

Healthy Neighborhoods Learning Collaborative

Strategic Communications
June 28, 2018



19 IDEAS

-Question-

Who are these people?



What We'll Cover

- Communication for Change
 - **Objective, Strategy & Tactics**
 - **Video – Charity: water**
 - **Presentations, Abstracts & Advocacy**
- Pathways to Sustainability
 - **Approaching Funders**
 - **Community Engagement**
 - **Connecting your Mission**
- Group Exercise



Every Story Has a Foundation



Build a Strategic Framework

Objective					
Strategy		Strategy		Strategy	
Tactic	Tactic	Tactic	Tactic	Tactic	Tactic



Find the Essence of Your Story

Boiled down, storytelling is simple:

1. Identify the **key message** you want to convey, and then
2. Figure out the most **compelling and authentic** way to deliver the message



*”To write is human.
To edit is divine.”*

- Stephen King



Communication for Change

At the Heart of Advocacy Is...

The assumption that
change can happen through
building awareness



How Do You Build Awareness?

1. **Present** evidence and arguments for why change should happen
2. **Engage** people who have the power to make those changes



A Message is Only as Strong as the Information its Based On

- Messages must be backed with **facts and figures** to support the claims being made.
 - **Examples, stories, and influential opinions and voices** are also ways to strengthen the impact of your messages.
- A good message is **what the listener needs to hear**, not just what you want to say.



Conducting a Compelling Presentation

- Open with a **statement** that engages your audience
- Present the **problem**
- Provide **facts** or data about the problem
- Share a story or give an **example** of the problem
- **Connect** the issue to the audience's values, concerns or self-interest
- Include a credible or influential **voice** in favor of your position
- Make the **ask**



A Successful Abstract Must Include...

- Why – the **motivation**
- What – **problem** statement
- How – **approach** or methodology
- Answers – the **results**, including facts and data
- Implications – necessary changes/**actions**

