



Sound Environment, Smart Marketing

BY JEREMY TAYLOR, STAFF ECOLOGIST



If you have good news to sing about, don't hold back. Use your partnership with Audubon International to market advantage.

In today's business climate, it never hurts to have an advantage over your competitors. Marketing plays a big role in attracting and keeping clientele; and, while some spend millions of dollars in their marketing campaigns, that is not always possible or necessary. Membership in Audubon International programs can help with marketing, and may even generate free publicity for your organization.

The best marketing starts with environmental action and good results. Otherwise, your organization runs the risk of being accused of *green washing*—talking the talk without actually walking the walk. But once you are doing good things, there's no reason not to let others know about it.

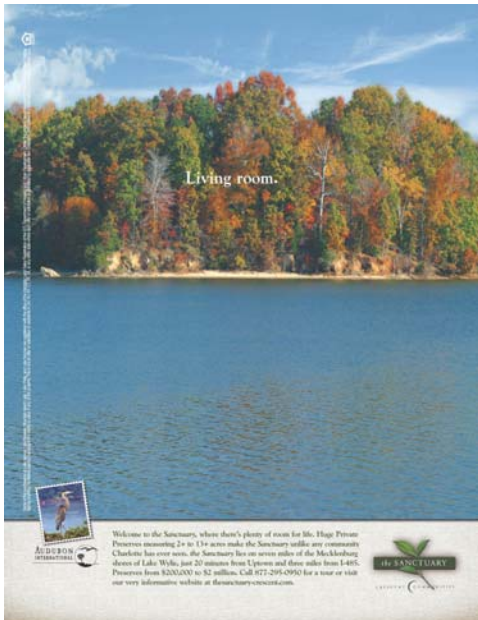
Audubon International program members often use their brochures, Web sites, yardage books, advertisements, and other promotional materials to capitalize on their relationship with Audubon International and showcase their environmental achievements, while trying to attract new clientele. Members that have achieved certification can go a step further by advertising their status to attract governmental organizations and business clients that are required to utilize environmentally-friendly facilities.

Consider these marketing avenues to garner positive publicity and attract new clients:

News Stories

A press release is your way to announce that you've done something good for the environment. Use press releases when you've achieved major milestones, when major events are coming up, and when you want to highlight significant projects and partnerships.

"Marketing is a big advantage of being involved with the Audubon Cooperative Sanctuary Program," says Jason Snyder CGCS, Chief Operating Manager at Short Hills Country Club in northwest Illinois. Snyder's efforts to earn certification garnered media attention from two local newspapers and *Outlook*, a publication of the Club Manager's Association of America.



An advertisement for The Sanctuary in Charlotte, North Carolina, appeals to homebuyers looking for an alternative to traditional subdivisions.

“For a private, club marketing is tricky,” Snyder continues. “However, when your club is praised for your efforts in the paper, it is a goldmine of free advertising.”

Snyder’s experience is not unique. Others who have achieved Audubon International certification have been featured in numerous local and national publications, including: The New York Times, Wisconsin Trails Magazine, Builder Magazine, Birder’s World, Golfdom, Platinum Coast Golf, Gold Coast Sun, and The Sydney Morning Herald (Australia), to name a few.

Advertising

Consider using your environmental accomplishments to attract clients. WCI’s Evergrene, in Palm Beach Gardens, FL, and Crescent Resources’ The Sanctuary, in Charlotte, NC, both Certified Audubon Gold Signature Sanctuaries, are specifically marketed to home buyers looking to live in concert with the environment. “The environment is a cornerstone of our positioning for The Sanctuary,” says Paige Grisette, Marketing Director for Crescent Resources (The Sanctuary’s developer). “Incorporating Audubon International into our message and graphics is a third-party endorsement that piques interest and adds credibility to our nature-sensitive promotion.”

Brochures

Develop a specific brochure to showcase your environmental achievements. The brochure can be professionally designed or a simple do-it-yourself piece done on a personal computer. Use headlines to communicate key messages and bullet points for major accomplishments or projects. Audubon program members distribute brochures in a variety of ways: new member packets, club house or pro shop displays, waiting areas, trail kiosks, and with prospective client letters.

Promotional Literature

Members of the Audubon Cooperative Sanctuary Program use their Audubon International status in their efforts to promote environmentally-sound business strategies and product offerings. For instance, Griffin Industries has long made environmental stewardship a vital part of its business philosophy. The company enrolled all of its plants in the Audubon Cooperative Sanctuary Program for Businesses and Corporate Properties and many have achieved certification.

“The certification efforts we’ve made with Audubon International validate our stewardship practices and underscore our philosophy that environmental stewardship results in resource conservation that further translates into good business practices,” states Rick Geise, Director of Marketing for Griffin Industries.



Environmental Stewardship is a vital part of Griffen Industries' business philosophy. As a leading recycler of most and bakery products, Griffen has for over 60 years practiced the principles of sustainability. This commitment to the environment is extended through state-of-the-art manufacturing practices into products such as Nature Safe® Natural & Organic Fertilizers.

ENVIRONMENTAL STEWARDSHIP

To reduce the company's non-wildlife products, Griffen Industries has certified its plant locations through Audubon International's Cooperative Sanctuary System (CSS). Like thousands of golf courses and other properties that are members of ACS, Griffen believes that sustainable resource management is not only an environmental responsibility, but also sound business.

RECOGNITION

Property managers are recognizing that good business decisions can also have positive impacts on the environment. To further promote this recognition, Nature Safe customers are advised a complimentary sign featuring photos of their environmental stewardship practices. Ask your Nature Safe distributor for details.



AUDUBON COOPERATIVE SANCTUARY SYSTEM

Your facility can play a significant role in enhancing and protecting wildlife habitat and natural resources. The ACS provides an advisory information service to help you create positive environmental projects and achieve greater recognition for your efforts. Together with the ACS you can improve the quality of the environment through stewardship. Nature Safe has sponsored the above educational video further detailing the benefits of becoming an Audubon member.

ACSS BENEFITS

- Association with a program that is improving the quality of the environment by actively studying stewardship activities.
- Provides ongoing technical support for implementing environmental projects.
- Improves customer relationships as your property becomes a showcase for environmental excellence.
- Receive publicity that's good for you and your business along with a green welcome environmental sign support.
- Utilize best management practices and discover their environmental activities.
- Become part of a worldwide resource network.
- Protect and improve land, water and air for future generations.
- Having natural resources laws met.

TO OBTAIN MORE INFORMATION CONTACT:

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Promotional literature used by Griffen Industries highlights its commitment to the environment.

Web Sites

Take advantage of your Web site to promote your environmental efforts and attract new clientele. Include information about Audubon International membership and achievements, or feature the unique wildlife, plants, and environmental projects at your property.

Logo Use

When an Audubon International member achieves designation as either a Certified Audubon Cooperative Sanctuary or a Certified Audubon Signature Sanctuary, it receives an Audubon International logo to use in its marketing and promotional efforts. Members may use the logo in a variety of ways, including displays, signage, brochures, posters, yardage books, newsletters, Web sites, and business cards. *The privilege of logo use is reserved for certified properties only* to show that Audubon International environmental standards have been met.

This Web page from Ballantrae Golf Club, in Ballantrae, Ontario, promotes its status as a Certified Audubon Bronze Signature Sanctuary, and the first Audubon International Certified Signature Sanctuary in Canada.



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