



Naturally PSL Land Bank and Community Trust Communications Plan





SITUATION OVERVIEW

Port St. Lucie is growing rapidly, with more than 55,000 new residents since 2020 and 72% of developable land already built out. Residents consistently rank neighborhood parks and natural preserves as top priorities. The Naturally PSL initiative responds by protecting and activating land for green spaces and community use. The Naturally PSL Community Trust provides the funding mechanism to leverage public and private support for land acquisition, parks, trails, trees, and amenities.

Communications must:

- Introduce the Trust clearly.
- Build credibility and transparency.
- Inspire giving and partnerships.
- Show visible community impact.

GOALS

1. Build awareness of Naturally PSL Community Trust and its role as the fundraising arm of Naturally PSL Land Bank.
2. Establish trust and legitimacy with residents, donors, partners, and stakeholders.
3. Drive donations, land contributions, and in-kind support.
4. Engage the community in turning green spaces into places.
5. Celebrate milestones, acquisitions, and community successes.

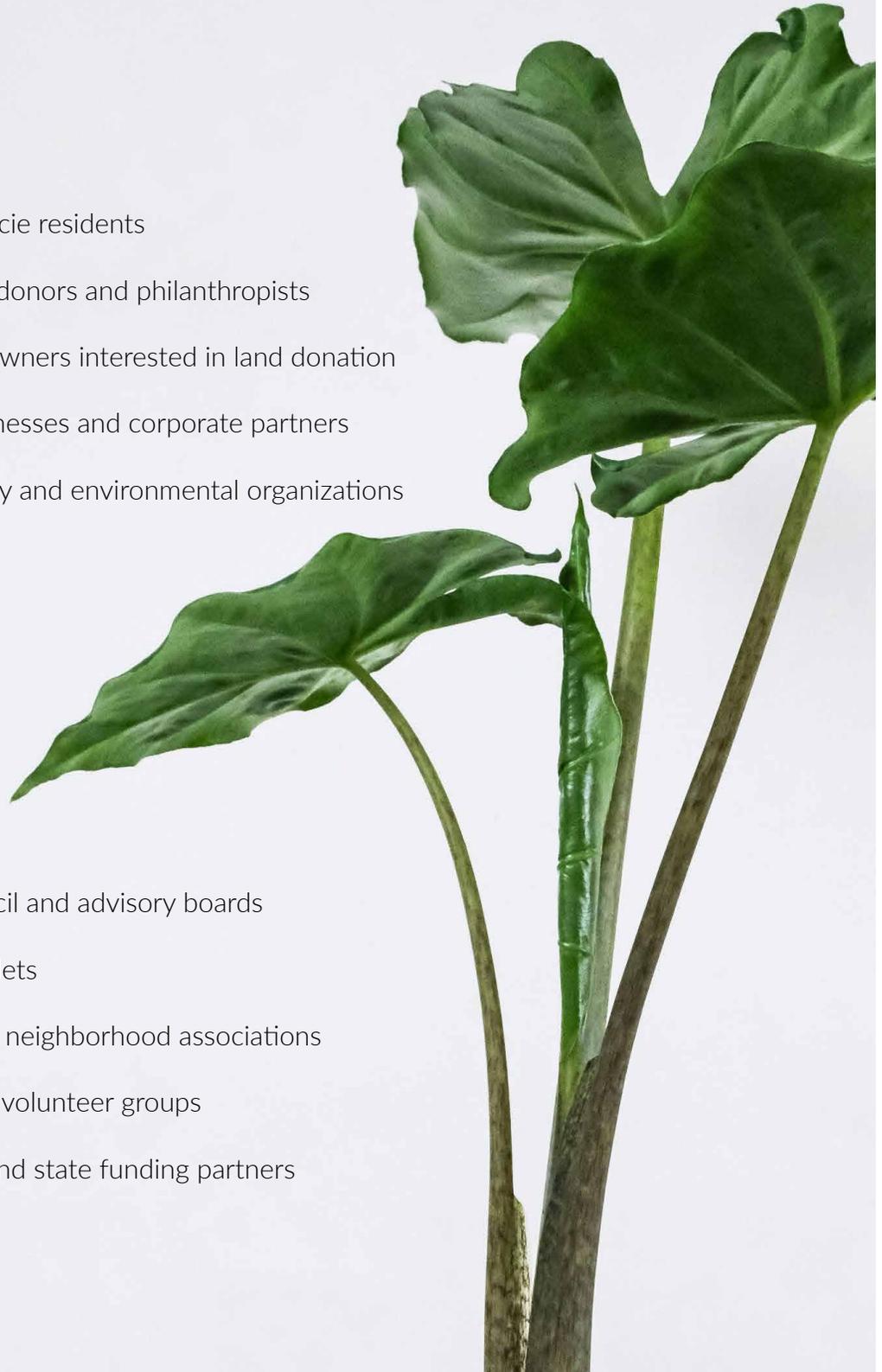
TARGET AUDIENCES

Primary

- Port St. Lucie residents
- Individual donors and philanthropists
- Property owners interested in land donation
- Local businesses and corporate partners
- Community and environmental organizations

Secondary

- City Council and advisory boards
- Media outlets
- HOAs and neighborhood associations
- Youth and volunteer groups
- Regional and state funding partners



NATURALLY PSL

Key Messages





Core Message

Naturally PSL Community Trust helps protect and grow Port St. Lucie's green spaces by funding land acquisition, parks, trails, trees, and community amenities for today and future generations.

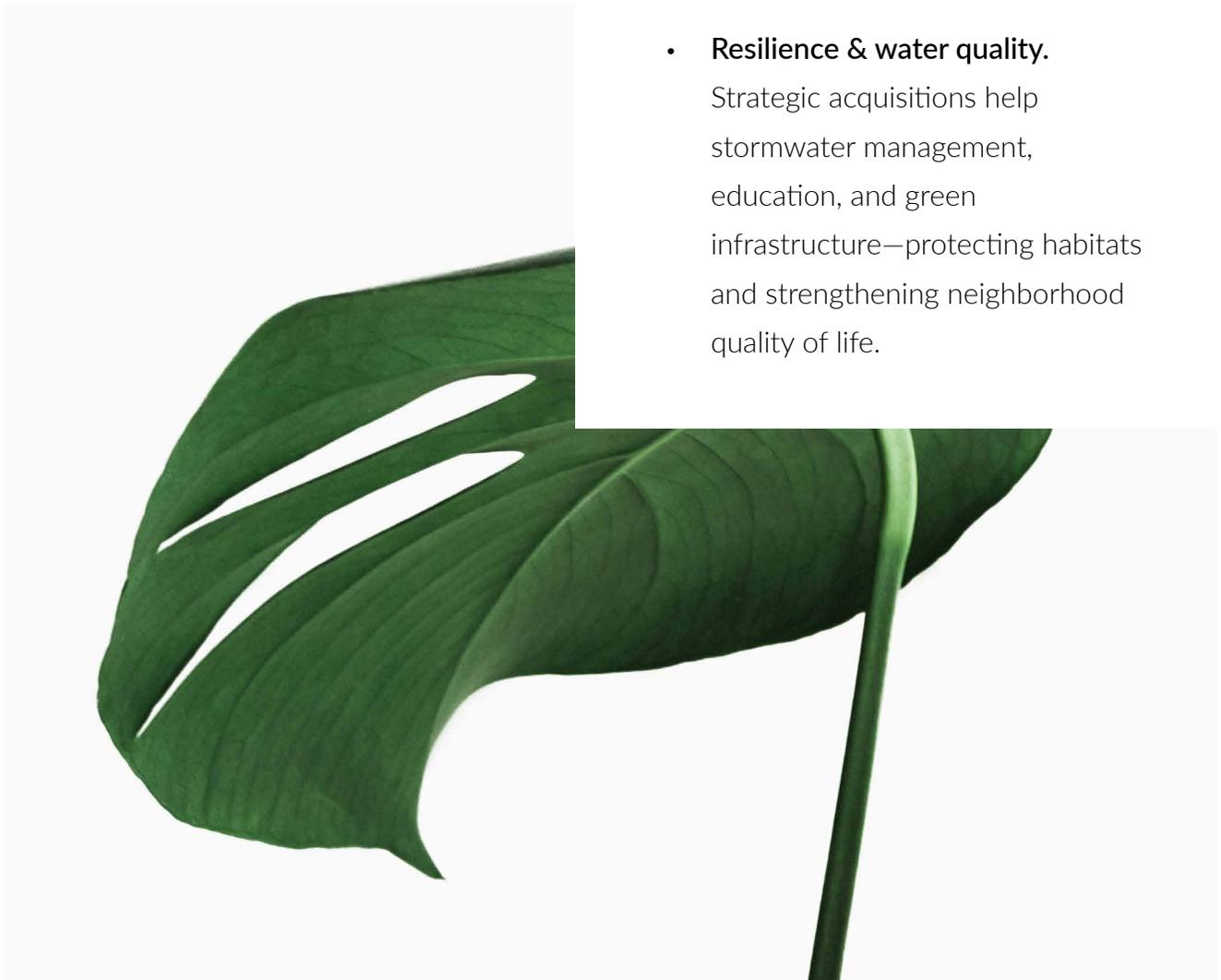
Supporting Messages:

