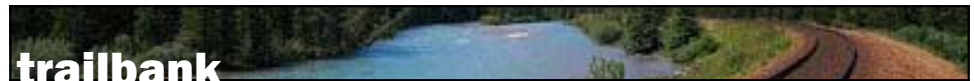




trailbank

a partnership of dick's sporting goods and the rails-to-trails conservancy







trailbank

issue space:
similarities between the two partner groups

DICK'S SPORTING GOODS	RAILS-TO-TRAILS CONSERVANCY
Fishing and hunting	Fishing
Fitness	Cycling, In-line Skating
Footwear	Jogging, Walking
Athletic Apparel	All Exercise
Team Sports	
Golf	


trailbank

locality:
similarities between the organizations and the opportunity



states served by a rtc field office




states with dick's sporting goods



states with active rail lines







trailbank

core needs:
satisfy the desires of both parties

DICK'S SPORTING GOODS	RAILS-TO-TRAILS CONSERVANCY
Improving Competitive Context <ul style="list-style-type: none"> factor conditions demand conditions context for strategy and rivalry related and supporting industries 	Resources to Expand Offerings to Local RTCs <ul style="list-style-type: none"> funding manpower
Marketing Good Works <ul style="list-style-type: none"> commitment to social issues switching retailers 	

trailbank

the nature of the partnership: from each according to their ability

DICK'S SPORTING GOODS

Customer Involvement

- donate
- round up

Employee and Vendor Involvement

- volunteers
- employee matching funds

Corporate Philanthropy

- target \$25,000 per week
- donate the difference

RAILS-TO-TRAILS CONSERVANCY

Administration

- staff
- leadership abilities
- project coordination
- technical expertise



trailbank

communications strategy: mobilizing the target audience

Audience: Enthusiasts

behavior change desired is simple, low cost and low involvement

Stages of Communication

three stages for each new trailbank project



1. kickoff



2. trail launch



3. information



trailbank

conclusion: benefits all around

DICK'S SPORTING GOODS

Local Good Will

Increased Sales

Competitive Context

Philanthropy

SOCIETY

Green Space

Public Recreation

Healthy, Fit Society

RAILS-TO-TRAILS CONSERVANCY

Rail Trails

Enhance Reputation