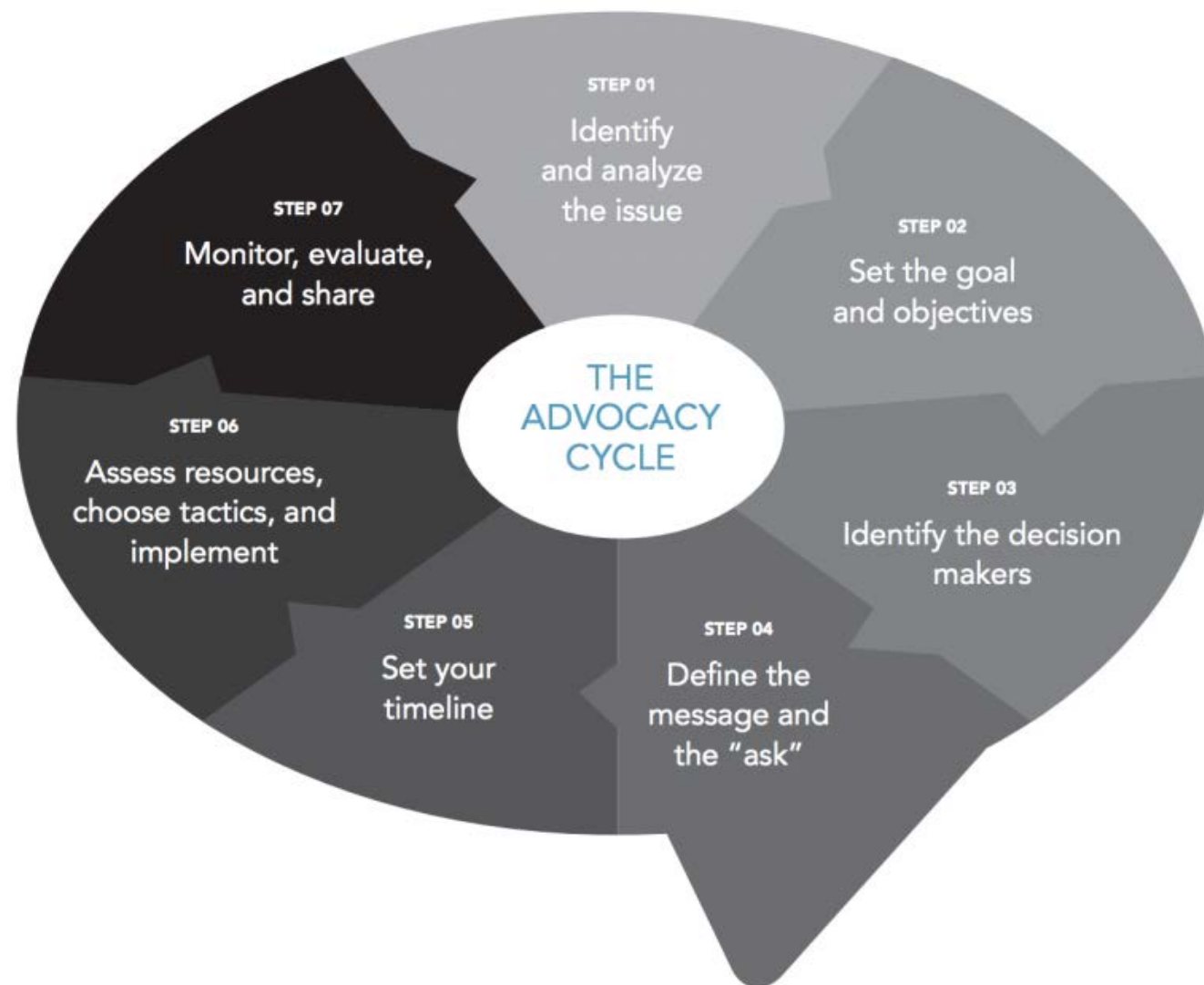


How to Frame an Issue

- In the introduction, open with a **factually specific issue** that captures the **essence of the problem**.
- **Strip the issue** of all extraneous language.
- You must deliver:
 1. The **question**
 2. The **answer**
 3. The **reasons** for that answer



The Successful Advocacy Cycle



Source: Open Society Foundations



Developing a Communication Strategy

	Elected		Civic		Business / Citizen			All / General
	Mayor & City Council	County Commissioners	Civil Servant Leaders	Planning & Zoning Boards	Chamber of Commerce & Business Leaders	Engaged Community Members, Groups & Activists	Local Media	
<i>Motivations</i>								
<i>Strategies, FOR</i>								
<i>Strategies, NEUTRAL</i>								
<i>Strategies, AGAINST</i>								
<i>Strategies for the Future</i>								



How to Respond to Opposing Messages

- Identify the opposing voices, their arguments and messages.
 - **Are they repeating common but untrue myths about an issue? Are they misquoting or misinterpreting the facts? Are they seizing on a current adverse event to make their case?**
- Develop messages that provide the correct information and identify the tools and channels you need to use to get your messages out.
 - **E.g., Op-Ed, email to constituents, social media, paid advertising**
- In some cases, no response is the best approach, especially if the opposing message does not reach your target audience(s) or engaging comes with great risk.



Approaching Funders

Connecting with Funders

- Prioritize funding needs



Connecting with Funders

- Prioritize funding needs
- Do basic homework



Connecting with Funders

- Prioritize funding needs
- Do basic homework
- Dive in deep



Connecting with Funders

- Prioritize funding needs
- Do basic research
- Dive in deep
- Cultivate relationships



