



Breaking Through the Noise: Communications Planning in an Info- Saturated Society

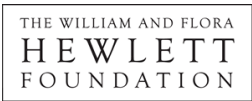
Emily Crane
April 26, 2012



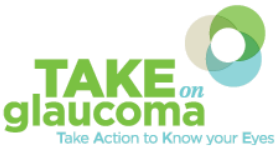
Clients



Non-Profit



Public Health



Campaigns



3 Objectives for Session

- + Understand highest priority needs and challenges
- + Developing a comprehensive communications program
- + Disruptive Thinking
 - Focus on digital



Outlining Your Own Plan

+ Situation

- Consumer needs
- Barriers and drivers (e.g., awareness, “product,” competition and perception)
- Environmental opportunities and collaborators

+ SWOT

- Strengths and weaknesses – *internally*
- Opportunities and threats – *externally*

+ Market segmentation

+ Objectives and Strategies

+ Tactics



What are the challenges and opportunities you face?

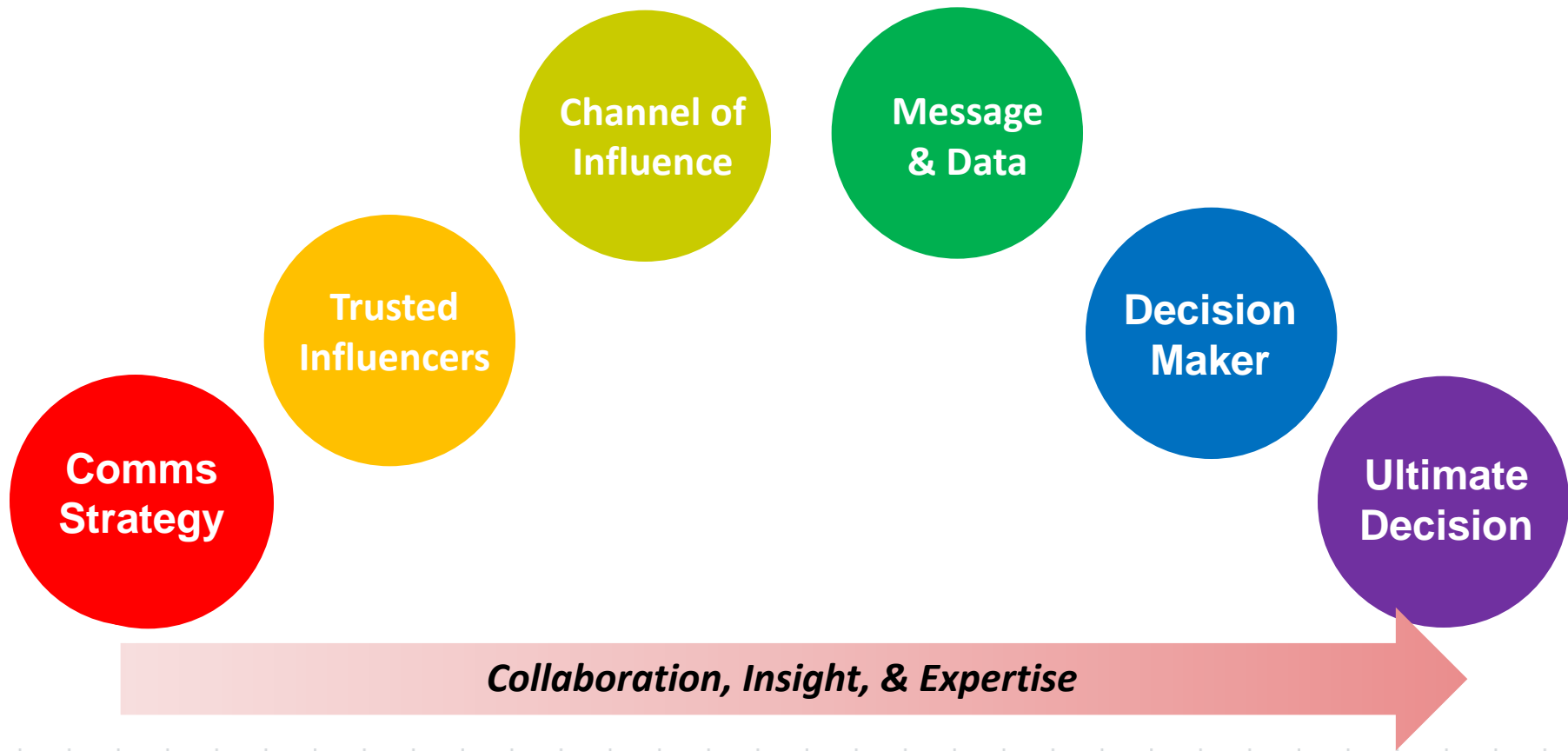


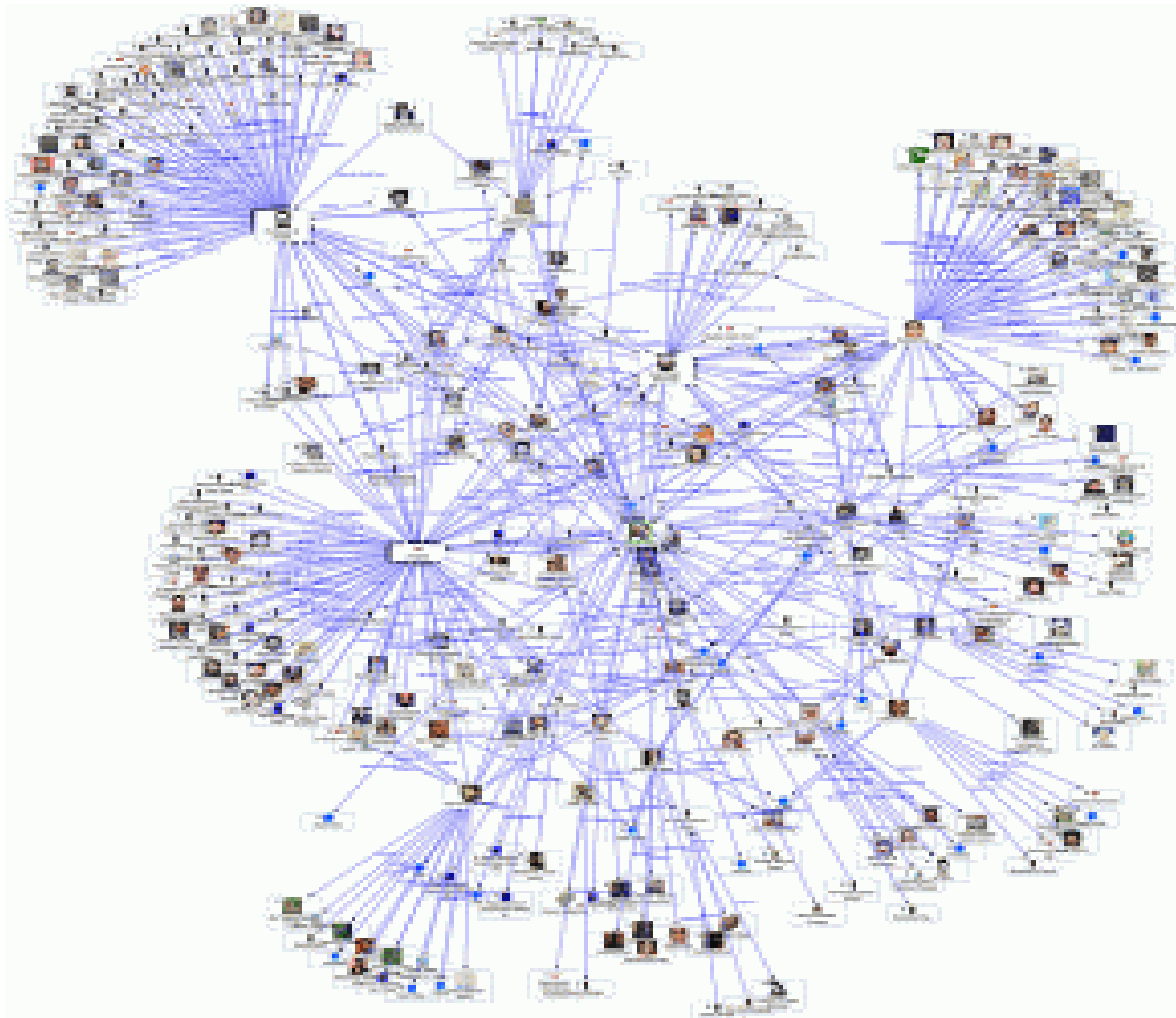
Established Barriers for Nonprofits

- + **Leadership Appreciates Work, Strategic Role Still Elusive**
- + **Help Needed to Move Beyond the Basics**
