



More Than A Message Parts 1, 2, and 3

Workshop Handouts

This package handouts contains everything you will need to participate in today's workshop. To download more complete set of materials, follow the links below.

More Than A Message Part 1

You can download the complete presentation and supporting documents at this address:

<http://bit.ly/1sul3od>

More Than A Message Part 2

You can download the complete presentation and supporting documents at this address:

<http://bit.ly/1mfLCCa>

More Than A Message Part 3

You can download the complete presentation and supporting documents at this address:

<http://bit.ly/1uWzohd>



More Than A Message Part 1

Exercise #3: Impressions

What response rate did you get?

Impressions	# of Conversions	Conversion Rate
Mailed 500 fundraising letters	9 people made a donation for the first time	9 divided by 500 = 1.8%
Promoted a workshop in the newspaper. Newspaper says they have 15,000 readers	14 people attended the workshop	
Called 50 people to ask them to come out for a volunteer event	16 of them showed up	
Emailed 1,000 people asking them to sign a petition to county council	57 of them signed the petition	



More Than A Message Part 1

Exercise #4: Impressions

What response rate do you need?

Target Audience Size	Your Goal	Conversion Rate Needed
47 residents along a creek	10 of them come to a public hearing about a dredging project	$10/47 = 21\%$
650 Dog owners in your town	50 of them sign a "scoop the poop" pledge	
1,250 past donors of your organization	45 of them make donation in response to your special appeal	
5,250 registered voters	100 of them sign a petition to the mayor	



More Than A Message Part 1

Exercise #6: Big Steps

Database Record

Name and Address	Photo
Fred Flintstone 2497 Hickory Lane New Haven, CT 06511 203-218-4191 yabbadabba@aol.com	
Contact Source	Donation History
Fred signed up on the website. We don't know how he found it.	\$0
Social Media	Volunteer History
Uses Twitter (a little), LinkedIn (a little), and Facebook (some).	None
Recent Communications	Activism History
Exec. Director called to invite him to a hearing about the sprawl mart.	Fred showed up for the hearing about the sprawl mart in his zipcode.

Email History


Email	Opened	Clicked Link	Completed Action
Newsletter #33	x		
Annual Dinner Invite			
Newsletter #32			
Sprawl Mart Action Alert	x	x	x
Newsletter #31			

More Than A Message Part 1 Exercise #6

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Database Record

Name and Address	Photo
Jane Jetson 1724 Sugar Camp Road Eyota, MN 55934 507-545-1268 mistressofrobots@hotmail.com	
Contact Source	Donation History
Jane first got on the radar at the nature center painting event. A friend brought her.	Jane bought 3 tickets for the annual dinner @ \$75 each. She gives \$50 at the end of each year.
Social Media	Volunteer History
Facebook (very active)	Jane came out to help paint the nature center three years ago, but nothing since.
Recent Communications	Activism History
None	None

Email History

Email	Opened	Clicked Link	Completed Action
Newsletter #33	x		
Annual Dinner Invite	x	x	x
Newsletter #32			
Sprawl Mart Action Alert			
Newsletter #31	x	x	

[More Than A Message Part 1 Exercise #6](#)

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Database Record

Name and Address	Photo
Betty Boop 336 Valley View Drive Cambridge, MA 02141 617-716-8028 flapperzrool@gmail.com	
Contact Source	Donation History
Betty first showed up for water monitor training. She said she had gotten something in the mail	\$0
Social Media	Volunteer History
Unknown	Betty has come out for a stream monitoring events in the past, but we haven't seen her in a year
Recent Communications	Activism History
None	None

Email History


Email	Opened	Clicked Link	Completed Action
Newsletter #33			
Annual Dinner Invite			
Newsletter #32			
Sprawl Mart Action Alert			
Newsletter #31	x	x	

[More Than A Message Part 1 Exercise #6](#)

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Database Record

Name and Address	Photo
Fat Albert 536 Armory Road Jacksonville, NC 28540 910-704-9551 HeyHeyHey@comcast.net	
Contact Source	Donation History
Albert is a teacher. He brings his class to our kids fishing derby each year.	\$0
Social Media	Volunteer History
Unknown	Albert helps with the fishing derby that his class participates in.
Recent Communications	Activism History
We sent him a thank you note for his help with the last fishing derby.	None

Email History


Email	Opened	Clicked Link	Completed Action
Newsletter #33			
Annual Dinner Invite			
Newsletter #32			
Sprawl Mart Action Alert			
Newsletter #31			

