAK PROPERTIES NATIONAL DAY OF CONSERVATION SHIRTS FOR YOUR GROUP.
- MAKE A LIST OF PREPARATIONS AND ASSIGN RESPONSIBILITIES AND MAKE SURE ALL GROUP MEMBERS AND/OR ORGANIZATIONS HAVE ACCESS TO PROJECT DETAILS.
- VISIT THE NEW AND IMPROVED WEBSITE FOR UPDATES AND PROMOS AT MOSSYOAKPROPERTIES.COM

DISCOUNT CODE INFORMATION

BIOLOGIC

WWW.PLANTBIOLOGIC.COM

CODE: MOPDOC19

15% OFF, MINIMUM \$50 ORDER, LIMIT ONE

PER USER AND 100 TOTAL USES

CODE RUNS FROM AUGUST 5-SEPTEMBER 10

NATIV NURSERIES

WWW.NATIVNURSERIES.COM

DISCOUNT CODE: MOPDOC19

20% OFF

**CODE AND ORDERING WINDOW RUNS FROM
SEPTEMBER 5-SEPTEMBER 20**

OFFICIAL MOP NATIONAL DAY OF CONSERVATION T-SHIRT

TO PREORDER, CONTACT CHRISTIE SMITH AT
CSMITH@MOSSYOAK.COM BETWEEN AUGUST 6
AND AUGUST 20. SPECIAL CO-OP PRICING PER SHIRT IS
\$3/EACH PLUS SHIPPING



FRONT



BACK