Workshop 2: Activist Tools for Scientists and Surfers

Presented by Patagonia
Kyle Thiermann

Patagonia Ambassador
Jen Hewitt

Patagonia
At the Junction of Sport and Environmental Advocacy

In the early 1970s, Patagonia opened the doors of our corporate offices to a young activist, Mark Capelli. Mark was fighting to preserve the Ventura River, which flows behind our campus, and his science and passion inspired us. It didn’t hurt that Mark’s research might also help to protect one of our favorite surf breaks.
At the Junction of Sport and Environmental Advocacy

We gave Mark a desk and mailbox and occasionally a grant check. And as Patagonia grew, so did our support for Mark’s environmental group, Friends of the Ventura River. It was gratifying to see how our money and interest in his cause could help to protect a place we all cared about.

Today, Patagonia supports more than 1,000 groups around the globe. Like Friends of the Ventura River, they’re all focused on grassroots environmental efforts in their own backyards.
Mechanisms of Grantee Support

- Grants
- Tools conference
- Partnering on campaigns
- Featured in films, books, catalogues and online content
- Featured on product
- Product donations
- Internship and volunteering programs
Survey goal: Determine what our grantees need, and discover how Patagonia can best increase our support.

We polled all US-based grantees from FY16.
Grantees overwhelmingly asked for three basic types of support:

1. Desire for connection with local Patagonia customers
2. Exposure to Patagonia’s web audience
3. Access to training and capacity building
100% FOR THE PLANET®
Patagonia’s Digital Action Works will meaningfully connect our customers and community to the grassroots environmental groups supported by our 1% for the Planet program.
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Patagonia Community

Our Brand
Our Employees
Our Ambassadors

Current Grantees
Prospective Grantees

Grassroots Environmental Organizations

Current Customers
Future Customers

Customers

Patagonia Action Works
What’s Featured In The Toolkit?

- List Events To Gain RSVPs and Attendees
- Post Petitions To Gather Signatures
- Post Skill Based Volunteering Requests
- Receive Donations Directly From Our Community
- Amplify Your Social Media Voice
What are we asking customers to do?

- **Give your attention** (e.g. read an article, learn about 1% for the Planet, learn about grantees/issues)
- **Give your name** (e.g. sign up for email/follow, share articles/opinions, tweet at reps, sign petitions)
- **Give your time or money** (e.g. one-off opportunities or donations)
- **Give your network** (e.g. recruit friends to donate, invite them to an event)
- **Give your voice** (e.g. make calls, attend town halls)
- **Give your commitment** (e.g. skilled/repeat volunteering/giving)

Meaningful for customers and grantees = Actions with clear impact

Depth of engagement

Number of people

Patagonia Action Works
Hi.
Let's connect you with professionals passionate about giving back to your organization.

Please complete your details to get started

Your name: [First] [Last]
Email: [Your email]
Organization: [Your organization]
Country: United States of America
Zip Code: [Your zip code]
Password: [Your password]

By joining, you are agreeing to our Terms of Use and Privacy Policy.

JOIN
What do you need help with?

We've done the work to plan out the scope, depth and starting point on over 80 different types of professional services projects, which you can explore below.

Once you post your project, volunteers will see the post and apply.
Patagonia Action Works: Social Amplification Pilot Program

Total Posts
85

Total Impressions
3.58M

Total Clicks
20,198

Total Engagements
28,328
Case Study: Save the Boundary Waters

Performance Metrics

Impressions
126,859

Engagements
1,836

Event Responses
2,092

Post Reactions
1,383
Case Study: Save the Boundary Waters

Submit requests at least **one week** before you would like them to launch.

Focus on amplifying **current** call to action campaigns, events, or petitions.

Note that while donations are necessary, they haven’t proven to be incredibly successful on social amplification.

Recognize that due to the sensitivity of desired content not all requests will be approved.
CONEJOS CLEAN WATER
ANTONITO, COLORADO

IN PROGRESS

COMMUNICATIONS STRATEGY
STARTED 09/29/2017
Justin G
Volunteer Manager

PROFESSIONAL
Jessica P
Volunteer

WEBSITE CONSTRUCTION (CMS-BASED)
STARTED 06/05/2017
Justin G
Volunteer Manager

PROFESSIONAL
Michael H
Volunteer

MISSION
The mission of Conejos Clean Water is to build public awareness and encourage advocacy and education around environmental, social, economic, and food justice issues in the Conejos Land Grant Region.

WHAT WE DO
1) Developing a Plan for Recycling in the San Luis Valley - Solid Waste Diversion efforts aimed at connecting our
Launch milestones

- **Tools Conference Action Works - Soft-Launch**
  - September

- **Beta Test Users Utilizing Limited Toolset**
  - November

- **Grantee Onboarding**
  - December

- **Webinars**

- **District Onboarding by Retail DECs**

- **Launch Action Works to Customers**
  - **Action Works Answer With Action Tour**
  - **Grantees Invited to Events Held Around the Country**

- **Scale to Global Grantees**
  - February 2019
Thank you!
Greg Long

Big Wave Champion/Patagonia Ambassador
“What the outstanding person does, others will try and do, the standards such people create will be followed by the world.”

-The Bhagavad Gita 3-21