[More Than A Message Part 1 Exercise #6](#)

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Database Record

Name and Address	Photo
Wonder Woman 514 John Calvin Drive Elmhurst, IL 60126 708-878-3970 BadAssBeeeyatch@roadrunner.net	
Contact Source	Donation History
Ms. Wonder is a college friend of the executive director	\$25. This year \$50. Last year
Social Media	Volunteer History
Facebook (Some)	Ms. Wonder staffed the registration table at the annual dinner last year. She coordinated the naturalists for the nature walks for one season two years ago
Recent Communications	Activism History
Wrote a personal note to invite her to join the board. She declined. We forgot to record why. Called Ms. Wonder to say "thanks" for annual dinner help.	None

Email History

Email	Opened	Clicked Link	Completed Action
Newsletter #33			
Annual Dinner Invite	x	x	x
Newsletter #32	x		
Sprawl Mart Action Alert			
Newsletter #31	x	x	

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More Than A Message Part 2






Exercise #1: Warmup

Own A Cell Phone	76%
Use Some Social Networking Site	55%
Send or Receive Email	62%
Watched News on TV “Yesterday”	95%+
Read a Newspaper article (print or online) “Yesterday”	39%
Own a Smartphone	85%
Do Not Access Internet at All	15%
Use the Internet, At Least Occasionally	56%
Have (and Use) a Landline Phone	29%
Got News on Internet “Yesterday”	91%
Use Search Engines	72%
Receive Snail Mail	76%



More Than A Message Part 2

Exercise #5: Online Groups and Forums

Group Type	Group Name	Description	# of Members
	Atlanta Mommies	EVERYTHING kids! :)	791
	(North) Atlanta Single Parents!	We focus on setting up activities in different parts of the West Metro area. Some of the types of activities include camping trips, swimming, hikes, movies, skating, dinners, park play days, kid friendly parties, Parent's night out without kids, museum visits, sporting events...you name it!	1,009
	Atlanta Women in Business	Atlanta Women in Business is a membership organization of business, career and professional women. Its mission is to provide networking and educational opportunities in the pursuit of equality in the workplace.	479
	Atlanta Homeschool Parents	Atlanta Homeschool Parents is a companion group to "Atlanta Homeschool Teens". Both groups are dedicated to supporting the social, group and individual needs of their teen and parent members as they transition from young homeschoolers to young adults.	58
	EPOC Atlanta Mailing List	EPOC Atlanta provides a forum for collaboration that challenges barriers to inclusion in the environmental sustainability sector through networking, advocacy and community outreach. Join our mailing list to stay informed about upcoming events and activities, as well as other valuable news.	321

Pitch #1

Dear {Moderator},

I've been a member of your group for a while but I haven't posted much. So I wanted to check and see if it was OK for me to post a notice about an upcoming event at the Fiction County Nature Center.

It's called the Enviro-Rodeo and it is a sustainability event designed to local families to environmental sustainability. For the kids, we will have animal face painting, birdwatching tours, and a touch tank with frogs and salamanders. For the adults, we will have presentations on community issues and opportunities to make our voices heard.

The event is on March 4. There is small entry fee of \$5 per carload, but we are a nonprofit organization. We have a web page with more information at www.fictionconservation.org/enviro-rodeo.

Would it be OK to post this announcement to your group?

Pitch #2

Dear {Moderator},

I've been a member of your group for a while but I haven't posted much. So I wanted to check and see if it was OK for me to post a notice about an upcoming event at the Fiction County Nature Center.

It's called the Enviro-Rodeo and it is an educational event to introduce kids to environmental science topics. For parents that home school, it's an opportunity to provide their kids with a hands on educational experience. We will have professional naturalists on hand for birdwatching tours and a touch tank with frogs and salamanders.

The event is on March 4. There is small entry fee of \$5 per carload, but we are a nonprofit organization. We have a web page with more information at www.fictionconservation.org/enviro-rodeo.

Would it be OK to post this announcement to your group?

Pitch #3

Dear {Moderator},

I've been a member of your group for a while but I haven't posted much. So I wanted to check and see if it was OK for me to post a notice about an upcoming event at the Fiction County Nature Center.

It's called the Enviro-Rodeo. It is designed to expose kids, especially girls, to environmental science topics and career opportunities. We will have professional naturalists on hand for birdwatching tours and a touch tank with frogs and salamanders.

We understand your group members are busy, and the event is easy to attend. You don't need special clothes or gear. Local businesses will be on hand to sell food, so you don't even have pack a lunch beforehand.

