

Developing a Communications Strategy

#techsense

Farra Trompeter | Big Duck

The Foundation Center
August 9, 2012



bigduck

smart communications
for nonprofits





bigducknyc.com



bigducknyc.com



#techsense

@farra

@bigduck

@FCWashington

What we will talk about today

- Quick introductions
- How communications helps
- Ways to get your organization communicating consistently
- Strategic communications planning
- Resources

Intros...

- Name
- Organization
- Role
- Describe your approach to communications in **one word**

How can communications help your organization?



Communications helps

- Internally – to facilitate the work
 - Who needs and gets what?
 - When do they get it?
- Externally – to amplify impact
 - How will you engage your community
 - What do you want them to think/do?
 - What does they want from you?

Reasons nonprofits communicate



Communications can help...

- Provide support/services
- Increase awareness/visibility
- Support policy change
- Help gain support and recognition
- Increase funding
- Change behavior or attitudes
- Recruit volunteers
- Attract members, clients, donors, etc.
- Organize community









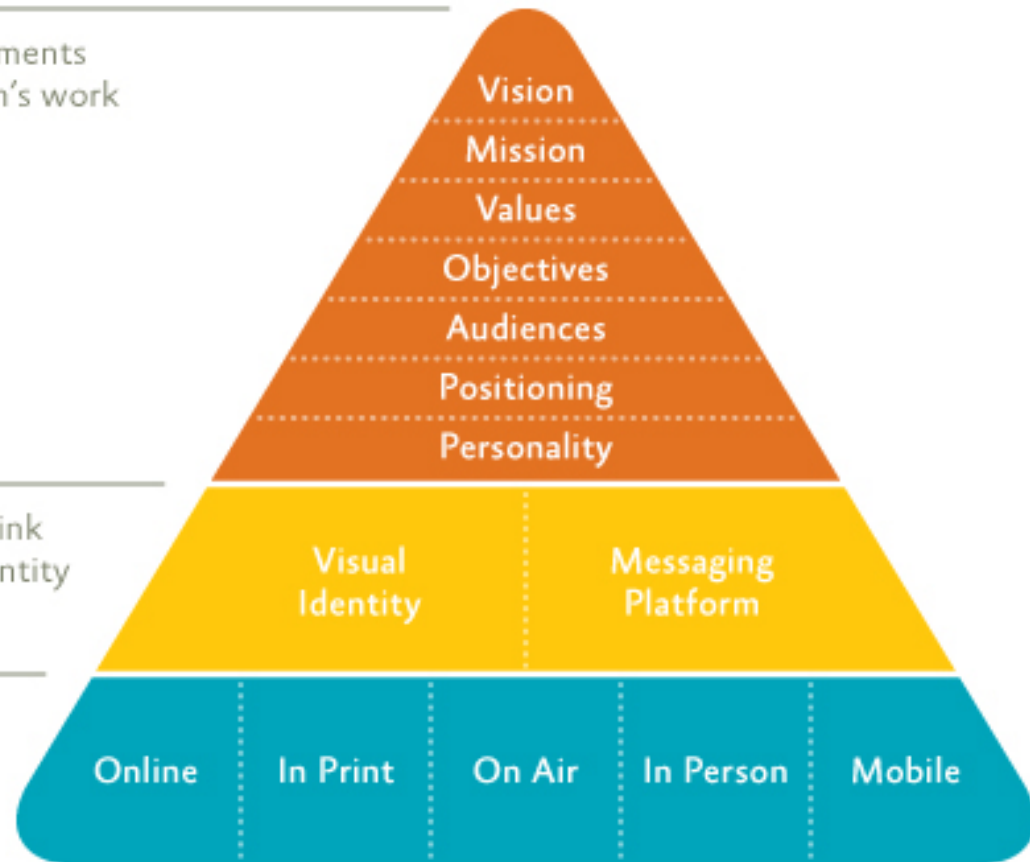


Brandraising

Organizational Level: The core elements that direct all aspects of the organization's work

