

WATER WORDS THAT WORK

More Than A Message

Part 3

Putting It All Together

WATER WORDS THAT WORK

Warm Up Exercise

You have 6 summaries of marketing/communication/education/outreach efforts that conservation organizations have attempted.

Please review these stories and rate each effort as either:

- Good
- Fair
- Poor

WATER WORDS THAT WORK

Poor

WATER WORDS THAT WORK

Poor

- They jumped right in *and made it up as they went along*
- They (probably) never delivered any kind of message to anybody
- They didn't learn any lessons from their mistakes

WATER WORDS THAT WORK

Poor

Famous last words:

- "Once the website is launched, we'll figure out to promote it"
- "After we finish writing the press release, we'll figure out who to send it to"
- "Once the brochure is printed, we'll figure out how to distribute it"
- "Once the PowerPoint is ready, I'll find an audience to present it to"
- Etc. Etc. Etc.

WATER WORDS THAT WORK

Poor

From the movie "Field of Dreams."

Water Words That Work

Poor

"The single biggest problem in communication is the illusion that it has taken place."

-- George Bernard Shaw

Water Words That Work

Fair

Petition Drive

"Fill the Waders"

Water Words That Work

Fair

- Rough around the edges -- but they did accomplish something
- They got a message out -- but they didn't craft it too carefully.
- They didn't target their audience very precisely -- but they reached somebody, at least
- They got some people's attention -- but didn't follow up with them afterwards.

Water Words That Work

Fair

"80% of success is showing up."

-- Woody Allen

Water Words That Work

Good


Septic System Outreach

Online Fundraising Drive

Water Words That Work

Good

- Set a goal, made a plan, carried out the plan
- Aimed carefully at a target audience.
- Did some "Due Diligence" on their messages
- Follow up, follow up, follow up
- They carefully reviewed their effort when it was all done, so they could do it better next time




Good

"Tell me and I forget. Show me and I remember. Involve me and I understand."
-- Confucius




Agenda


- Warm Up Exercise
- From that National Waterways Literacy Baseline Assessment
- Rules of Thumb
- Strategy (or Plan)
- The Slope
 - Impressions
 - Conversion
 - Cultivation
- Big Steps



National Waterways Literacy Baseline Assessment




In early 2015, Water Words That Work LLC released the results of a "National Waterways Literacy Baseline Assessment." One thousand American adults weighed in on various topics that are relevant to this workshop.



National Waterways Literacy Baseline Assessment

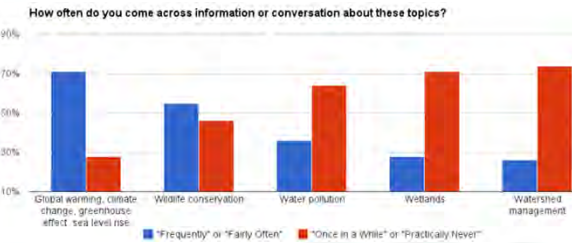
Here are environmental topics your community leaders deal with. Please rank from most important (#1) to least (#6).

1. **Water pollution (Average Rank: 2.19)**
2. Disposal of toxic chemicals and prescription drugs (Average Rank: 3.44)
3. **Global warming, climate change, greenhouse effect, sea level rise (Average Rank: 4.25)**
4. Air pollution (Average Rank: 4.36)
5. Runaway development/disappearing farmland or natural areas (Average Rank: 4.48)
6. Waste disposal and recycling (Average Rank: 4.60)
7. Hazardous waste sites (Average Rank: 4.67)



National Waterways Literacy Baseline Assessment

How often do you come across information or conversation about these topics?



Topic	"Frequently" or "Fairly Often"	"Once in a While" or "Practically Never"
Global warming, climate change, greenhouse effect, sea level rise	~70%	~30%
Waste conservation	~55%	~45%
Water pollution	~35%	~65%
Wetlands	~25%	~75%
Watershed management	~25%	~75%

They *care* more about water pollution, but they *hear* more about global warming



Rules of Thumb

According to the Small Business Administration and various marketing experts, high performing private sector businesses tend to:


- Spend between 8% and 10% of their overall budget each year on marketing and outreach
- When introducing a new product, service, or event, successful businesses will spend as much 50% of the budget for that new item on marketing it in the first year



Exercise #2: Rules of Thumb

More Than A Message Part 3
Exercise #2: Rules of Thumb

Project	Budget	Outreach Budget Year 1	Outreach Budget Years 2+
New Website	\$5,000		
Pollster/Content Hotline	\$75,000		
Educational Speaker Series	\$3,500		
Habitat Technical Assistance Program	\$50,000		





Two reasons to write a plan -- and *not* make it up as you go along

Reason #1: Money

You show them the plan, then they show you the money.



