



S T E W A R D  
T E R R A

Client

Keeping Forests

Project

Keeping Forests is a diverse group of industry, NGO, landowner and state and federal partners focused on ways of sustaining working forests in the South.

In 2021, after the completion of a branding/messaging effort, the organization needed a communications plan to align partners around a cohesive set of messages and a set of tools to help them carry the Keeping Forests message into their communities and professional circles.

Steward Terra delivered internal and external communications plans; and provided counsel in regards to the hire of a dedicated internal professional to implement and continue to grow the plan.

"One of Keeping Forests' challenges early on, was the lack of a clear and comprehensive approach to communication. Jen led us through a process resulting in a thoughtful, organized plan that provided cohesion among our partners and positioned us to extend our messaging externally."

Scott Davis, Keeping Forests Project Director 2021