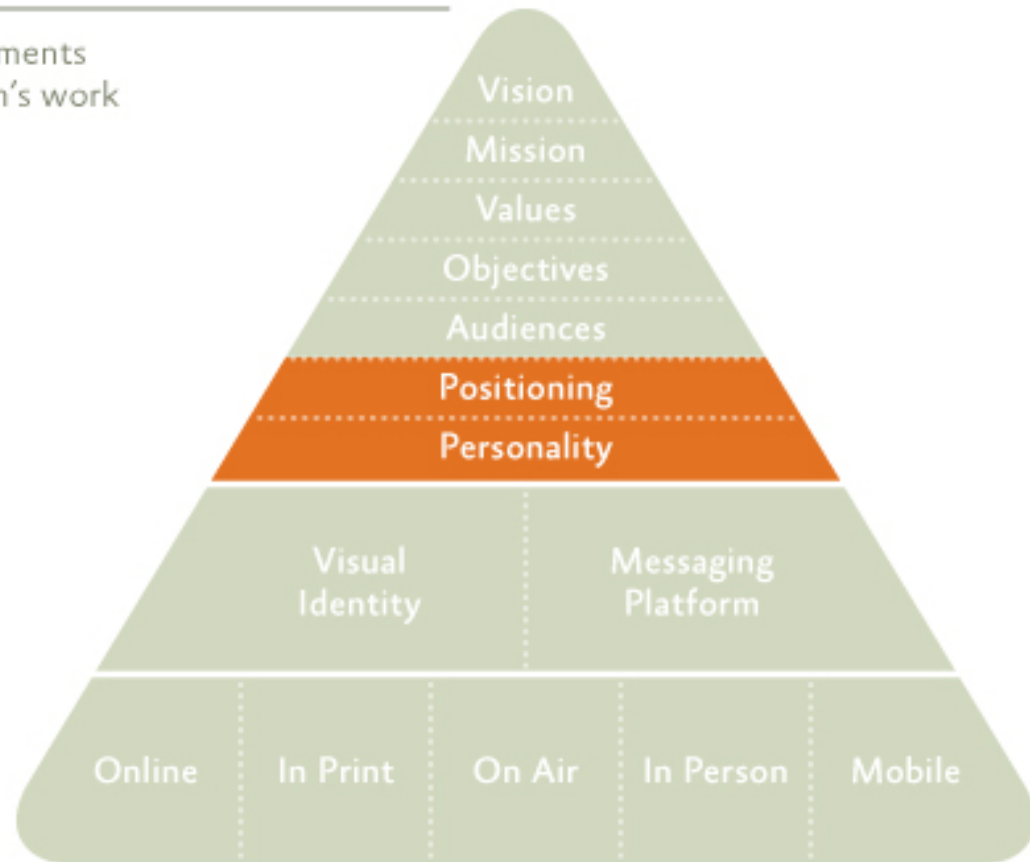
Identity Level: What most people think of as branding, specifically, the visual identity and messaging platform

Experiential Level: The channels and tools through which audiences connect with the organization



Brandraising

Organizational Level: The core elements that direct all aspects of the organization's work



**Be clear about what
you want to say as an
organization, and how
you want to say it.**



Positioning

The big differentiating idea you strive to own in the minds of your target audiences





Photo: urbangarden



**Red Cross =
?**



Red Cross = Disaster Relief



Red Cross = Blood Donation





The American Red Cross

is the nation's premier
emergency response
organization.

**Your Organization =
?**



**Craft your organization's
positioning and use it
to inform and evaluate
your communications.**



Questions to ask:

What makes us so unique?

How do we fit in and stand out among our peers?

What do we want people to think of when they think of us?



Personality

The overarching feeling you want people to associate with your organization





ASPCA®



THE HUMANE SOCIETY
OF THE UNITED STATES



Fighting cruelty to animals

ASPCA[®]



THE HUMANE SOCIETY
OF THE UNITED STATES

PETA



Fighting cruelty to animals

ASPCA[®]



THE HUMANE SOCIETY
OF THE UNITED STATES

PETA

friendly

grassroots

edgy



Define your nonprofit's personality so you can keep your tone and style consistent.



Find your organization's personality through leadership interviews.

If we had a mascot, what would it be?

What kind of vehicle would we be?

What color?

Why?



Family Volunteering Yoga
Friends
Work Shopping Gym
Travel Movies Finances
TV Cooking **Kids**
Church **Home**
Meetings
Pets Gardening





I need to be heard. I need advice. I need a safe place to go.

Safe. Easy. Confidential.

The Brooklyn Drop-In Center is here for you. We help youth and their families face a wide range of challenges. So if you need to talk, if you've been kicked out, if you need a safe place, or if you're in trouble for any reason, give us a call or visit our MySpace page.

SCO Family of Services
Brooklyn Drop-In Center

877-4-DROP-IN
(877-437-6746)

7 days a week/9am-9pm
myspace.com/brooklyndropincenter
Se habla español.



Yo necesito ser escuchado. Yo necesito consejos. Yo necesito un lugar seguro para ir.

Seguro. Fácil. Confidencial.

El Brooklyn Drop-In Center (Centro Pequeño de Brooklyn) está aquí para usted. Ayudamos a los jóvenes y sus familias enfrentar muchos desafíos. Si usted necesita hablar, si ha sido expulsado de su casa, si usted necesita un lugar seguro, o si está en problemas por cualquier razón, llámenos o visite nuestra página de MySpace.

SCO Family of Services
Brooklyn Drop-In Center

877-4-DROP-IN
(877-437-6746)

7 días de la semana/9am-9pm
myspace.com/brooklyndropincenter
Se habla español.