The event is on March 4. There is small entry fee of \$5 per carload, but we are a nonprofit organization. We have a web page with more information at www.fictionconservation.org/enviro-rodeo.

Would it be OK to post this announcement to your group?

Pitch #4

Dear {Moderator},

I've been a member of your group for a while but I haven't posted much. So I wanted to check and see if it was OK for me to post a notice about an upcoming event at the Fiction County Nature Center.

It's called the Enviro-Rodeo, and it is all about the kids! We will have animal face painting, birdwatching tours, a touch tank with frogs and salamanders, and more!

The event is on March 4. There is small entry fee of \$5 per carload, but we are a nonprofit organization. We have a web page with more information at www.fictionconservation.org/enviro-rodeo.

Would it be OK to post this announcement to your group?

Pitch #5

Dear {Moderator},

I've been a member of your group for a while but I haven't posted much. So I wanted to check and see if it was OK for me to post a notice about an upcoming event at the Fiction County Nature Center.

It's called the Enviro-Rodeo, and it is all about families! For the kids, we will have animal face painting, birdwatching tours, a touch tank with frogs and salamanders, and more. And while the kids are running around, the adults can attend presentations and sample wine and food from local businesses. We'll have plenty of parking, so if one of your members wanted to organize a big group to come, we can handle it.

The event is on March 4. There is small entry fee of \$5 per carload, but we are a nonprofit organization. We have a web page with more information at www.fictionconservation.org/enviro-rodeo.

Would it be OK to post this announcement to your group?



More Than A Message Part 2

Exercise #6: Media Rate Cards

Audience Criteria	Fiction County Tattler	Metro Parenting Magazine	Metro Popular Morning Radio Show
Description:	Weekly Suburban Newspaper	Monthly magazine aimed at parents	Morning "Shock Jock" DJ
Circulation Area:	Fiction County Only	Fiction County + 6 other counties in the metro region	Fiction County + 10 other counties in the metro region
Circulation #:	35,000	25,000	150,000
Readership Gender:	55% M 45% F	35% M 65% F	61% M 39% F
Readership Education:	B.A. or Higher 60%	B.A. or Higher 45%	B.A. or Higher 22%
Readership Parental Status:	Kids at home 44%	Kids at home 90%	Unknown

More Than A Message Part 2 Exercise #6 Media Rate Cards

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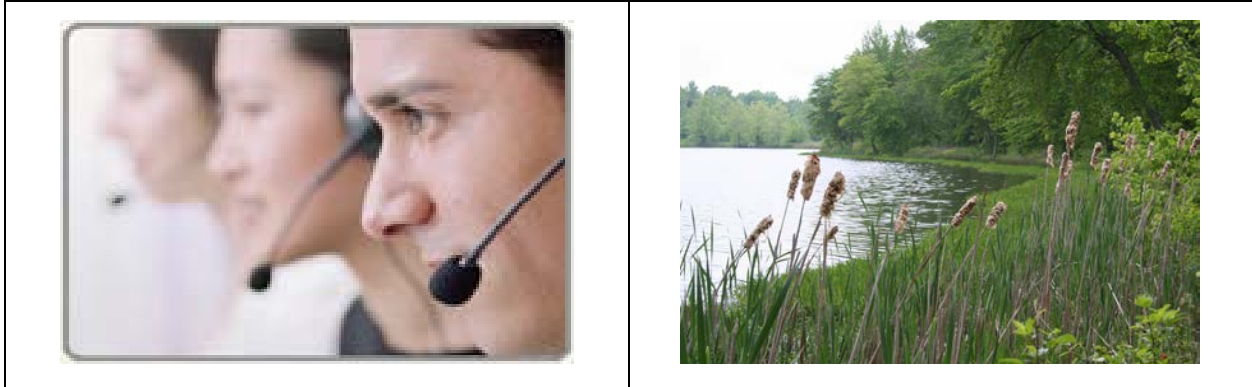
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More Than A Message Part 3

Exercise #1: Warmup

Septic System Outreach



The Fiction County Extension Office had a state grant to provide \$25,000 in financial assistance to homeowners around Fiction Marsh. They could use the money to inspect, clean, or repair their septic system. Each grant could range between \$150 and \$3,500.

First, the Extension Agent worked with Fiction County to develop a list of 2,500 homeowners who lived near the swamp *and* had septic systems. They got mailing addresses and some phone numbers. Then the Agent had a data mining company profile the addresses for environmental interest, outdoor activities, and other criteria.