 - Nearly half (49%) of nonprofit professionals surveyed say their organization has no documented communications plan, but implements communications activities as the need arises. Smaller organizations (those with 25 employees or less) and newer ones (those founded in the past 25 years) are more likely than others to work without a documented plan.
- + **Lack of Resources is the Main Barrier to Success**
 - About half (49%) of nonprofits currently allocate no more than 2 percent of their annual budget for communications, while less than a third (30%) spend 5 percent or more on communications.
- + **More effective communicators have:**
 - A documented communications plan in place, and some staff who work exclusively on communications.
 - Collaboration with development and fundraising.
 - Measurement and metrics in place to evaluate their communications efforts.



Why is a Communications Plan important?





+ +

+ + + + + + + +

Questions to consider when planning

- + What is the story you want to tell?
- + What do you see as the primary Barriers and Drivers to success?
- + What are your key messages? Do you feel that these are effectively being communicated?
- + How would you like your reputation to change?
- + What are your long-term business objectives?
- + How is your mission and vision being implemented within various aspects of the business?
- + What kinds of training would you / your team benefit from?
- + What are your short-term and long-term marketing objectives?
- + Who are your target audiences?
- + What do you consider to be your best offering? Most unique?
- + How will you be measuring the success of the communications program?
- + Do you have collateral material? What's working? What's not?

A Cascading Framework Aligns Strategies and Objectives

Overall Goal	Raise more money so we can help more people			
Affiliate OBJs	Build identity & awareness	Position UCP as resource	Create opportunities for increased touch points	
Barrier / Driver	Low understanding/ unclear value	Perception	Need for credibility	Lack of resources
Strategy	Be thought leaders around accessibility and independence issues	Focus on the right people with targeted materials	Capitalize on peer-to-peer influence	Leverage the power of the collaborative network



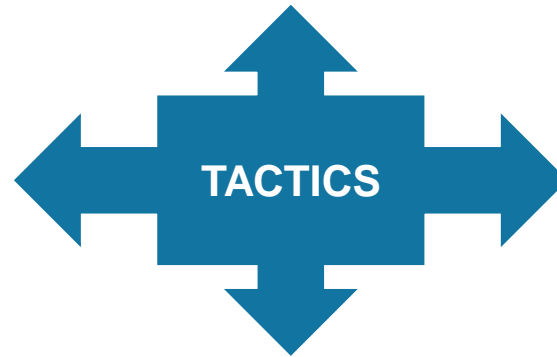
Tactical Buckets

TARGETED MATERIALS

- Presentations, case studies
- Brochure / postcard
- Advertising
- Backgrounders & FAQs
- Direct mail

THOUGHT LEADERSHIP

- Media relations campaigns
- Conferences / symposia / dinner meetings
- Webinars
- Speaking engagements



