Communication Strategies

RARE Winter Training 2015
“We’re all in sales now.”
6 successors to the elevator pitch

1. Subject line pitch
   - Blog posts

2. One-word pitch
   - Brochures

3. Question pitch
   - Flyers

4. Pixar pitch
   - Reports

5. Twitter pitch
   - Newspaper ads
The Subject Line Pitch
The Subject Line Pitch

We are most likely to open e-mails from people we know.

Other reasons: utility, curiosity & specificity.
Specificity

Cooking tips bad

Top 5 cooking tips better

5 tips to speed up your cooking! best!
The One-Word Pitch

“Priceless”

“Forward”

“Search”

#priceless

#forward

#search
"ARE YOU BETTER OFF NOW THAN YOU WERE 4 YEARS AGO?"
Once upon a time __________. Every day, __________.
One day __________. Because of that, __________. Because of that __________. Until finally, __________.
Your turn…
Know your audience
# IAP2’s Public Participation Spectrum

The IAP2 Federation has developed the Spectrum to help groups define the public’s role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

## Increasing Impact on the Decision

<table>
<thead>
<tr>
<th></th>
<th>Inform</th>
<th>Consult</th>
<th>Involve</th>
<th>Collaborate</th>
<th>Empower</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal</strong></td>
<td>To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.</td>
<td>To obtain public feedback on analysis, alternatives and/or decisions.</td>
<td>To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.</td>
<td>To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.</td>
<td>To place final decision making in the hands of the public.</td>
</tr>
<tr>
<td><strong>Promise to the Public</strong></td>
<td>We will keep you informed.</td>
<td>We will keep you informed. Listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.</td>
<td>We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.</td>
<td>We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.</td>
<td>We will implement what you decide.</td>
</tr>
</tbody>
</table>
EMERGENCY PREPAREDNESS
## NST2’s Public Engagement Spectrum

<table>
<thead>
<tr>
<th>Type of person:</th>
<th>IGNORANT</th>
<th>INFORMED</th>
<th>ADVOCATE</th>
<th>ACTIVIST</th>
<th>LEADER</th>
</tr>
</thead>
<tbody>
<tr>
<td>How are they engaged with the issue?</td>
<td>Knows only about the issues you tell them. Not involved.</td>
<td>Follows the issues and seeks out new information. Might attend a large public event.</td>
<td>Cares about the issues and knows them in-depth. Actively shares information with others. Attends workshops and events. Occasionally volunteers.</td>
<td>It’s not just an issue anymore—it’s a cause. Volunteers frequently participate in committees, public events, workshops and rallies.</td>
<td>Works tirelessly for the cause and motivates others to get involved. Manages volunteers and coordinates events.</td>
</tr>
<tr>
<td>Encouragement:</td>
<td>Share relevant, timely information. Go to where they are.</td>
<td>Discuss the issues. Answer questions.</td>
<td>Create opportunities for service and recognition.</td>
<td>Coach them in outreach. Help them develop their voice.</td>
<td>Mentor them.</td>
</tr>
<tr>
<td>Communication:</td>
<td>Mass media Twitter Facebook Brochure Newsletter</td>
<td>Facebook E-mail campaign Newsletter</td>
<td>Facebook E-mail campaign</td>
<td>Text SMS Group e-mail Facebook</td>
<td>Phone call Text SMS Direct e-mail</td>
</tr>
<tr>
<td>IAP2 Participation:</td>
<td>INFORM</td>
<td>CONSULT</td>
<td>INVOLVE</td>
<td>COLLABORATE</td>
<td>EMPOWER</td>
</tr>
</tbody>
</table>
#Social_Media @work
Social media is a conversation.