



OPEN SOURCE PHOTO - Photo by [Bailey Anselme](#) on [Unsplash](#)

(1) Hello, we're the Colorado Fire Relief Foundation- but you can call us CFRF.

Colorado has some of the most pristine wilderness in the United States, with staggeringly tall peaks and beautiful alpine landscapes. In fact, 33% of the state is densely forested lands, with 50% of Colorado natives living in fire-prone or at risk areas.

Unfortunately, due to climate change and poor forest management techniques wildfires have tripled in size, speed, and intensity in the last decade. This means more communities and families are at risk every year - and that's why we're here to make a change.

(2) Our unique approach to fire aid is fully comprehensive: We provide education

to increase community resiliency, mitigate catastrophic fire events with direct aid, and utilize new aerial technology to keep our firefighters safe and secure.

(3) As forest fires grow each year in Colorado, the time and strategy it takes to subdue a fire also increases. Fires today are often hundreds of thousands of acres in size, and keeping track of new issues can become difficult. These fires have threatened hundreds of communities in the last decade, taking both civilian and firefighter lives.

That's where we come in. During fire season, we utilize ground-breaking aviation technology to keep tabs on the fires, decreasing risk for first responders as well as local communities.

(4) A key component to our work is the use of technology to keep firefighters up to date on a wildfire's activity with real-time imagery.

First, we work directly with the on-site commander for the fire, creating flight plans, gathering current status and updates, and identifying key areas of concern. Our expert drone pilots then fly missions to these sites, taking live photos and videos through high resolution cameras. This data is accessed in real time by the on-site commander, who then can adjust strategy in a matter of minutes, not hours. Furthermore, our mapping specialists create interactive maps online as the data flows in, allowing for communities to see fire progression with less lag time.

(5) We work with local communities to educate and prepare those who live in high- risk areas. With so many communities at risk for a fire in Colorado, it is vital for individuals to be educated on their specific areas and the risks posed. One of our largest education outreach programs is our in-person and web-based seminars.

We educate both to prevent (fire mitigation and safety) and to save (evacuation plans, crisis shelter locations, etc). Our education plans for each community are unique; we work with the key stakeholders in community to identify the key risks for that area, and adjust curriculums accordingly.

(6) While the immediate effects of a wildfire are devastating, the long-term road to recovery is a burden in itself.

The CFRF takes a two-step approach to creating year-round positive impact within its communities. During fire season, relief and aid are given to communities and

individuals who are impacted by fires. This includes items such as essentials (food, water, care kits), and services such as grief counseling.

During the winter months (off-season for wildfires), CMFR hosts a number of community oriented activities. Guided hikes, land restorations, resilience and adaptation training for civilians, and other programs are aimed towards increasing understanding of natural environments and the prevention and mitigation of their risks.

TAGS

#coloradononprofit #nonprofit #communityovercompetition #volunteer #communitymatters #instanature #naturedaily #naturelifestyle #natureishealing #coloradonature #visitcolorado #optoutdoors #igerscolorado #natureconservation #wildlife #ecology #wildgeography #conservationist #wildlifeconservation #conservationfirst #conservationeducation #conservationinaction #naturegram #naturehub #coloradogram #coloradountamed #coloradooutdoors #wildfirerelief #wildfireprevention #coloradowildfires

February 2021

January							March						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2		1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28	29	30	31			
31													

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1	2	3	4	5	6
	PHOTO GRID + MISSION STATEMENT (POST)	RECENT WILDFIRE STATISTIC TRENDS + GOALS TO OFFSET (POST)	HOW TO GET INVOLVED (POST AND STORY HIGHLIGHT)	BEFORE & AFTER PANORAMA (POST)	NATIVE COLORADO SPECIES FEATURE	ONLINE SEMINAR TOMORROW
7	8	9	10	11	12	13
ONLINE SEMINAR HAPPENING NOW STORIES	ONLINE SEMINAR KEY FACTS REVIEW + PLUG NEXT WEEK'S		RECENT WILDFIRE STATISTIC TRENDS + GOALS TO OFFSET (POST)		NATIVE COLORADO SPECIES FEATURE	ONLINE SEMINAR TOMORROW
14	15	16	17	18	19	20
ONLINE SEMINAR HAPPENING NOW STORIES		COLORADO STATE FACT/ PHOTOGRAPHY REPOST		COLORADO STATE FACT/ PHOTOGRAPHY REPOST	NATIVE COLORADO SPECIES FEATURE	
21	22	23	24	25	26	27
LOCAL BUSINESS DAY NEXT WEEK		COLORADO STATE FACT/ PHOTOGRAPHY REPOST		COLORADO STATE FACT/ PHOTOGRAPHY REPOST	NATIVE COLORADO SPECIES FEATURE	
28	1	2	3	4	5	6
LOCAL BUSINESS DAY TOMORROW	LOCAL BUSINESS DAY STORY UPDATES					
7	8	9	10	11	12	13

OVERALL SOCIAL MEDIA ENGAGEMENT PLAN:

- Heavy outreach to local tourism, government, news, other regional nonprofits, CO based influencers, and other accounts w/similar target audiences
- Request to look at page/ potentially feature (depending on account type) particularly for events
- Promote local business day on March 1
- Like, comment view,
- Assess competitor SM strategies
- Source secondary content related to CO, nature, wildfire impacts, etc. to fill page
- Information heavy **or**
- Photography centered
- Seek out media exposure opportunities, esp during fire season
- Keep a running story highlight of scheduled events
- Connect with photography account for **reshare** permissions
- Wait to run ads until legitimate following/posts accumulate
- Share nature/CO/etc. quote stories/ short video posts on off days