



The GVR Foundation's sole focus is on charitable giving and enhancing, enriching and supporting the community through programs, advocacy and financial support that promotes health and wellness in Green Valley, Arizona.

## An Invitation to Contribute

The GVR Foundation, thanks to a generous community development grant from the Freeport-McMoRan Foundation, is creating a community-focused website to promote Green Valley as a premier retirement destination.

RetireArizona.org is scheduled to launch in October, 2017 and will showcase the unique features that brought us all here—the landscape, recreation opportunities, leisure and special interest activities, proximity to Tucson, innumerable day-trip and long-weekend getaway options, 100+ distinct HOAs, non-profits and volunteerism, health and geriatric care, and the business community.

The GVR Foundation has contracted with Two Oceans Digital to build RetireArizona.org and the site will be modelled after one of their flagship ventures that you can visit here: [fla-keys.com](http://fla-keys.com).



## Articles

In order to keep the website fresh, and to tell Green Valley's story in a compelling way, we will post new blog/news articles every few weeks. These articles will be more like those found in the lifestyle section of the newspaper than those that appear on the front page. We are looking for lively, enjoyable, emotionally engaging stories between 300 and 500 words, accompanied by 3-6 high quality photos. **We are soliciting articles/blog posts from a variety of sources, including the business community, non-profit sector, clubs, faith communities, and individuals.**

## TWO TYPES

Two types of articles/blog posts will be included on the site, though the difference between them may seem subtle:

1. Articles that inform site visitors about the unique/enticing features of Green Valley, including those in nearby southern Arizona. An example might be an article about golf opportunities in Green Valley. "AAA Golf Course" provides the article and they will write the piece from the AAA Golf perspective—all the golf courses will be mentioned, but AAA Golf will get a little extra attention in the text. This sort of article is beneficial both to RetireArizona.org and to whomever provides it, so we consider it a barter. See an example from the Florida Keys site here (<http://www.fla-keys.com/news/article/9524/>). That article is about a distinctive natural phenomenon that can be seen in the Keys, but it emphasizes a great place to view it, which happens to be a place where you can buy some drinks and enjoy an evening.

-Articles that promote an organization or business entity. These articles also describe a local feature, but in a way that is likely to lead the listener specifically to patronize the featured business or organization. In the example linked here (<http://www.fla-keys.com/keysvoices/captain-samantha-zeher-embraces-free-spirited-island-living/>) the article is about a local personality, but it serves very much as a promotion of her charter business. This article (<http://www.fla-keys.com/keysvoices/happy-80th-anniversary-sloppy-joes/>) is a less subtle excuse to drive customers to a bar. These sorts of posts are advertisements and advertising on RetireArizona.org is not free. If you'd like to submit a promotional article, contact us! We'll be happy to discuss your proposal and develop some terms.

### *Keep in mind:*

- The target audience for the site is active adults aged 55-75 (particularly those currently residing in the Upper Midwest and Pacific Northwest) who are exploring retirement options.
- All submissions will be edited for style, length and pizzazz. We need pizzazz.
- Your submission needs to serve the purpose of promoting Green Valley as a premier retirement community. It's a good idea to contact us before you start composing to be sure your efforts are in line with the site's goals.
- Articles should be between 300 and 500 words, though some very dynamic subjects may require longer pieces.
- High quality photos (3-6) are REQUIRED. Photos should be in sharp focus, well-lit, well-composed, and at least 800 pixels wide.
- High quality video is not required, but a terrific addition if you have it. The Madera Canyon example below includes a link to a high quality video (on page 5).

## Frequently Asked Questions

### **What is the GVR Foundation going to do with revenues from RetireArizona.org?**

For the foreseeable future, all revenues will be invested back into the site. To stay alive in the highly competitive environment of the World Wide Web, the site will require a steady supply of fresh content such as photos, blog posts and high-quality video. Social media channels will need to be established and continuously fed content. We plan to add webcams that allow site visitors to get a sneak preview of the views, the weather, the action on the golf courses and pickleball courts, and perhaps a wildlife trail.

In the future, when revenues exceed costs, the net proceeds will go into the GVR Foundation's unrestricted fund to be used at the discretion of the foundation's board of directors to enrich the greater Green Valley community.

### **Is the site designed to promote GVR?**

No. RetireArizona.org is intended to depict the full tapestry of the Green Valley community. GVR is a prominent motif in that tapestry, but it is not the GVR Foundation's intention to provide Green Valley Recreation, Inc. with a promotional vehicle.

### **What will the site look like?**

Two Oceans Digital has been contracted to build it and we are modeling RetireArizona.org after one of their flagship sites: [fla-keys.com](http://fla-keys.com)

### **Who do I contact with questions and submissions?**

To submit content, discuss a blog topic or ask general questions:

Natalie Whitman, Project Manager/Interim Editor

[Editor@RetireArizona.org](mailto:Editor@RetireArizona.org) 520-838-0164

To discuss advertising or promotional blogs:

Lynda Campbell, Advertising & Sales

[Advertising@RetireArizona.org](mailto:Advertising@RetireArizona.org) 520-449-8704

## ARTICLE/BLOG POST EXAMPLE:

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### MADERA CANYON: AN ECOLOGICAL TREASURE

Located just eleven miles east of Green Valley, Arizona, Madera Canyon is the gateway to the Santa Rita Mountains. Easily accessible off I-19, one can travel to this gem of nature over paved roads through beautiful scenery in 20 short minutes.



With lofty mountain peaks,

forested slopes, seasonal streams, and an amazing variety of plants and wildlife, Madera Canyon has become a popular recreational destination. Madera's hiking trails are applauded throughout the Southwest, and vary from paved, handicap-accessible trails and gentle walking paths in the lower canyon, to steep, expert trails leading to the top of 9,453-foot Mt. Wrightson. Along the main road in the canyon there are many amenities for picnics and camping.



Southeastern Arizona, with Madera Canyon at its heart, is rated the third best birding destination in the United States. With fifteen species of hummingbirds, elegant trogon, sulphur-bellied flycatcher, black-capped gnatcatcher, flame-colored tanager, 36 species of wood warblers, and over 256 species of birds documented, it is a "required" destination for all serious birders.

It is unusual to spend any time in Madera Canyon without seeing signs of wildlife. White-tailed and mule deer, rabbits, wild turkeys, and squirrels are regularly observed. Other animals such as black bears, coati, foxes, ring-tailed cats, raccoons, bobcats, and mountain lions are shyer and only occasionally seen. Sixteen species of bats have been recorded in the canyon.

Because Madera Canyon and Madera Creek traverse four life zones and many habitats between the desert floor and the mountaintops, the Santa Rita Mountain Range in which Madera Canyon resides, has become a world-famous sky island known for its unique and abundant flora and fauna—from prickly-pear cactus in the lower canyon to Douglas fir and quaking aspen on Mt. Wrightson. Hikers, campers, birders and botanists aren't the only people who enjoy the outdoor recreation opportunities Madera Canyon provides. The views from the many trails are breath-taking, and difficult for photographers to resist.



Learn more about Madera Canyon from Friends of Madera Canyon (FOMC) (<http://www.friendsofmaderacanyon.org/>) an all-volunteer non-profit organization that supports US Forest Service efforts to preserve this special place.

<<VIDEO BELOW>>

<http://media.devel.azpm.org/master/video/2014/4/7/hrhd/madera-final.mp4>