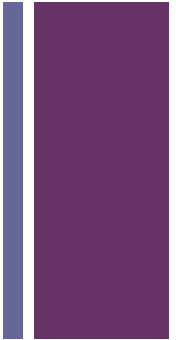




DontMoveFirewood.or  
g

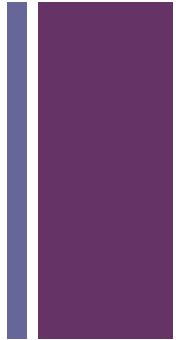
Martin Hamburger  
The Hamburger Company

# + Research



- Focus Groups and Polls – Spring 2007
  - Focus Groups in Boston area, Chicago, and Stevens Point, WI
  - Polled nationally, and in WI and IL
- Key Findings
  - Strong Affections for trees and forests
  - Many use firewood
  - Awareness of invasive species
  - Need to connect the dots
  - Can change behavior easily if informed

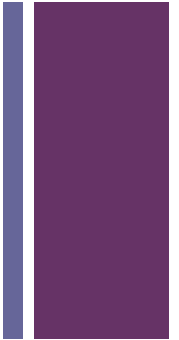
# + Options



- Public Education and Outreach
- Advertising
- Direct Marketing
- Web communications and viral marketing

# + DontMoveFirewood.org

- Informative and educational
- Fun
- Viral
- Effective



# + Website

Don't Move Firewood: Trees and forests are threatened by invasive foreign insects and diseases

## DONT MOVE FIREWOOD

The transportation of Invasive Insects & diseases through firewood is destroying trees in urban, suburban & forest areas. [See what you can do.](#)

MYFOREST MYHOME MYLIFE GET INVOLVED VIDEOS BLOGS ABOUT

### MYFOREST

Protect your favorite trees from destructive bugs and diseases. Keep invasive pests & pathogens out of your yard and neighborhood. [60](#)

### MYHOME

Whole forests are being destroyed; entire species are at risk of extinction. But this devastation can be stopped. Find out what you need to do. [60](#)

### MYLIFE

Everyone has a favorite tree that they sit under to relax or think about their day. Find out what you can do to help your special tree and all the trees in your life. [60](#)

**SPREAD THE WORD**  
Share this Web site  
[Click here >](#)

**SAVE GAS MONEY**  
See how much money you save by buying firewood close to your campsite. [FIND OUT!](#)

### LATEST VIDEOS

[The Smith Family Goes Camping](#)

### 3 THINGS YOU CAN DO TODAY

To Protect Trees, Forest & Your Community:

- 1 Don't move firewood
- 2 Encourage your family to buy wood locally and burn it locally
- 3 Sign the Union of Concerned Scientists pledge

[GET INVOLVED HERE >](#)