After reviewing his options, the Agent determined that approaching homeowners by mail and phone would be best. He wrote a script and prepared a package to mail.

The phone bank volunteers called 50 households in a test run. Then they compared notes and rewrote the phone script in a few spots. Then they called the 425 homes on the list that seemed to be the most interested in environmental topics. They often had to call a home several times before anybody answered.

About 8% of those homeowners expressed interest. The phone bank volunteers collected their information and put it in a spreadsheet. They made a point of asking for the email address! Volunteers promptly emailed more information, and then mailed a handwritten note. Later, they called to make sure the homeowner had received the packet and nudged them to participate.

When it was all done, the Agent tallied up the calls the volunteers made, how many voicemails they left, how many homeowners they spoke to, and how many responses they got. He made sure to take pictures of the improvements and get testimonials from the homeowners who got the help.

They reported to their funder that they had helped 18 homeowners and dispersed all \$25,000. They asked for more funds to conduct another round of outreach, because there were still 2,000 more homes they hadn't approached yet.

[More Than A Message Part 3 Exercise #1 Warmup](#)

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“Tips” Webpage



The Conservation District’s new Outreach Coordinator wasn’t very experienced and she needed close supervision to get things done. The District Manager, inexperienced in this area himself, assigned the Outreach Coordinator to create a clean water tips web page and left her to figure out the rest on her own.

The Outreach Coordinator didn’t spend much time thinking about the audience for the tips page. She jumped right into to getting suggestions for tips from staff and made the rest of the project up as she went along.

Eventually, she created a web page with several dozen tips, some for farmers, some for homeowners, some for developers, etc. She didn’t make any effort to get feedback from any of these audiences about the tips before launching the page.

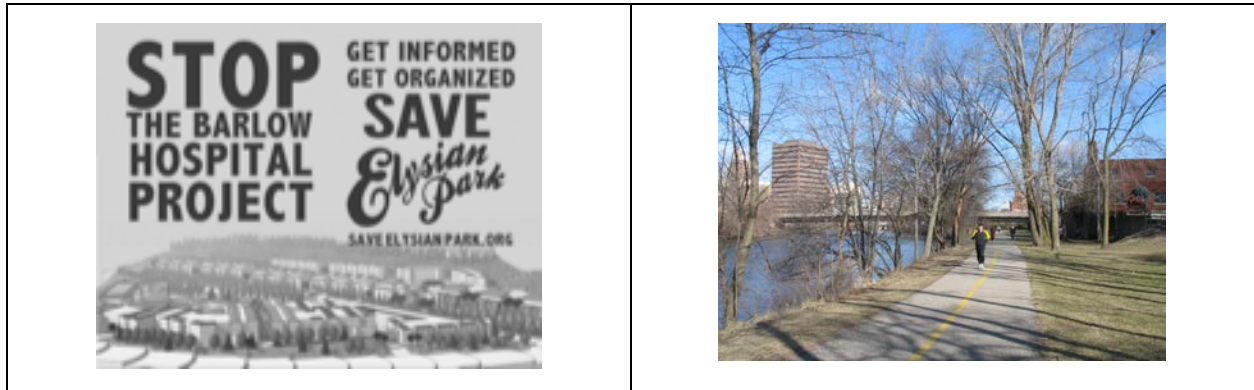
After she launched the page, the Outreach Coordinator didn’t make any effort to promote it. Because there is no web tracking software on the district website, they don’t know if anybody found it on their own somehow.

On the web page, there was no way for a visitor to request more information, ask for assistance, or respond in any way. The Conservation District never collected any contact information from visitors, so there was no way for them to follow up with visitors to ask if the tips were useful or if the visitor had tried any of them.

The District Manager never reviewed the effort with his Outreach Coordinator. He was embarrassed by how little had to show for her time and effort. He procrastinated filing his report to the state agency whose grant funded the Outreach Coordinator’s position.



Petition Drive



The environmentalists could not believe the news! Fictionburg was considering allowing the hospital to expand into the park! They set a goal of getting 250 voters to sign petitions to city council opposing this.

The environmentalists had 1,200 email addresses already, but after blasting out a link to their online petition, they were still well short of their goal. They needed to find more signatures somewhere else.

First they set up booths at a local farmers market. After sitting there all day, they only collected a handful of signatures.

Next, they invited all their Facebook friends and local family members to sign the petition. They picked up a few more signatures that way.

Finally, they bought some mailing addresses from a list broker and mailed a wave of postcards. This was expensive, but it got them to a grand total of 231 petitions. They decided that would have to do.