- As PSL grows, protecting land matters more than ever.
- Donations stay local and directly improve community spaces.
- The Trust partners with the City to maximize public benefit.
- Every gift—money, land, or service—helps turn green spaces into places.
- Transparency and impact guide every project.

Message Architecture for Press Releases, Presentations and Talking Points

Core narrative

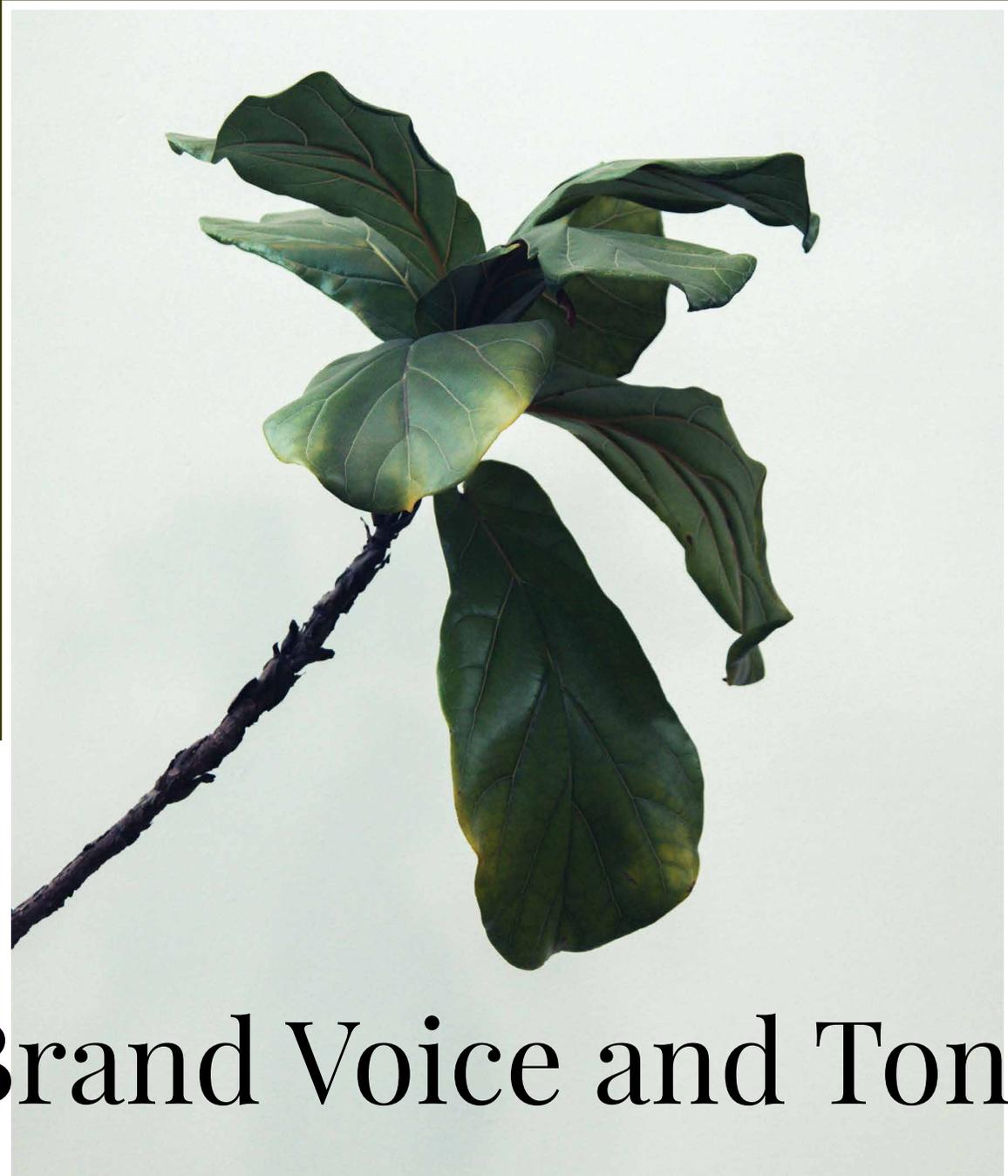
- **Access to nature, closer to home.**
With most land already developed (72%), the Trust provides a resilient way to secure land to connect more residents to nearby parks, trails, preserves, and public spaces.
- **Resilience & water quality.**
Strategic acquisitions help stormwater management, education, and green infrastructure—protecting habitats and strengthening neighborhood quality of life.