Reason #2: Teamwork



“Making it up as you go along” is a synonym for “doing it all yourself”

What Pieces Does A Complete Strategy or Plan Include?




Planning Templates

Google communication plan [template] communication plan template communication plan sample communication plan outline communication plan strategy About 12,500,000 results (0.24 seconds)

Google marketing strategy to [template] marketing strategy template marketing strategy text and cases marketing strategy template pdf marketing strategy terms About 3,400,000 results (0.37 seconds)

Google outreach program t outreach program template outreach program theme outreach program titles outreach program toronto Press Enter to search.

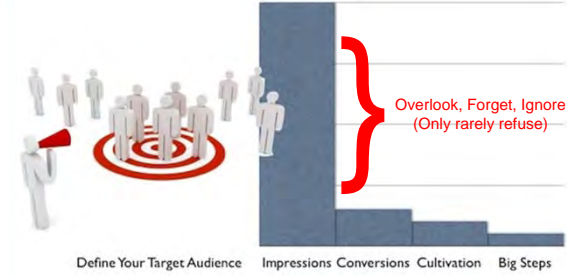
Water Words' Strategy Template



In this training, we'll work through some sections of Water Words' Strategy Template.

Please make sure you have a printout of this document ready.

The "Slope"



Define Your Target Audience Impressions Conversions Cultivation Big Steps

Communication Strategy Template

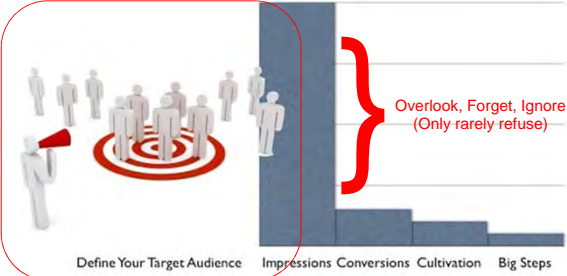
There are plenty of planning templates for outreach and communication activities. Just

The Outreach Slope	3
Target Audience	3
Audience Avatars	3
Location	4
Impressions	5
Message Pieces Needed	5
Message Testing Method	5
Conversions	5
Cultivation	5
Big Steps & Goals	6

a printout of this document ready.

In this session, we'll be working between pages 3 & 6

"The Slope"



Define Your Target Audience Impressions Conversions Cultivation Big Steps

Define the Target Audience

- Who you want to reach?
- How you want them to respond?
- How many people are in this audience?
- What's the best way to reach this audience?
- What do we know about their current knowledge, attitudes, and behavior?

Strategy Template: Target Audience

The Outreach Slope	3
Target Audience	3
Audience Avatars	3
Location	4
Impressions	5
Message Pieces Needed	5
Message Testing Method	5
Conversions	5
Cultivation	5
Big Steps & Goals	6

Open your Strategy Template to Page 3

Strategy Template: Target Audience

Septic System Outreach



Target Audience
In this section, we describe the types of individuals we will attempt to reach with this effort.

Audience Avatars

Name	Estimated #	Source

Strategy Template: Target Audience

Septic System Outreach



Target Audience
In this section, we describe the types of individuals we will attempt to reach with this effort.

Audience Avatars

Name	Estimated #	Source
Homeowners near swamp	2,500	City Property Records
Homeowners near swamp w/Environmental Interest	500	InfoUSA

Strategy Template: Target Audience Exercise

Online Fundraising Drive




Target Audience
In this section, we describe the types of individuals we will attempt to reach with this effort.

Audience Avatars

Name	Estimated #	Source

Strategy Template: Target Audience Exercise

Online Fundraising Drive




Target Audience
In this section, we describe the types of individuals we will attempt to reach with this effort.