Connecting with Funders

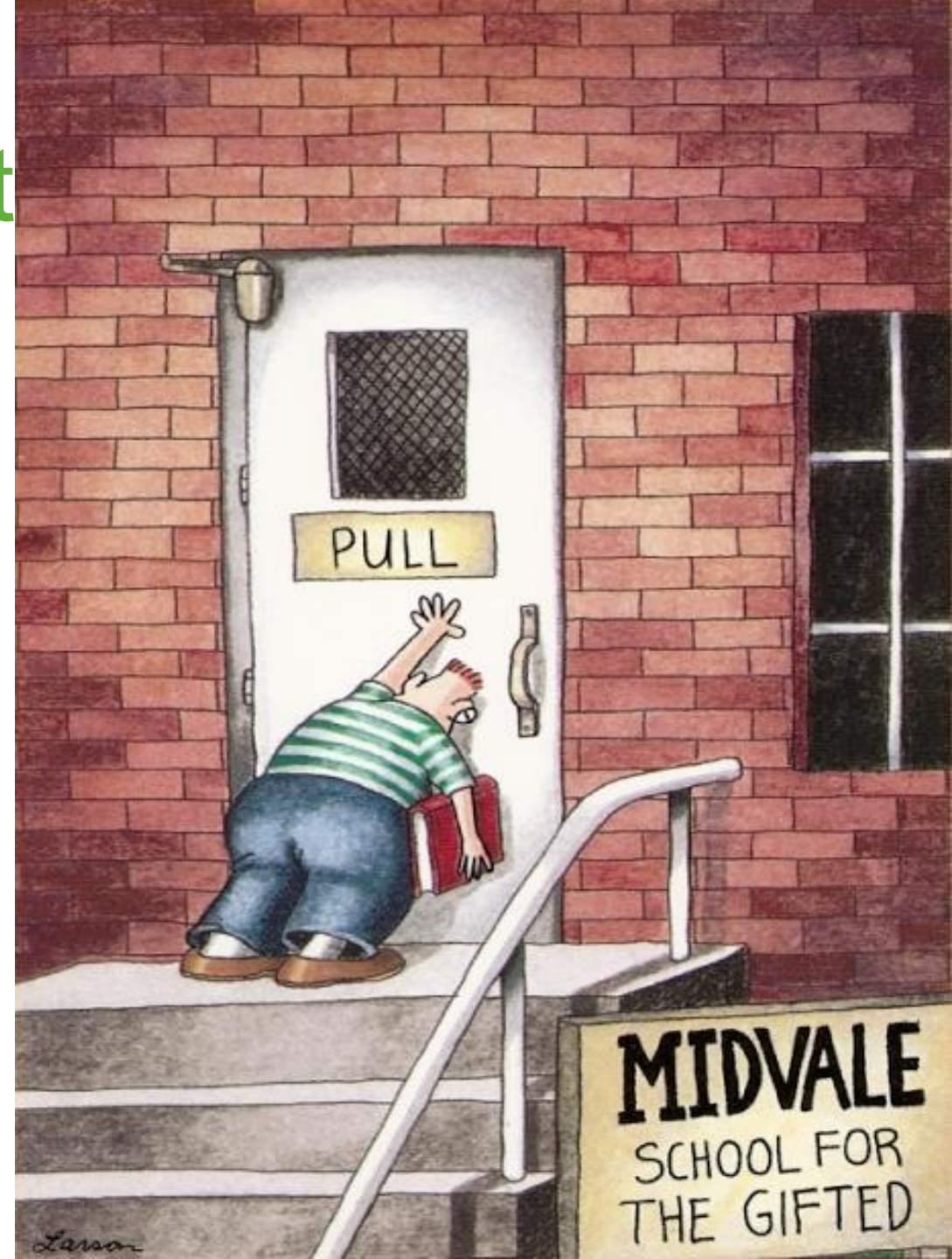
- Prioritize funding needs
- Do basic research
- Dive in deep
- Cultivate relationships
- **Make a good ask!**