PEER INFLUENCERS

- Advisory panel
- Community leaders
- Partnerships (Development)
- Customizable articles

NETWORK

- Materials from UCP National
- Collaboration with colleagues
- Training needs

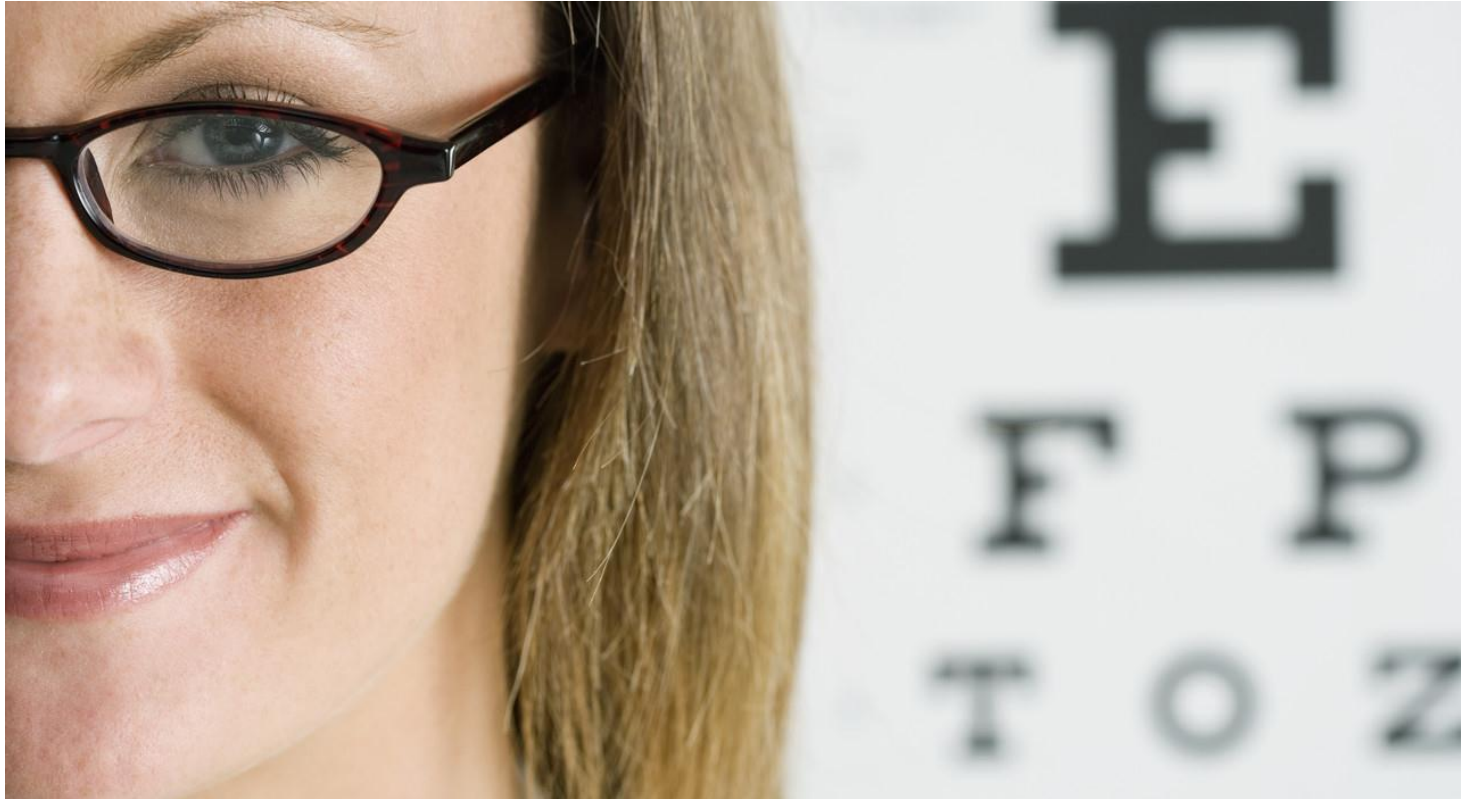


Disruptive



4/30/2012

Clarity



4/30/2012

**Don't say the old lady
screamed. Bring her
out and let her
scream.**

—Mark Twain

Consistency



The Biggest Shift

Since The Industrial Revolution

Google

You Tube

Youtube is the **second** largest search engine on the web
50% of YouTube's 300 million users go at least once a week.