How do you measure up?

- We're great at this! Our communications are audience-centric.
- We could do a lot better here.



**Remember to connect
with audiences on
their terms, not yours.**



So...what's in a communications plan?



A communications plan includes:

- Goals and objectives
- Target audiences
- Strategies
- Tactics to engage the target audiences
- Roles and responsibilities
- Work plan
- Budget
- Evaluation

Goals and objectives

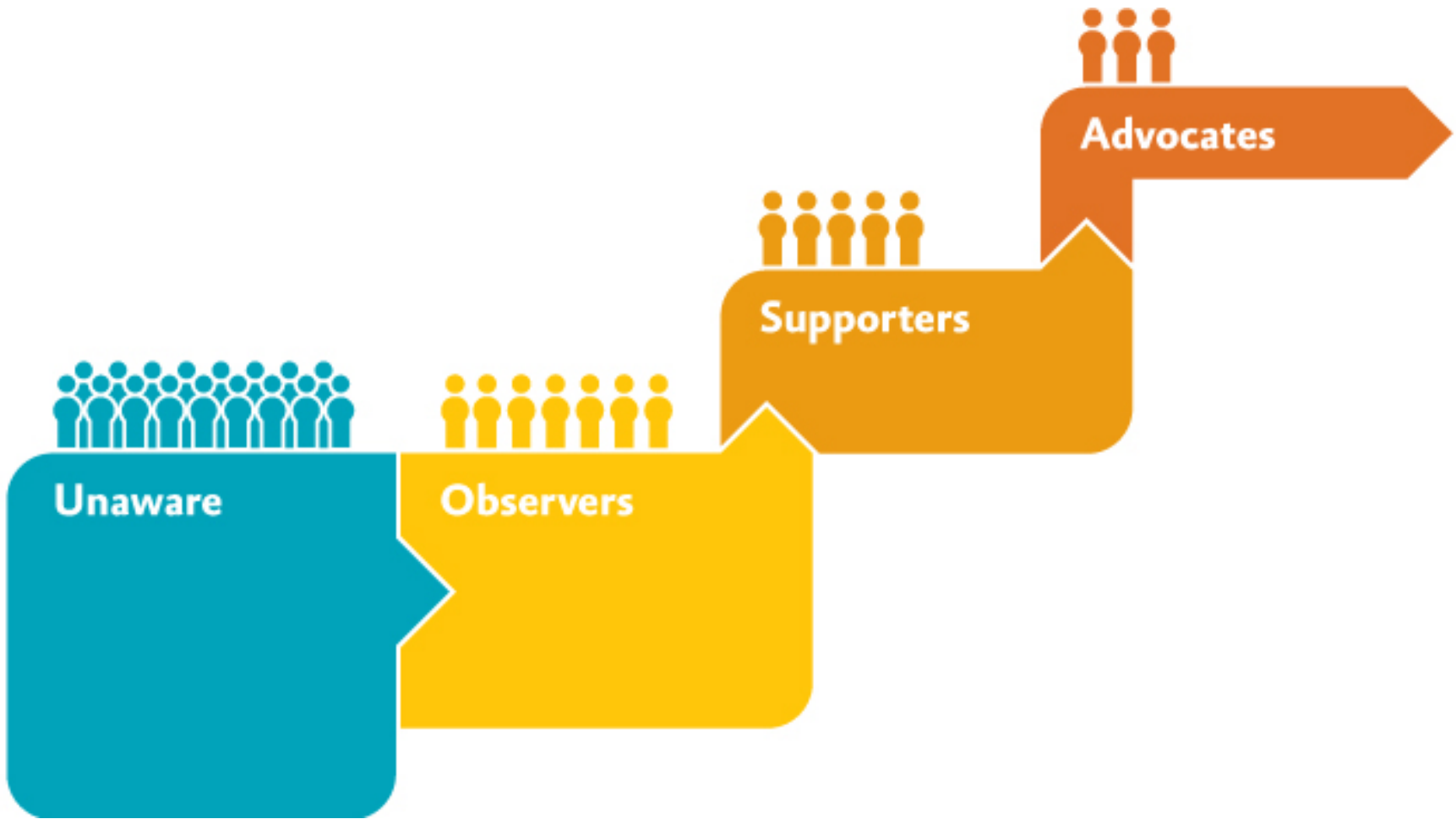
- Relationship to mission
- Conduct research (audit)
 - Materials review
 - Landscape scan of peers
 - Environmental scan (STEEP)
 - Understand perceptions through surveys, interviews, focus groups
- Create SMART objectives



Target audiences

Try this exercise:

Audience	Current Perception	Desired Perception	Their Needs	Desired Actions



User Personas

- Audience Group
- Age
- Gender
- Ethnicity
- Location
- Occupation
- Education
- Personal online behavior
- Motivation and objectives
- Our objectives



Lisa

Primary Audience

User Group	Corporate donor (potential)
Age	39
Gender	Female
Ethnicity	Hispanic
Location	Washington, D.C.
Occupation	Consulting firm owner
Education	Bachelor's degree

Personal Online Behavior Lisa is very web literate and personal life, most frequently also a heavy user of her phone.