Community Engagement

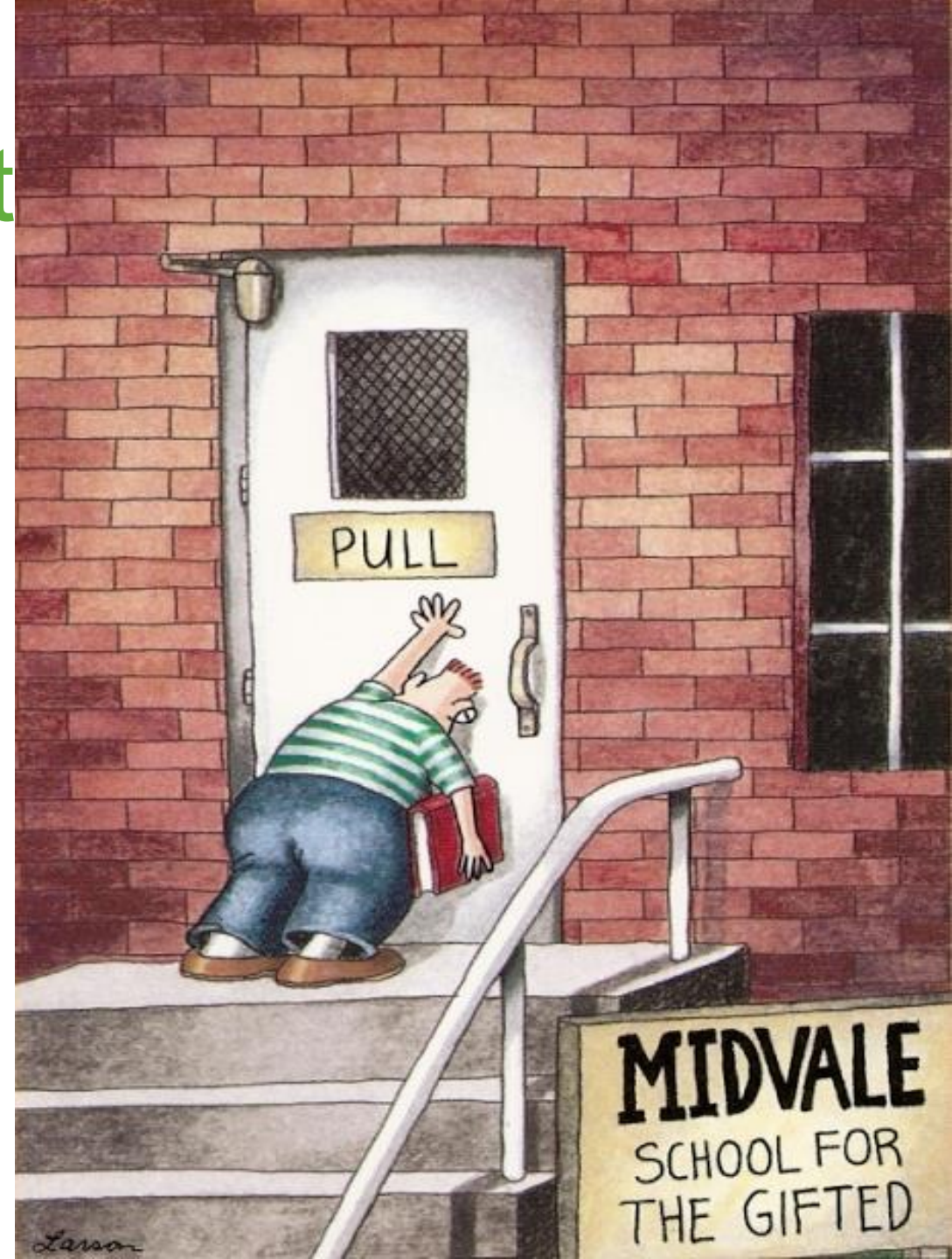
Community Engagement

- Know your audience



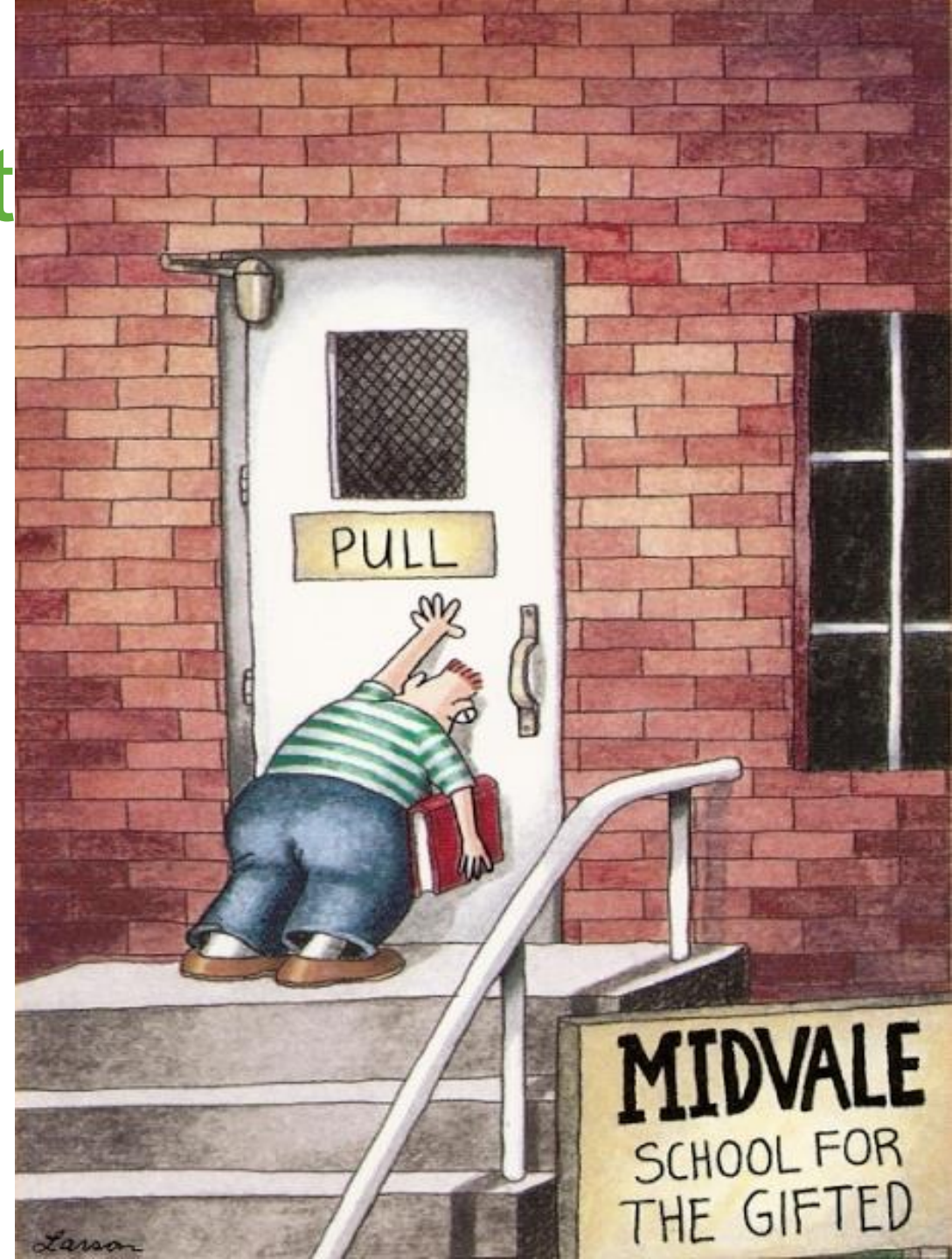