- **Accountability & transparency.**
Public website, clear acquisition criteria/process, and a 5-member board, with at least three members who are St. Lucie County residents not employed by the City.

- **Proven model, adapted for PSL.**
Inspired by successful city affiliated trusts (e.g., Orlando Community & Youth Trust) while tailored to PSL's unique needs.



Brand Voice and Tone

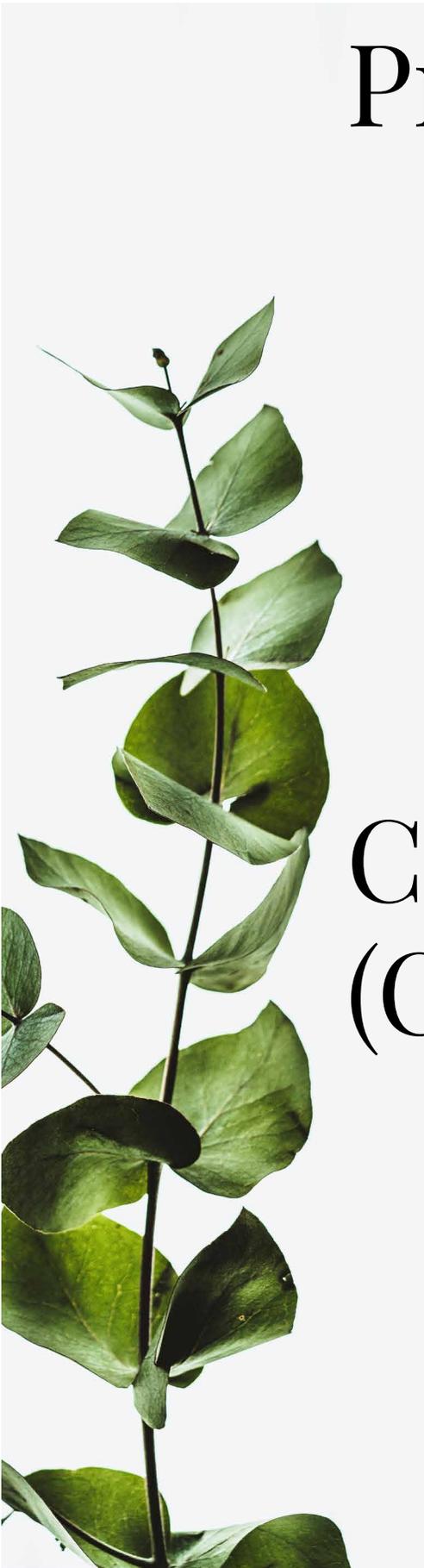
- Optimistic and community-focused
- Transparent and trustworthy