Yahoo!



3.5 billion
pieces of content are
shared each WEEK on
facebook.

bing

Ask

2009
↑
2008

Facebook usage
is up 40%
since last year.



The average user
on facebook has
120 friends



6 months
ago

65 million
facebook users access
the site through their
mobile phones. That's
up 100% in the last
6 months.



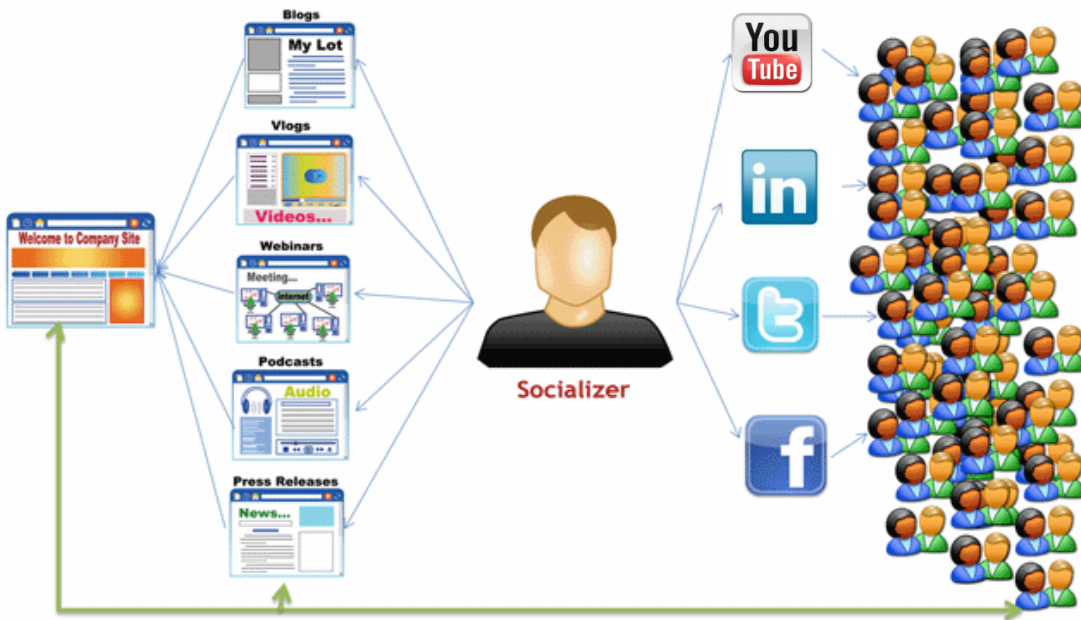
there are over
70 translations
available for facebook.



2.5 billion
photos are uploaded to
facebook each month



Why Digital?



- + Increase visibility
- + Up your credibility
- + Insert viewpoint
- + Cost effective
- + Manage and monitor your brand
- + Build relationships
- + Increase SEO
- + Be your own platform
- + You don't have a choice!



