




# Fundamentals for Effective Environmental Commissions

## Communications & Advocacy Strategies

SPRING 2026  [www.anjec.org](http://www.anjec.org)



- This session will be recorded & available afterwards to all registrants, and on our YouTube Page.
- Please send us your questions in the Q&A.
- If we do not get to your question today, email us at [info@anjec.org](mailto:info@anjec.org).
- CEUs are available from NJUCF, One credit (1) for each session attended. If you'd like to receive an attendance certificate, please email Elizabeth Ritter at [eritter@anjec.org](mailto:eritter@anjec.org) with your name, municipality/county and passcode.



**ANJEC Views**

# ANJEC's Mission

## Our Mission

To promote local action to protect and restore New Jersey's natural resources and ensure equitable, healthy communities.

ANJEC advances its mission by engaging in diverse and inclusive practices through leadership, partnerships, education, advocacy for strong public policy and support of environmental commissions, public officials and communities throughout New Jersey.



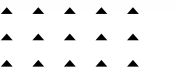
# Don't forget to renew your ANJEC membership for 2026!

## Membership

As a nonprofit organization, ANJEC relies on the generosity and support of donors like you to continue our vital work in protecting New Jersey's natural resources and promoting sustainable practices.



ANJEC Membership Information & Forms  
[anjec.org/memberships](https://anjec.org/memberships)



Memberships



[anjec.org/memberships](https://anjec.org/memberships)

# Check out the Resource Center

1 ANJEC Report

6 Sample Ordinances

2 Displays and Games

7 Resource Papers

3 DVDs with screening rights

8 Toolkits

4 Assessment tools for EC

9 Brochures

5 Past training resources

10 Open Space Grants

► Website:



<https://anjec.org/resources-and-tools/>

GREEN INFRASTRUCTURE TOOLKIT



# Candace McKee Ashmun

## Open Space Grants



ANJEC is pleased to continue offering grants to environmental commissions in New Jersey for projects to further stewardship and community involvement in parks and other preserved spaces. The 2026 Grant cycle marks the 13th year of the program. ANJEC will accepting applications from environmental commissions for grants of up to \$1500 each for local stewardship projects.

**2026 Application Deadline: April 13**

More info at:



<https://anjec.org/open-space-stewardship-grants/>



# Upcoming Events

**April 8, 7 pm**  
Lame Duck Policy Update: Actions for EC's and your Town (webinar)

**April 9, 7 pm**  
Data Centers in NJ (webinar)  
Hosted by the New Jersey Environmental Justice Alliance

**May 2, 2026; 9 am - 1 pm**  
In person Commissioners Course  
Branch Brook Park, Newark

**April 14, 7 pm**  
Advocacy in Action: Crafting Powerful Campaigns That Create Change (webinar)

**Sept 25, Save the Date**  
Environmental Congress  
New Brunswick Theological Seminary



# Our Experts



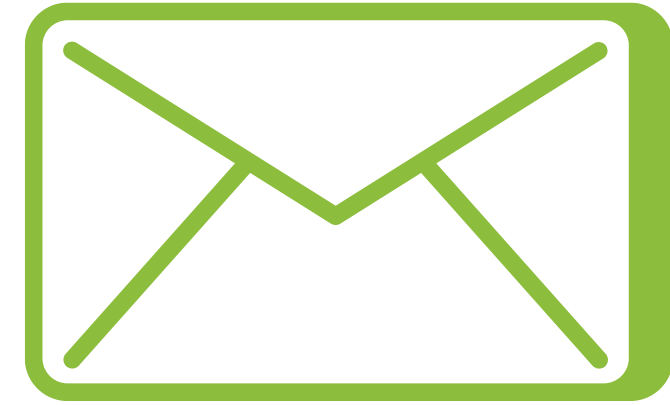
**Ann Marchioni**  
**Caldwell Environmental**  
**Commission**