Motivations and Website Goals Lisa is interested in participating in a golf tournament, which she has participated in the past. The event is taking place and she is interested in learning more about it and its scholarship opportunities.

- Organization Goals for User**
- Register for the golf event, in person with the company
 - Find and read information about the event and other education opportunities
 - Sign up to the Foundation's newsletter

User Persona February 17, 2011



Joe

Primary Audience

User Group	Corporate donor (current)
Age	55
Gender	Male
Ethnicity	Black
Location	New Rochelle, NY
Occupation	Chief Operating Officer
Education	MBA

Personal Online Behavior Joe uses email infrequently and is not comfortable with all the social media options to make calls.

Motivations and Website Goals Joe's company is sponsoring an event in the city and he is interested in learning more about it and its scholarship opportunities.

- Organization Goals for User**
- Find phone number of the event, in person with the company
 - Find phone number of the event, in person with the company
 - Learn about the event and its scholarship opportunities
 - Contact the event organizers
 - Convert to a lead

User Persona February 17, 2011



Bethany

Primary Audience

User Group	Corporate donor (current)
Age	32
Gender	Female
Ethnicity	Caucasian
Location	Marinette, WI
Occupation	Administrative manager
Education	Associate degree

Personal Online Behavior Bethany is a frequent and very comfortable web user. She uses the Internet at work daily, for email, research and other administrative tasks. Bethany is also very comfortable with social media, and uses Facebook and Twitter in her personal life.

Motivations and Website Goals Bethany visits the website to register the executives she supports for the Foundation's fundraising dinners. She fills out the registration form and pays online using her corporate credit-card.

When Bethany has questions about the event or registration process, she wants to quickly and easily find the name and contact details of someone at the Foundation who can help her.

- Organization Goals for User**
- Find and complete event registration forms easily
 - Submit guest list
 - Find ad space
 - Explore site, discover and read more information about the Foundation's work
 - Pass information about the Foundation on to the executives she supports

User Persona February 17, 2011

Coast Guard Foundation | 3



Strategies

- What will motivate audiences to do the actions (donate, volunteer, visit) you want them to take?

Example: Empower donors to share their stories as to why they support our work

Tactics

- What messages and communications channels should you use to accomplish your strategies?
- How do these channels reinforce the experience of your brand?

Example: Ask and feature donor stories in our monthly newsletter and weekly on our Facebook page

Roles and responsibilities

- Everyone is a communicator
- Who oversees and approves?
- What do you do on staff and where do you ask for outside help (volunteers, consultants, interns)?
- How do you train and grow skills?

Work plan

- Create a steady stream of activities
- Repurpose when you can
- Keep each target audience's needs, wants, and perceptions in mind
- Ensure coordination in timing and impact
- Develop/refine brand strategy and use brand consistently
- Be clear about who will do what & by when

Budget

- Staff costs (salary, time)
- Materials development
- Printing and postage
- Software and hardware
- Technology systems
- Consulting
- Travel

Evaluation

- Measure impact
 - Quantitative and qualitative
 - Benchmark prior to starting
 - Focus groups, interviews, surveys
- Types of measures:
 - \$ raised
 - # of calls or requests
 - # of media hits
 - # of page views, followers, fans
 - # of letters sent, petitions signed, etc.

Evaluation

- Use data to refine your approach
 - What's working and what needs to change?
 - Are there new messages, channels, audiences?
 - Who is most engaged? Least? Why?
 - What messages or content are generating actions?

Questions?



Resources

Big Duck

- www.bigducknyc.com
- www.bigducknyc.com/blog
- www.bigducknyc.com/DuckPondE-news
- www.bigducknyc.com/resources/scorecard



Resources

Templates & Guide

- <http://civicactions.com/blog/2010/mar/23/nonprofit-marketing-plan-template>
- <http://www.gettingattention.org/downloads/nonprofit-marketing-plan-template.html>
- <http://www.writeplacedesigns.com/portfolio/fcphighperformancecom.pdf>

Contact Farra

 farra@bigducknyc.com

 twitter.com/farra

 [linkedin.com/in/farra](https://www.linkedin.com/in/farra)

 [slideshare.net/farra](https://www.slideshare.net/farra)

Contact Big Duck



bigducknyc.com



bigducknyc.com/blog



facebook.com/bigduck



twitter.com/bigduck

Thanks!