Proof Points

- #1 priority at 2023 Citizen Summit: neighborhood parks/preserves.
- 273 acres pending/completed acquisitions (2025) incl. Commerce Center Dr. North entrance, Rosser Lakes, Torino Park Parcel D, Sportsman's Park (north addition).
- With public access, 10-minute walk coverage rises 28% → 32%.
- Residents show 90% support for a sales tax initiative to fund parks/green space/water quality (2025 NCS).

Calls to action (CTAs)

- Learn & share: Explore the Trust website; share priorities for acquisitions.
- Participate: Attend ribbon cuttings, volunteer stewardship days, community briefings. Options for groups, organizations, or public agencies to become a partners, for example — fundraising events, sponsorship, education research, etc.
- Support: Donate to the Donor Choice Fund (parks, trees, land acquisitions).



Communication Strategies

Launch & Awareness

- Public announcement of the Trust's creation and first Land Bank purchase at Feb. 20 press conference at Rosser Lakes.
- Dedicated webpage on the City site with donation portal and FAQs.
- Talking points for City Council and staff
- E-blasts with sign ups for more information
- Introductory video explaining how the Trust works.
- Press releases – Pre 2/20 – inviting to press conference/ Post conference on 2/20 announcing creation of Land Trust (distribute at conference).
- Council meeting presentation on 2/20 and social amplification – reel of press conference linking to press release .

Storytelling & Impact – Throughout year after launch

- Before-and-after visuals of sites.
- Donor stories and testimonials.
- Project spotlights (parks, trails, trees, acquisitions).
- Quarterly progress updates.
- Annual Impact Report.
- Street banners and evergreen printed collateral.
- Targeted digital advertising campaigns.

Signage Plan

- Develop a master plan for Naturally PSL signage – various styles and types
- Every land purchase analyzed for type of sign
- Existing natural areas analyzed for type of sign
- Continue to budget for signs in Communications annual budget

Community Engagement

- Neighborhood presentations and HOA toolkits.
- Volunteer and stewardship campaigns.
- Tree planting and trail activation events.
- Youth environmental programs promotion.
- Signage at funded sites recognizing the Trust.
- City of PSL merchandise shop with profits going to the Community Trust - easy way for residents to support the Trust.

Fundraising Communications

- Campaign themes (Trees, Trails, Land, Amenities).
- Online giving campaigns with clear outcomes.
- Major donor cultivation packets and printed materials.
- Corporate partnership outreach.
- Land donation information guides.

Media & Partnerships

- Media site tours.
- Feature stories around acquisitions and celebrations.
- Partner cross-promotion.
- Influencer and local advocate outreach.





Channels & Tactics



Website

Landing page, donation portal, FAQs, project map



Print

Brochures, signage, fact sheets, annual report, banners, feather flags



Events

Acquisition celebrations, tree plantings, park openings



Media

Press releases, interviews, photo opportunities



Social

Impact posts, videos, event promotion, donor highlights



Email

Launch email, quarterly newsletter, donor updates, sign ups



Internal

City staff toolkits, talking points

Signature Moments

- Land Bank Property Acquisition Celebration at Rosser Lakes.
- First Naturally PSL branded signage unveiling.
- Annual Naturally PSL Community Trust Report release.
- Community tree planting days, partnerships with Keep Port St. Lucie Beautiful events.
- Park and trail ribbon cuttings funded by the Trust.
- Celebrate every land acquisition.
- Celebrate large donations.
- Partnerships with Trust for Public Land and Love Your Block.
- Development of philanthropic partnerships and announcements of key grants awarded, leveraging funds from the Trust.