**Elizabeth Ritter**  
**ANJEC**



# Question:



**What communication strategies do you employ to make sure your message successfully reaches your community?**

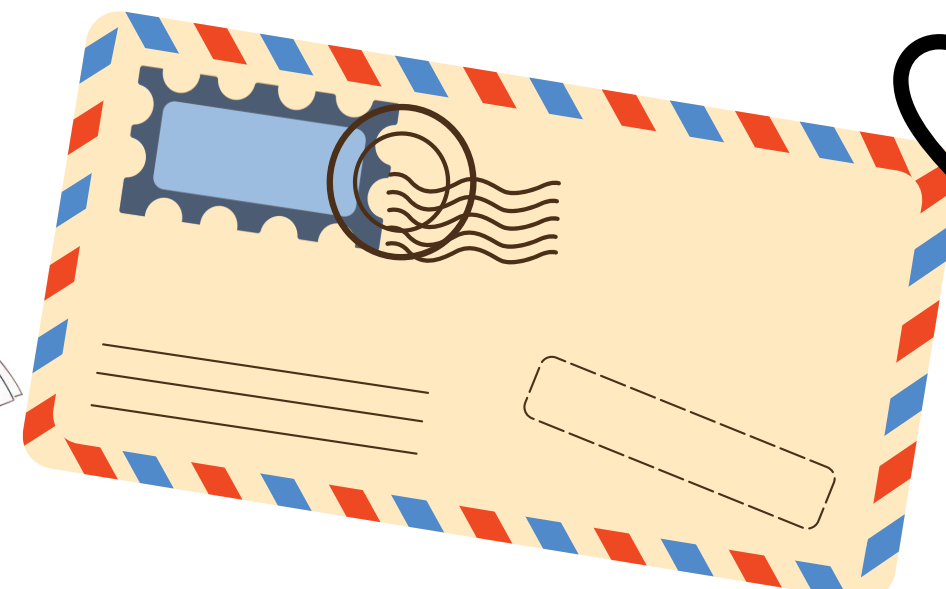
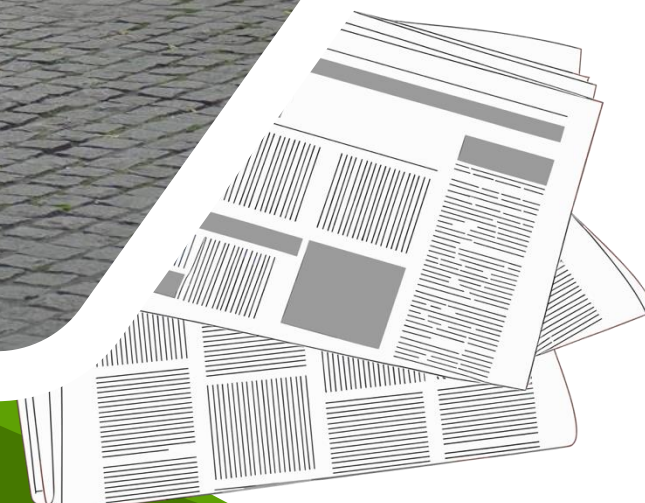
**(Answer in Our Chat)**



# Choosing the Right Communication Channels



- Traditional media (newspapers, public meetings, mailers).
- Digital platforms (social media, websites, email newsletters).
- Direct engagement (town halls, focus groups, local events).



# The importance of effective communications

1

Encourages civic engagement and participation in local government.

2

Helps prevent misinformation and confusion about policies and initiatives.

3

Builds trust and transparency between officials and the community.





# How to Craft an Effective Message

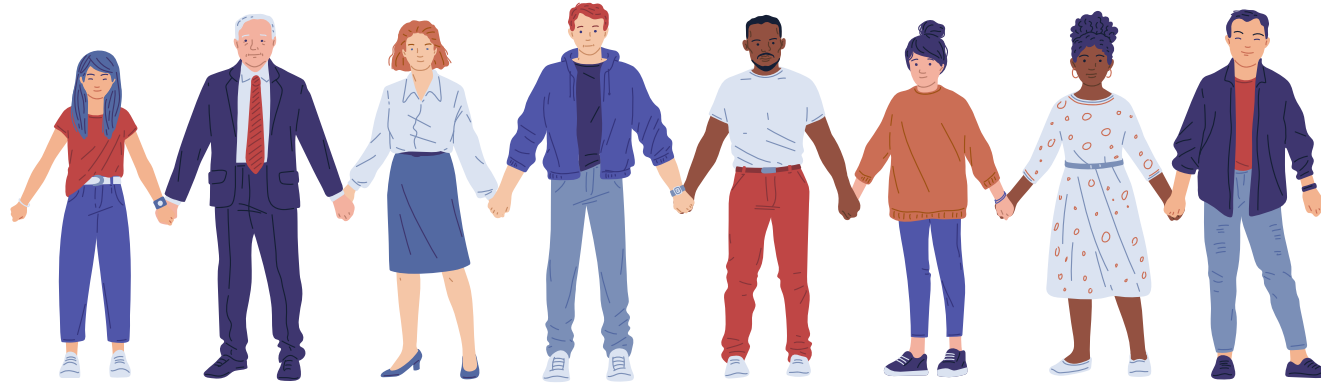
- Logos – Logic, facts – rarely move people on the merits, but essential to communications reliability
- Pathos – Understand what moves and motivates your audience. i.e. when speaking to a parent’s group, talk about the impact on children
- Ethos – getting the right messenger. Why should you believe this person? What are their credentials



