

Pregnancy Assistance Fund Training and Technical Assistance Webinar
**Showcasing Program Successes for Multiple
Audiences**



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By the end of today's session, you should be able to:

1. List and explain the use of at least three communication methods to showcase program successes.
2. Identify both incremental and comprehensive gains to showcase as program successes.
3. Describe program successes in ways that strengthen your organization's ability to fulfill its mission.
4. Select the most appropriate communication method for a given target audience.

1. Why should we care about communications?
2. What is strategic communications?
3. How do we do it?

How many of those on the line have ever used a communications strategy to promote your program or its successes?



Arguments against communications

Raise your hand if you've ever thought one of these things about communications:

- It's a waste of time!
- It's a waste of money!
- It's not core to our mission.
- It doesn't matter, it's not the real work, it's just window dressing, etc.
- It takes my time away from our true mission.



Question: Why do communications?

Anyone have any thoughts about why we might want to do communications?

When can it be helpful?

When communication is done well and strategically, it can help you further your mission by...

- Expanding your reach
- Building support in your community
- Reaching funders who may not have known about you and how great you are
- Building collaborations with other service providers who can help your target audience

Some true/false questions about showcasing your success

“We’re not even halfway through our PAF grant, & final results aren’t in. We can’t possibly showcase our success yet!”



Dispelling myths about communications

- It's too early to share success stories. **FALSE!**
- We should never use preliminary data. **MOSTLY FALSE!**
- We can't do this because I'm not a communications person and we don't have one on staff. **FALSE!**



**“We can do
this!”**

Incremental gains

- Anecdotes
- Enrollment numbers
- Outreach to parents
- Partnerships with organizations
- Trainings for staff and participants
- Outcomes (So far...)
 - Reduced 2nd pregnancies
 - Employment gains
 - Education gains

Comprehensive Gains

- Evaluation results
 - Causal – our program did X, Y or Z.
- Any of the incremental gains

A **communication method** is a tool that you can use to reach an audience with a message.

A **communication strategy** has considered the audience, message, “channel” and goal of the communication effort.

Communicating with stakeholders



Communication Methods

Printed Materials

Ads/
Billboards

Posters

Press releases

Postcards

Newsletters

Factsheets

Reports

Traditional Media

News stories

Op-Eds

Letters to Editor

Editorials

Desk side w/reporters

Radio/TV

New Media

Website (E-updates)

Blogs

Facebook

Twitter

LinkedIn

In Person

Events at your site

Forums

Meetings

Collaborations

Conferences



Which of these methods have you used most frequently? Was it effective or how could it have been improved?

Tailor messages to the target audience!

- **There CANNOT be only one.** The single biggest mistake organizations make in communication activities is believing a single message or brochure will work for all audiences.
- **Different strokes.** Different audiences are looking for different things in your messages.
- **Click or clunk?** A message phrased one way may “click” for one audience and go “clunk” for another.

POLL

Who are you are trying to reach?

Housing guru

At risk teen

Possible Funder

Press

Health care provider

Key leaders

P&P teen's mother

Example 1 – Goal of building support for your program with key leaders through educational outreach.

Method – In person meetings

- Determine which key leaders might have or should have some stake in your project.
- Develop a factsheet about your program (Have 3 points you'd like leadership to remember after you leave. Be brief!)
- Bring a stakeholder/constituent with you and someone from an outside organization (like a business person or one of your funders).

What to say?

1. Talk about your program
2. Have 3 key points, describing need, what you do and your successes.
3. Have a stakeholder speak.

Ask leader to engage with your project publicly through a small ask.

We'd love for you to come visit us some time to see our program in action.

OR

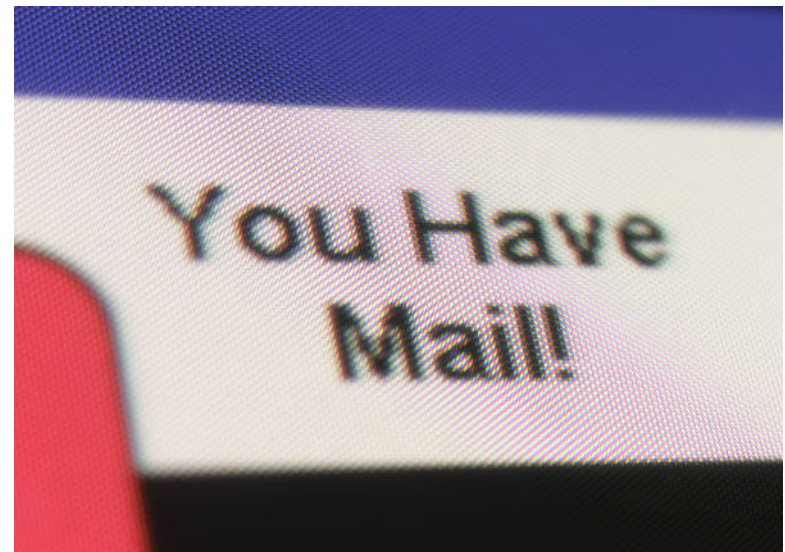
We're trying to educate key stakeholders about the needs of this population and services that are available, would you be willing to author a statement for the record? We have a draft for you to consider right here.

Be ready to follow up in case they are not ready to commit today.

Example 2 – Reach broad groups of stakeholders electronically

Method – E-Updates

- Develop a monthly E-update (newsletter) about your program.
- Feature a story of one of your successes.
- Show some stats. (How many served, etc.)
- Encourage people to share the content. (make it easy to do so)
- Always have an ask (Provide support, volunteer, etc.)



Example 2 (cont) – Reach broad groups of stakeholders electronically

Method – Facebook (it's basically free!)

- 500 million people in US on it, your audience probably is too.
- Do 3-4 posts a week
- Make them interactive, ask questions, provide quizzes.
- Be friendly (not formal)
- Share photos and stories
- Share statistics of your successes.

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, with a registered trademark symbol (®) to the right. The logo is centered within a solid blue rectangular background.

facebook®

Example 3 – Reach a broad group of stakeholders

Method – Media worthy events

- Host an event either at your site or in the community.
 - Bus tour of your locations, a 5k walk? A round table about the field and the future?
- Invite prominent members of the community to join
- Develop a press release to invite the press.
- Partner with organizations that are connected to your constituencies.



Example 4 – Outreach to press

Method – Desk side meetings with reporters

- Find reporter that has covered any story related to your work in local or state papers.
- Ask them for a 15 minute meeting.
- Bring a factsheet articulating the need and your successes. (Stats)
- Bring a contact sheet describing 2-3 of the individuals you provide services to who might be willing to share their story. (Get their permission first!)
- Be a resource
- Don't expect a story to come out of it ... right away. Establish the connection and nurture the relationship.
- Build your media list.

At Portland Regional Training in July, we'll cover

- Developing a communication strategy
- Creating effective messages
- Using mobile technology to reach audiences
- Developing outreach material
- How to host a media event

In addition, there will be several sessions designed to help you develop a sustainability plan.



Questions?

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