

Minnesota Wood Campaign

Mission

To promote our members' Minnesota produced forest-based products.

Goals

- Expand our members' customer base
 - Increase our members' sales and profits
 - Retain Minnesota forest-based businesses and jobs
 - To assist buyers and specifiers locate and purchase our members' products
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Objectives

- Promote Minnesota-produced forest-based products
 - Provide services to our members
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Organization

The Minnesota Wood Campaign (MWC) is an association that was organized in 2003 by forest-based Minnesota artisans and producers/manufacturers .

The Value of MWC Membership

MWC Members Receive

- ▶ Recognition
 - *Special Website recognition for Bronze, Silver, Gold, and Platinum members*
- ▶ Cooperative Marketing Opportunities
 - *Listing on the True North Woods website for your business with contact information, business profile, photo gallery, searchable listing of the products and wood species you offer, and a link to your website*
 - *Online advertising with 400 to 500 daily visits to the True North Woods website*
 - *Matched sales leads with inquiries from individual buyers and consumers*
 - *Participation in shows and events*
 - *Publicity and public relation activities*
 - *Listing on the True North Local/Sustainable Supplier Consortium website*
- ▶ Support
 - *Workshops and on-line Webinars*
 - *Update communications*

To Join

- ▶ Membership Is Open To
 - *Forest-based primary and secondary producers/manufacturers, artisans and craftsmen, home-based businesses and artists, wholesalers and retailers, and individuals or organizations that supports the goals of the MWC*
- ▶ Use the Attached Membership Application or
 - Visit www.MinnesotaWoodCampaign.com and download the MWC Membership Application.
 - Call 1-651-223-5629 or email Info@MinnesotaWoodCampaign.com.

The Value of MWC Marketing

Target Markets for Promotions

- Twin Cities & Minnesota, Wisconsin, Illinois, Iowa, North Dakota, South Dakota, Montana, Wyoming, Colorado, California
 - Consumers, Architects, Interior Designers, Builders, Remodelers, Specifiers, Buyers
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MWC Key Promotional Messages

- Quality. Made from unique, cold-forged woods by highly skilled artisans and craftsmen
 - Authentic Local Minnesota. An authentic Minnesota-produced forest-based product
 - Best Fit. For building, remodeling and construction projects; custom home furnishings and cabinetry; unique home décor, art, and gift items; traditional products; and commercial and industrial products.
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Delivering Customers Through

- MWC Website. www.MinnesotaWoodCampaign.com
- TNW Website. www.TrueNorthWoods.com
- True North Local/Sustainable Supplier Consortium Website. www.TrueNorthLSSC.com
- True North FSC Group Certification Program Website. www.TrueNorthCertified.com
- Publicity & Public Relations
- Online Advertising, Show & Events
- Sales Leads Matched to Your Products

MWC Membership Application

Business Name _____

Address _____

City _____ State _____ ZIP _____

County _____ MN Leg Dist _____

Tel _____

Fax _____

Web _____

Contact Name _____

Title _____

Tel _____

Email _____

Date _____

I support the MWC mission and want to participate as an association member.

Membership is for the calendar year. Sign up after June 30 at half the dues.

Membership Level Dues

- Basic \$50
 Bronze \$150
 Silver \$500
 Gold \$1,000
 Platinum \$2,000

Payment Method

- Check Enclosed to Minnesota Wood Campaign
 Send Invoice for 30 days, 60 days, 90 days

Please complete "Business & Product Information" and return to:

Minnesota Wood Campaign
26 E. Exchange, Suite 405
St. Paul, MN 55101
Fax 1-651-223-5629.

Business & Product Information

Primary Products/Services (list, describe)

Input Wood/Forest Materials Sourced

From Minnesota _____%
From within 500 miles _____%

Primary Wood Species Used (list)

Product Distribution Area

Local/Minnesota _____% Midwest _____%
National _____% International _____%

Certifications (FSC, etc.)

Capabilities (equipment, experience, etc.)

History / Background (founded, employees, etc.)

Please send information on:

- FSC Certification
 Local/Sustainable Supplier Consortium
 True North Woods Certification Branding



Minnesota Wood Campaign

Association Membership Application

Tel 651-223-5629

Info@MinnesotaWoodCampaign.com
www.MinnesotaWoodCampaign.com