Community Engagement

- Know your audience
- Be proactive



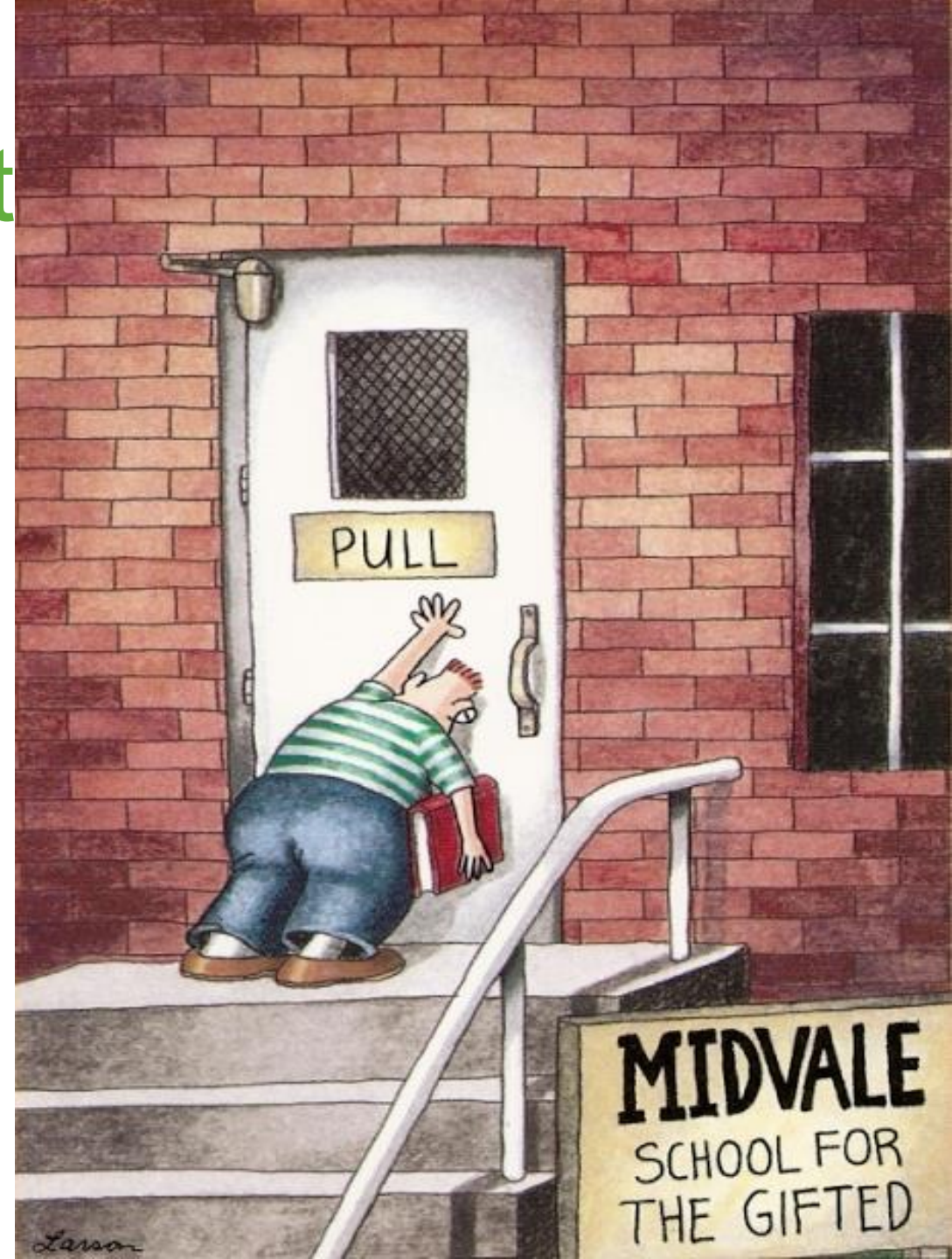
Community Engagement

- Know your audience
- Be proactive
- Partner up



Community Engagement

- Know your audience
- Be proactive
- Partner up
- Engage!