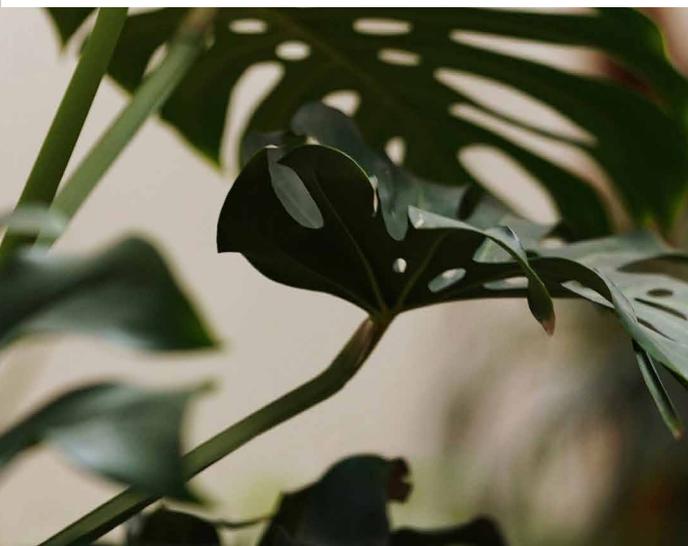
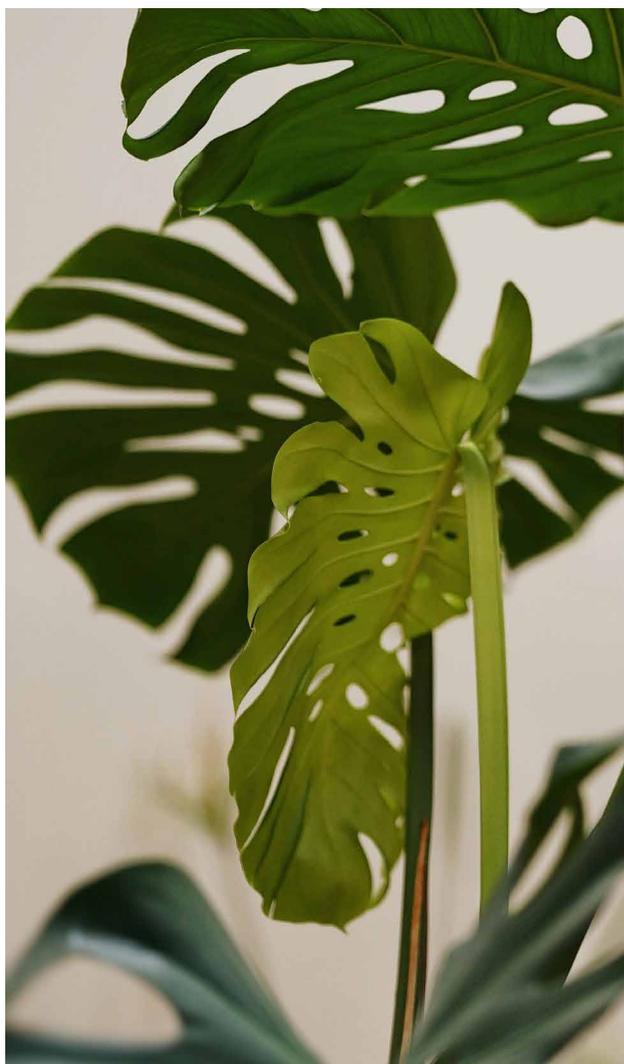
Content Themes

- Growth + conservation balance
 - Community pride
 - Environmental stewardship
 - Local impact
 - Transparency in funding
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Implementation Timeline

Phase 1 – Setup (February 2026)

- Finalize branding and messaging.
- Build webpage and donation platform.
- Develop launch materials.
- Create media kit and FAQs.
- Pre-and Post 2/20 press releases drafted





Phase 2 – Launch (Months 4–6)

- Public announcement campaign.
- Social media rollout.
- Press event at Rosser Lakes.
- Begin donor outreach.



