

## BRIDGING THE GAP: THE CORRELATION BETWEEN ENVIRONMENTAL COMMUNICATION AND COMMUNITY OUTREACH

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Land degradation is one of many issues non-profits work to combat and is a large contributor to the reduction in quality of habitats which salmonid species utilize to thrive and spawn. Often, areas in need of riparian restoration are located on privately owned lands, therefore, non-profit organizations are responsible for effectively and delicately communicating environmental topics with a wide demographic while also working within time and resource constraints. To accomplish making community outreach as effective as possible, I identified private landowners within the Bear Creek/Sammamish River Watershed to gain participation in restoring their streamside property via three techniques; door to door, phone and mailers. A widely different demographic of people spans the two towns within the watershed, Redmond and Woodinville, so working within a diverse group of participants provided valuable insights to which method of outreach was most effective and why. I found that to meet the goals of an organization while maintaining effective use of resources is highly dependent on two factors: the demographic of the area and the outreach method used. While mailers are the least resource and time intensive to produce the highest number of 'yes' responses, techniques which employ more personal modes of contact such as door to door had the highest rates of recognition and willingness to participate upon follow up contact. If outreach techniques used by non-profits is catered to the target demographic, then they will be more efficient in achieving a project's desired outcome.