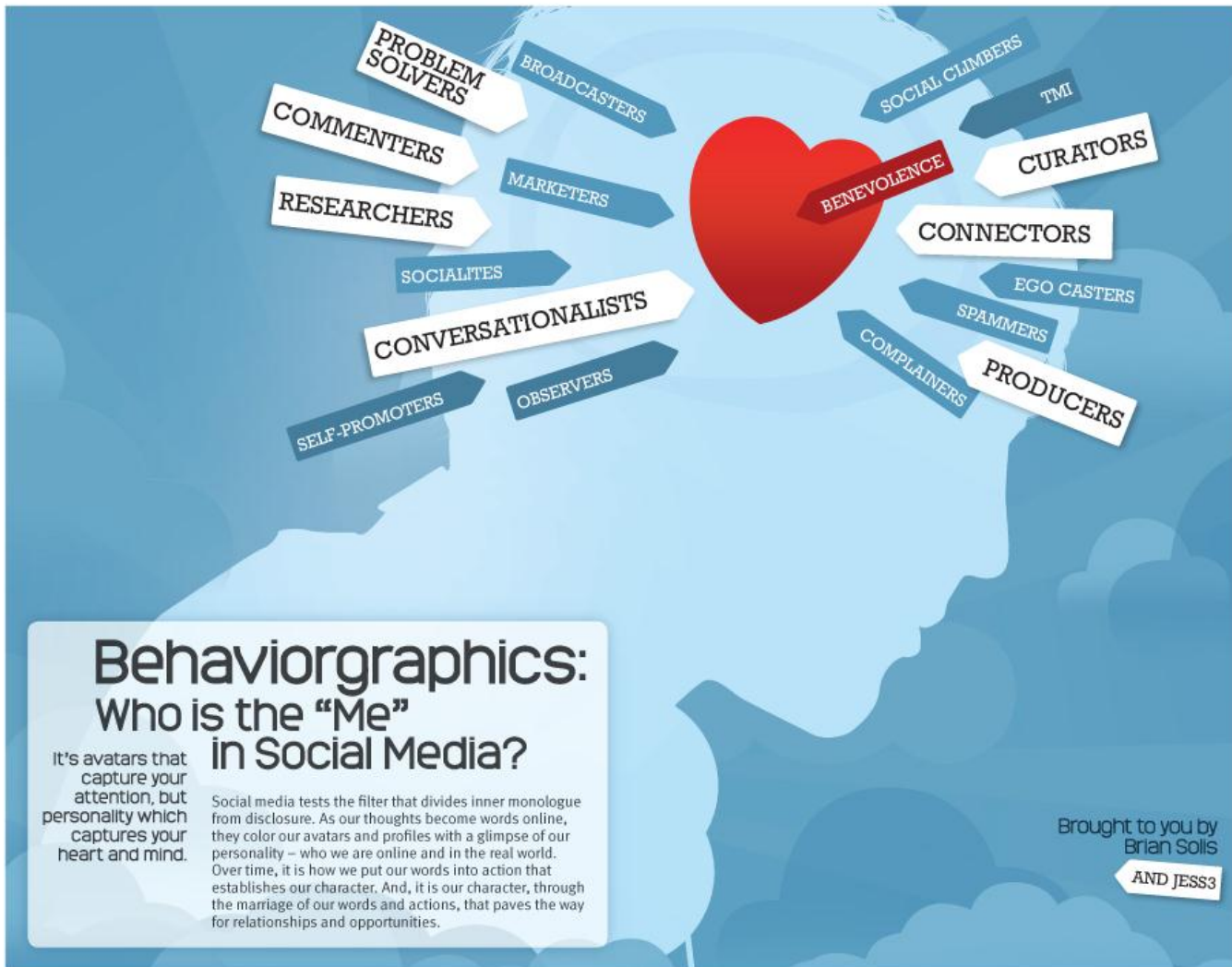


Image: Brian Solis at <http://www.briansolis.com/>

Meaningful Metrics

- + Accountability for outcomes, not just outputs
- + Strategic objectives must link to brand and business benchmarks
- + Set metrics and continually reassess
- + Impact increases justification for additional resources in the future





4/30/2012

Thank you!

Emily Crane

P: 202-944-5137

Emily.Crane@hkstrategies.com