**GIVING  
TUESDAY**



# More Communication Tips



1

Clarity – Use simple, jargon-free language

**Your  
Impact**

2

Consistency – Ensure messages are aligned across platforms

3

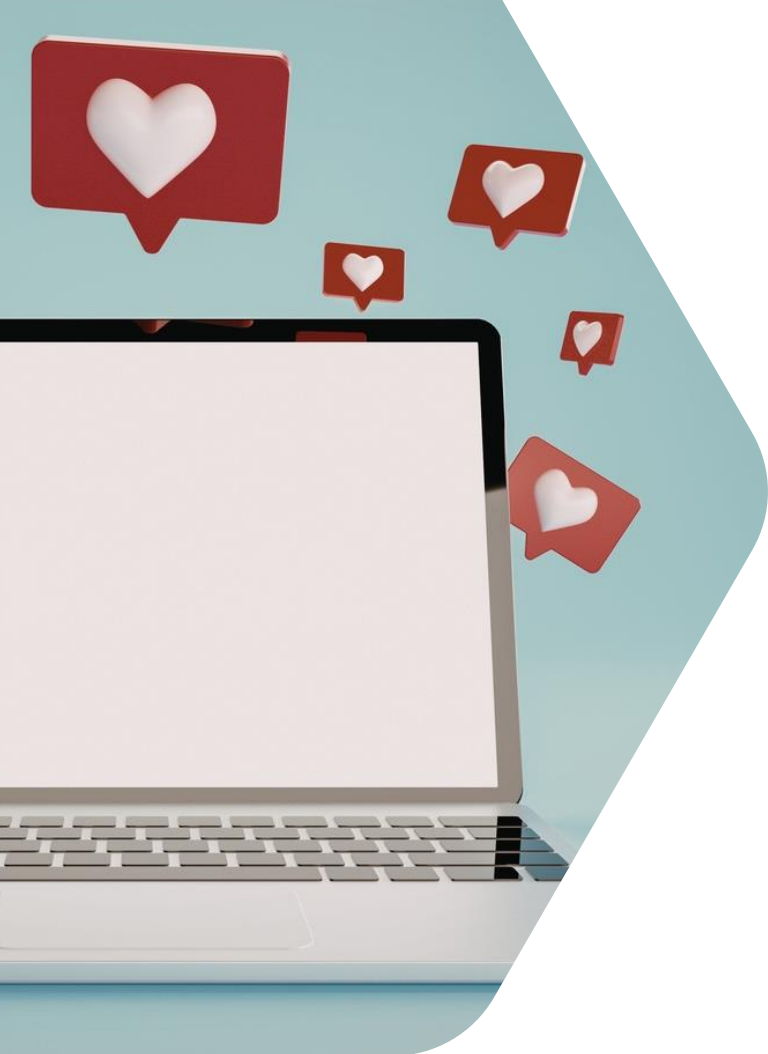
Accessibility – Provide information in multiple formats

4

Active Listening – Engage with community, address concerns.



# Social Media Tips



## Share and Follow

Government Agencies  
Elected Officials  
Watershed Groups

## Keep it Fresh!

Post often!  
Don't be the stale one!  
Scheduling Tools are Available

## Make Nice!

Don't engage in arguments  
Stay away from politics!  
Remove foul language and never use it  
yourself!

## Link, Link, Link

Township Website  
Email newsletters  
Library Notices

# Relationships Build Success!



town council administration,  
departments, boards, commissions

- **General Public**

- **Schools, businesses, clubs,  
organizations, watershed  
organizations/ambassadors**

# Strategies for Engaging Diverse Audiences

- Multilingual materials and interpreters for non-English speakers.
- Inclusive outreach to underrepresented communities.
- Partnering with local organizations to expand reach.



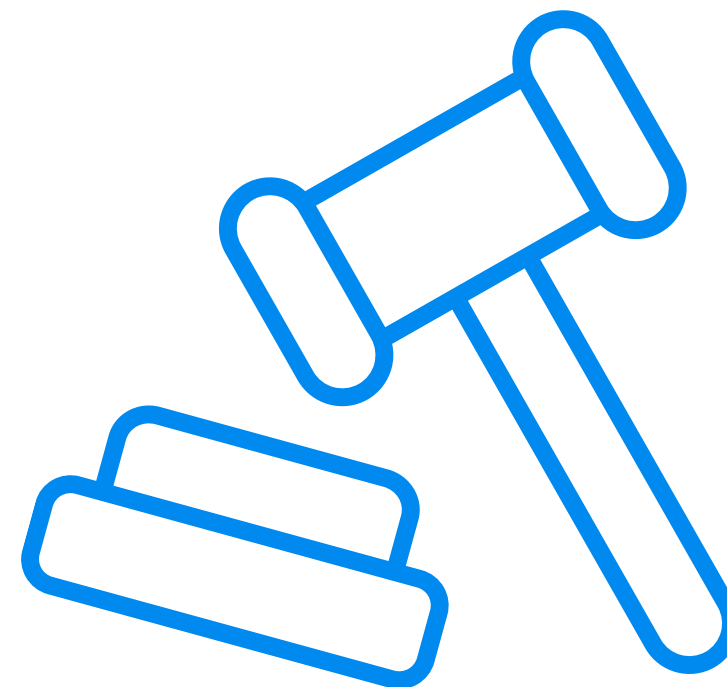
# Become an Advocacy Partner!

## What are the goals in your community?

- Ordinance updates?
- volunteers for your Environmental Commission?
- Event assistance?

## Who in your community can support this effort?

- Municipal officials -meet & greet
- Local community groups
- Local Businesses
- Local press engagement



# Homework Assignment!

**What are the groups in your community that you need to reach out and connect with?**

**Get in touch with at least one new group/person in the next 3 months, find ways you can work together to benefit the community!**





# Stay in touch!



**@ANJECposts**



**ANJEC Views**



**@ANJEC.bsky.social**



**@ANJECpage**



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