Phase 3 – Growth (Months 7–12)

- Quarterly campaigns.
- Community presentations.
- Storytelling content series.
- First Annual Report release.
- Implement Signage Plan.

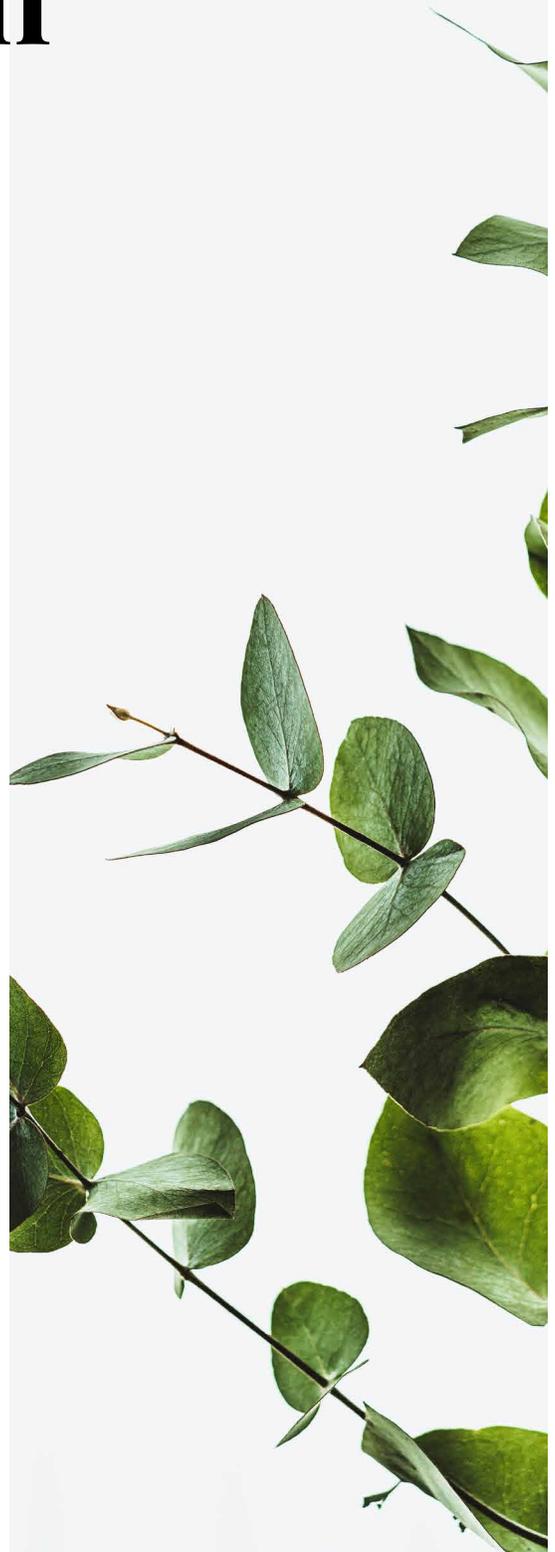
Measurement & Evaluation

Key Metrics

- Website visits and donation conversions.
- Funds raised and number of donors.
- Land or in-kind contributions received.
- Social engagement and reach.
- Event attendance.
- Media mentions.

Reporting

- Quarterly internal dashboard.
- Annual public impact report.



Roles & Responsibilities



- Communications Team: Messaging, content, media relations.
- Trust Board: Advocacy, donor outreach, community presence.
- City Staff: Project updates, visuals, coordination.
- SSI, Parks & Land Bank Teams: Story inputs and site access.

Risk & Issue Management

- Ensure donor transparency and reporting.
- Maintain clear separation of Trust and City roles.
- Prepare FAQs for land use and funding questions.
- Rapid response plan for misinformation.





Next Steps

- Finalize brand assets.
- Build communications toolkit.
- Approve launch calendar.
- Coordinate with Board and City leadership.
- Begin content development.

NATURALLY



GREEN SPACES
AND PLACES

