

DRAFT

Campaign Plan

90 by 90



90% of the Trail Complete by 2029

*In commemoration of the founder, Jim Holden's
90th Birthday*

90 by 90 Campaign

Purpose:

The 90 by 90 Campaign sets a realistic but challenging goal for the Erie to Pittsburgh Trail Corridor of having 90 percent of the trail complete on off road routes by 2029, Jim Holden's, the EPT Founder's 90th Birthday. This goal will not only move us to that 100% completely connected off road trail from Erie to Pittsburgh, but it will also celebrate the person who had this vision, and infected others with his passion to see the project complete.

This campaign puts our goal out in front of supporters, partners, and funders, and will be an ongoing reminder for the next 10 years that the EPTA has a goal for the EPT corridor and needs their help.

Setting a goal and making others aware of the goal helps to call people to action. This campaign will help to garner support and get more people talking about the EPT, contribute financially to specific projects or the EPTA to further its mission, increase the commitment of current funding partners, and attract new funding partners.

To reach this goal, the EPTA will need to work closely with the trail organizations and municipalities along the corridor. A concentrated effort is beginning to take place now on this task with the EPTA Gap Committee and our partner PEC, but it will take the entire EPTA Board to reach out.

A logo has been designed to use to get the message out. The logo utilizes the EPT logo colors, and the "swish" component. Four variations of the color logo are available to use as well as their gray scale version. The color version should always be used except for black and white print media, then the gray scale versions can be used. See version and descriptions of use on page four of this document.

The kickoff of the campaign should be made with media releases that include the logo as a visual and be distributed to newspapers along the EPT corridor. The Marketing Committee shall prepare the release and get approval from the EPTA Board President before distribution. Distribution to newspapers will be conducted electronically. In addition, distribution of the new campaign through social media targeting bicycle, hiking, tourist type businesses, and outdoor recreation writers/bloggers.

Ways the logo could be used

- The logo can be used in social media posts
- On EPTA fliers/brochures
- Trail Member fliers/brochures/social media
- Trail owners along the corridor or connector trails brochures/fliers/social media
- Bottom of EPTA letter head
- Board Members emails

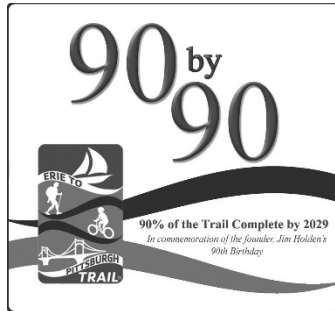
Potential Future uses could be

- Mugs
- Stickers
- Shirts
- Water bottles
- Window Clings for Businesses and Cars
- Or other merchandise

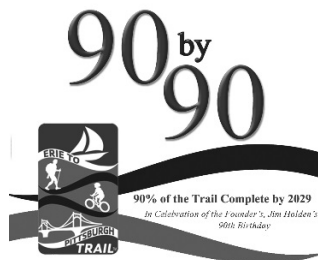
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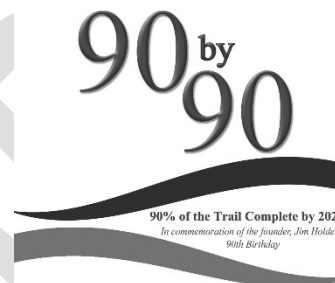
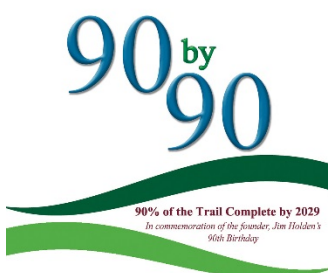
Logo Versions



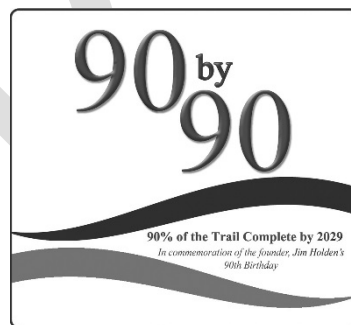
This version has a border that provides a finished look.



There may be applications where a border around the logo is not wanted this is the version you would want to use.



This version does not include the EPT logo and **should only be used** when the EPT logo appears elsewhere on the piece. Use this version when the border is not wanted, and the logo appears elsewhere on the piece.



This version has a border that provides a finished look. This version does not include the EPT logo and **should only be used** when the EPT logo appears elsewhere on the piece.