### LATEST BLOGS

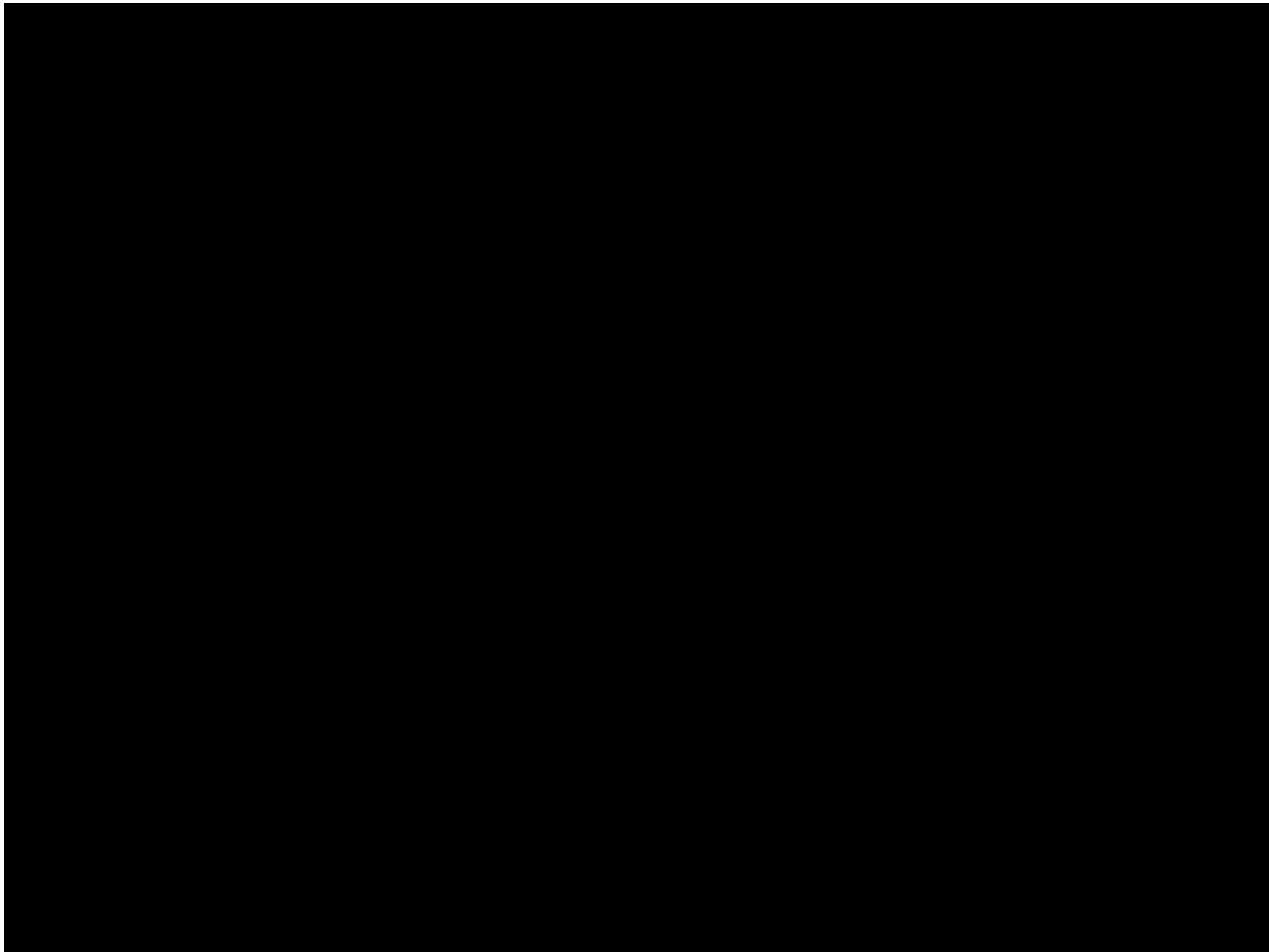
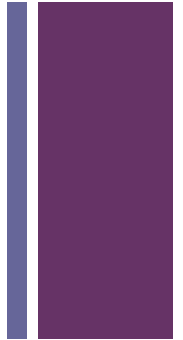
November 7, 2008  
[Increased demand for seasoned firewood](#)  
Straw fire supplies, raises prices  
Bruce Williamson, NYSDEC  
[Comments \(0\)](#)

November 5, 2008  
[Washington Post article on Asian longhorned beetle](#)  
Faith Campbell  
[Comments \(0\)](#)

**EMAIL THIS PAGE**  
Send this Web site to a friend, [Click here >](#)

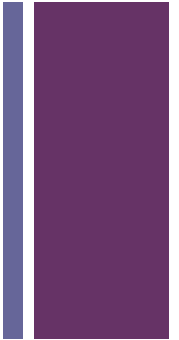
[Policies and Privacy](#) | [Site Map](#)

# + Video

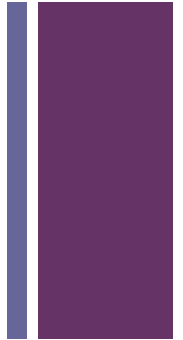


# + Key Supporters

- Judy Antipin, U.S. Forest Service
- Frank Lowenstein, Leigh Greenwood, The Nature Conservancy
- Jodie Ellis, Purdue University
- Many others...



# + Results



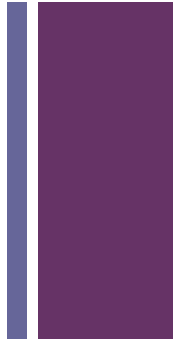
## ■ Awards

- Coolhomepages.com awarded DMF in the following areas
  - Animation
  - Educational
  - Flash
  - Fun
  - Illustration
  - UltraHip

## ■ Measures

- DontMoveFirewood.org high ranked on Google;
- 32,000 unique visitors since launch in July;
- Videos have been viewed over 12,000 times;
- DontMoveFirewood.org has almost 1000 friends on MySpace, Facebook, and YouTube;

# + We Need Your Support!



- Link to DontMoveFirewood.org
- Blog for us
- Create an email “push” to our website
- Media Kit – More information and tools
  - <http://www.dontmovefirewood.org/media-kit.html>
- Email your ideas to us
  - Newspaper articles
  - Organizational information

# + Future Plans

- Increasing Audience
- Social Networking
- Advertising
- Additional video – animation
- Documentary film
- Survey Research