Connecting Your Mission

Four Steps to Connect

- Make specific goals



Four Steps to Connect

- Make specific goals
- Determine your toolbox



Four Steps to Connect

- Make specific goals
- Determine your toolbox
- **Develop targets and timeline**



Four Steps to Connect

- Make specific goals
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- Develop targets and timeline
- Delegate responsibility



Four+ Steps to Connect

- Make specific goals
- Determine your toolbox
- Develop targets and timeline
- Delegate responsibility
- ...Analyze, learn, adjust!



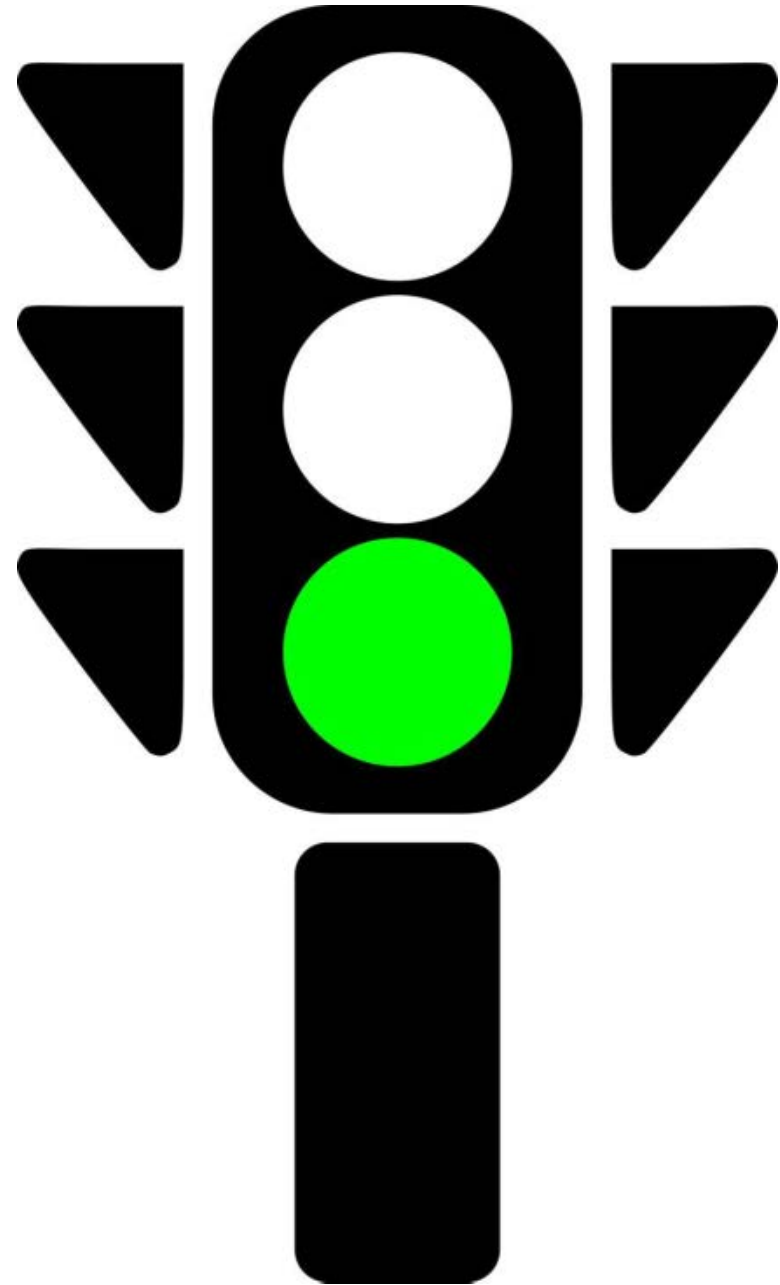
Sounds Great. Where Do I
Start?

Group Exercise!



In Closing...

Build Your Movement



How Can We Help You?

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