Audience Avatars

Name	Estimated #	Source

How would the Fiction County Conservancy have filled out this section of the strategy brief?

“The Slope”



Define Your Target Audience Impressions Conversions Cultivation Big Steps

Overlook, Forget, Ignore
(Only rarely refuse)

Impressions

- **Drafting Messages** (press releases, advertisements, mailers, email blasts, signs, videos, PowerPoints, etc.)
- **“Due Diligence”** on these messages
- **Revising** the messages
- **Delivering** the messages to the target audience

Strategy Template: Impressions

The Outreach Slope	3
Target Audience	3
Audience Avatars	3
Location	4
Impressions	5
Message Pieces Needed	5
Message Testing Method	5
Conversions	5
Cultivation	5
Big Steps & Goals	6

Open your Strategy Template to Page 5

Reminder:

Rookies usually *overestimate* how well their outreach should work, and *underestimate* how much of it they need to actually do.

In most cases, you will need to reach your audience in *2 or 3 different ways* to achieve any reasonably ambitious goal.



Strategy Template Impressions

Online Fundraising Drive

Impressions:
How will get our message to the target audience?

Target Audience	How We Reach Them
Our Connections	Email, Facebook, Twitter
Friends of Friends	Forwarded emails, posts, Tweets
Local Residents	Online Groups, Facebook Ads

Message Pieces Needed:

- (Email Blast, Advertisement, Press Release, Mailer, Sign, Script, etc.)
- (Email Blast, Advertisement, Press Release, Mailer, Sign, Script, etc.)
- (Email Blast, Advertisement, Press Release, Mailer, Sign, Script, etc.)

Message Testing Method:
How we will fine tune our message before we commit to it

Strategy Template Impressions

Online Fundraising Drive

Impressions:
How will get our message to the target audience?

Target Audience	How We Reach Them
Our Connections	Email, Facebook, Twitter
Friends of Friends	Forwarded emails, posts, Tweets
Local Residents	Online Groups, Facebook Ads

Message Pieces Needed:

- Email blasts (x3)
- Facebook posts (x6) and ads (x3)
- Tweets (x6)

Message Testing Method:
How we will fine tune our message before we commit to it

Strategy Template Impressions

Online Fundraising Drive

Impressions:
How will we get our message to the target audience?

Target Audience	How We Reach Them
Our Connections	Email, Facebook, Twitter
Friends of Friends	Forwarded emails, posts, Tweets
Local Residents	Online Groups, Facebook Ads

Message Pieces Needed:

- Email blasts (x3)
- Facebook posts (x6) and ads (x3)
- Tweets (x6)

Message Testing Method:
We will show our draft messages to some of our online friends and get their feedback before we post them

Strategy Template: Impressions

Septic System Outreach

Impressions:
How will we get our message to the target audience?

Target Audience	How We Reach Them

Message Pieces Needed:

- (Email Blast, Advertisement, Press Release, Mailer, Sign, Script, etc.)
- (Email Blast, Advertisement, Press Release, Mailer, Sign, Script, etc.)
- (Email Blast, Advertisement, Press Release, Mailer, Sign, Script, etc.)

Message Testing Method:
How will we fine tune our message before we commit to it?

Strategy Template: Impressions

Septic System Outreach

Impressions:
How will we get our message to the target audience?

Target Audience	How We Reach Them

Message Pieces Needed:

- (Email Blast, Advertisement, Press Release, Mailer, Sign, Script, etc.)
- (Email Blast, Advertisement, Press Release, Mailer, Sign, Script, etc.)
- (Email Blast, Advertisement, Press Release, Mailer, Sign, Script, etc.)

Message Testing Method:
How will we fine tune our message before we commit to it?

"The Slope"

Define Your Target Audience Impressions Conversions Cultivation Big Steps

Overlook, Forget, Ignore
(Only rarely refuse)

Conversions

Anything that allows you to collect (or confirm) answers to the five magic questions:

- What is your name?
- What is your phone number?
- What is your email address?
- How did you hear about us?
- Would you like to stay in touch?

