



BOTW x TCA Membership Campaign Share Request

The Conservation Alliance (TCA), with the support of one of their pinnacle members, Bank of the West (BOTW), is proud to release their 2023 membership video highlighting 4 TCA protected spaces across the United States.

Our ask of you

- **On February 22nd**, share the story of what can happen when businesses come together to support the TCA in protecting North America's wild places and outdoor spaces.
 - In order to create the largest impact with this launch, please refrain from sharing before February 22nd.
- Create a lasting business legacy by leveraging your platform and sharing our 2023 membership video with a call to action for others to join.

About The Conservation Alliance

The Conservation Alliance harnesses the power of businesses and outdoor communities to protect North America's cherished wild places and outdoor spaces.

Video Assets

- [Full-length Video](#) (4 Mins)
- [Boundary Waters Summary Video](#) (1 Min)
- Business Leaders Videos (15 - 20 seconds)
 - [Conor McElyea –TCA](#)
 - [Melissa Fifield – BOTW](#)
 - [Carol Shu –The North Face](#)
- Organizer Videos (15 seconds)
 - [Chris Gomez – Castner Range](#)
 - [Becky Rom – Boundary Waters](#)

Posting Tactics

- LinkedIn
 - Recommend utilizing either the Summary or full-length video in horizontal format
 - Captions up to 2,000 words
 - Tag partners in caption
 - [@BankOfTheWest](#)

- @TheConservationAlliance
 - o Link to include: conservationalliance.com/joinTCA
- Facebook
 - o TCA will be posting the 1-minute summary video and cross posting to partner channels.
 - o A cross posting relationship must be established between TCA's Facebook page and your business' page. Please follow the steps below to complete this process.
 - From your newsfeed, click "pages" in the left menu
 - Go to your page
 - Click settings at the top of your page
 - Click cross posting in the left column.
 - Begin typing The Conservation Alliance or [Facebook URL](#) and select it from the list that appears.
 - For Non-Live Videos, both pages can cross post each other's eligible videos by going to the Page's Publishing Tools > Videos You Can Cross post
 - Click Next.
 - The other Page must confirm the cross posting relationship by adding your Page to its cross posting settings. To help the Page confirm the relationship, click and send the confirmation link to an admin of the Page.
 - o For more details on how to establish this relationship, please visit [this link](#)
- Instagram
 - o If you choose to share this message on Instagram, please use the organizer, business leader, or Summary video in vertical format
 - o Tag partners in video & in caption
 - @BankOfTheWest
 - @ConservationAlliance
 - o Include [link](#) in bio

Example Post Captions

- Example 1:

*We are proud to be a member of
 (@TheConservationAlliance/@ConservationAlliance) which harnesses the
 power of businesses to protect our cherished wild places and outdoor
 spaces.*

[Your why for being a member]

Join us and hundreds of other businesses. Become a member and use your business as a force for good, working to protect the places we love and supporting the communities who depend on them. Your investment will create a conservation legacy that lasts for generations to come.

#CommitToConservation @BankOfTheWest

- Example 2:

Join us and #CommitToConservation. Conservation only works when it's a key ingredient of the local economy, community and culture.

That's why we are a member of the @TheConservationAlliance/@ConservationAlliance. As one of 270 member companies, our collective voice and investments are ensuring that people, places and wildlife thrive together. To date, The Conservation Alliance has invested \$28 million in the most effective grassroots organizations in North America.

Join the nation's largest coalition of businesses committed to conservation!

@BankOfTheWest

Tags To Include

LinkedIn

- @BankOfTheWest
- @TheConservationAlliance
- #CommitToConservation

Facebook

- @BankOfTheWest
- @ConservationAlliance
- #CommitToConservation