Strategy Template: Conversions

The Outreach Slope	3
Target Audience	3
Audience Avatars	7
Location	4
Impressions:	5
Message Pieces Needed:	5
Message Testing Method:	5
Conversions:	5
Cultivation:	5
Big Steps & Goals:	6

**Open your Strategy Template to
Page 5**

Strategy Template: Conversions

Online Fundraising Drive

Conversions:
How will our target audience respond and how will we record it?

Target Audience	How They Respond	How We Record It

Strategy Template: Conversions

Online Fundraising Drive

Conversions:
How will our target audience respond and how will we record it?

Target Audience	How They Respond	How We Record It
Friends	Vote	Track in spreadsheet
Friends	Ask friends to vote	Track in spreadsheet
Friends of friends	Vote	Track in spreadsheet

Strategy Template: Conversions

Septic System Outreach

Conversions:
How will our target audience respond and how will we record it?

Target Audience	How They Respond	How We Record It

Strategy Template: Conversions

Septic System Outreach

Conversions:
How will our target audience respond and how will we record it?

Target Audience	How They Respond	How We Record It

How would the Fiction County Extension Agent have filled out this section of the strategy brief?

"The Slope"

Define Your Target Audience Impressions Conversions Cultivation Big Steps

Strategy Template: Cultivation

The Outreach Slope	3
Target Audience	3
Audience Avatars	3
Location	4
Impressions:	5
Message Pieces Needed:	5
Message Testing Method:	5
Conversions:	5
Cultivation:	5
Big Steps & Goals:	6

Open your Strategy Template to Page 5

Strategy Template: Cultivation

Online Fundraising Drive

Cultivation:

Target Audience	Cultivation Attempt #1	Cultivation Attempt #2	Cultivation Attempt #3

Strategy Template: Cultivation

Online Fundraising Drive

Cultivation:

Target Audience	Cultivation Attempt #1	Cultivation Attempt #2	Cultivation Attempt #3
All converters	Thank you	Last Chance!	Contest Outcome

Strategy Template: Cultivation Exercise

Septic System Outreach

Cultivation:

Target Audience	Cultivation Attempt #1	Cultivation Attempt #2	Cultivation Attempt #3

Strategy Template: Cultivation Exercise

Septic System Outreach

Cultivation:

Target Audience	Cultivation Attempt #1	Cultivation Attempt #2	Cultivation Attempt #3

How would the Fiction County Extension have filled out this section of the strategy brief?

"The Slope"

Define Your Target Audience Impressions Conversions Cultivation Big Steps

Overlook, Forget, Ignore
(Only rarely refuse)

Strategy Template: Cultivation

The Outreach Slope

- Target Audience 3
- Audience Avatars 3
- Location 4
- Impressions: 5
- Message Pieces Needed: 5
- Message Testing Method: 5
- Conversions: 5
- Cultivation: 5
- Big Steps & Goals: 6

Open your Strategy Template to Page 6

Strategy Template: Big Steps and Goals

Online Fundraising Drive

Big Steps & Goals:

Target Audience	Big Step We Want	How We Know If They Take It	Goal

Strategy Template: Big Steps and Goals

Online Fundraising Drive

Big Steps & Goals:

Target Audience	Big Step We Want	How We Know If They Take It	Goal
Those who voted	Make a donation directly	We collect the money	10

Strategy Template: Cultivation Exercise

Septic System Outreach

Big Steps & Goals:

Target Audience	Big Step We Want	How We Know If They Take It	Goal

Strategy Template: Cultivation Exercise

Septic System Outreach

Big Steps & Goals:

Target Audience	Big Step We Want	How We Know If They Take It	Goal

How would the Extension Agent have filled out this section of the strategy brief?

Final Exercise: Words of Wisdom


More Than A Message Part 3


Proverb, Quote, or Saying	How it Applies to the Training/Program/Service/Issue
"It's not what you eat, but what you digest"	
"You're paid, just to fail"	
"If it ain't broke, don't fix it"	
"You can't lead a horse to water and expect him to drink"	
"Home sweet home is a lie"	
"What gets measured, gets managed"	
"70% of success is showing up"	
"Don't put the cart before the horse"	
"Look before you leap"	

How do these 10 well known proverbs, quotes, or sayings apply to the material we have covered in this series of trainings?

Wrap Up: To Learn More


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or call 703.892.6732 x2

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