The environmentalists wrote the petition, email, Facebook posts, and postcard themselves. They took the drafts down to the park and had a few park visitors review the drafts and give them feedback. The environmentalists used that feedback to fine tune their drafts.

Once they delivered the petition to city council, the environmentalists got distracted with something else. They never bothered to report back to their petition signers on how the council members responded.

Six months later, the council held a hearing about the park expansion. The environmentalists reached out to those who had signed the petition and invited them to come out to the hearing. Only a few did.

Letter to the Editor



The Fictionburg Parks and Recreation Department has funding to build a new boat ramp on the Fiction River. They thought that most residents would like the idea, and they were right.

But most residents is not the same as *all* residents. A few neighbors opposed the ramp because they were afraid of more traffic on their street. One of these opponents was quoted in the weekly paper saying something nasty about the agency director. The director took it personally and ordered the staff to prepare a letter to the editor in response. They didn't realize that person quoted in the paper was the neighborhood crackpot and hardly anybody took him seriously.

The agency's communications manager drafted the letter, and two other office heads reviewed the wording. Those two disagreed on a few sentences and it took them three weeks to work out their differences and approve sending the letter.

Parks and Rec's letter never appeared in print. The newspaper's editor told the communications manager that by the time he received the letter, the story was "old news."

Boat ramp project staff did not debrief after this effort, and they never told the director why his letter never appeared. They still don't realize they have just 48 hours to submit letters to the editor in response to a story. They will probably make the same mistake again next time.



Online Fundraising Drive



Every year, Chase Bank gives away a lot of money to charities that collect the most online votes. These types of contests are common now, so the Fiction Valley Conservancy decided to try it.

Long before the contest opened, the Conservancy did some homework. They saw that the winning charities in their category had about 12,000 votes last year, so they set a goal of getting 14,000 votes this year. For good measure, they wanted to attract 10 new people who would give directly to the Conservancy.

Next, the Conservancy tallied up all their email addresses, Facebook fans, and Twitter followers: 1,570 contacts in all. Then they estimated each friend has an average of 175 contacts of their own, so that works out to 274,750. If 5% of “friends of friends” voted, they would hit their goal of 14,000 votes.

For good measure, they assigned one of their board members to figure out how to run a Facebook advertising campaign. Another spent some time figuring out what online groups they could post notes to.

Shortly before the contest opened, they wrote all their emails, Facebook posts, Facebook ads, and other pleas in one big batch. The staff and board shared the drafts with online friends and revised the text based on the feedback they got.

Once the voting opened, the Conservancy emailed, posted, tweeted, and advertised. They reached out to each contact at least three times. They carefully monitored who voted for them and always sent a prompt, personalized thank you email.

In the end, they got their 14,000 votes, but that wasn't quite enough to win a prize this year. But they felt better knowing they had doubled the size of their email, Facebook, and Twitter follower lists. They got 7 donations direct from new supporters, and one of the donors expressed interest in volunteering.

The Conservancy carefully analyzed who had voted, how many times, and in response to which message. They figured they had a good chance at winning next time.

[More Than A Message Part 3 Exercise #1 Warmup](#)

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“Fill the Waders”



Inspired the fire department’s “Fill the Boot” fundraising drives, the local fishing club decided to run a “Fill the Waders” campaign to raise funds for their kids’ programs. For good measure, they decided to try to get a story on TV news the day before their volunteers hit the streets, so drivers would understand they weren’t the fire department.

The club members wrote a press release and a simple flier they could give to drivers who stopped to make a donation. It didn’t occur to them to show the flier to anybody besides themselves before they printed several hundred of them.

One local TV station did a story about the effort the night before. But not too many people watch local news anymore. Most drivers still thought they were donating to the fire fighters.

The club raised almost \$2,500 in donations and they gave away a few dozen fliers. A handful of drivers called the club after getting the flier, but nobody from the club ever called them back.

Other than counting the money, the club members didn’t review much data. They never figured out which intersections raised the most, how much they collected per hour, or how much per volunteer. It never occurred to them to check how many people watched the local news broadcast.

The club members were excited that they had the funds for their kids program. They felt the effort was a success, so they didn’t bother to hold a meeting to think about what they might do differently next time.



More Than A Message Part 3

Exercise #2: Rules of Thumb

Project	Budget	Outreach Budget Year 1 (50% of Budget)	Outreach Budget Years 2+ (8% to 10% of budget)
New Website	\$5,000	\$2,500	\$500
Pollution Control Hotline	\$75,000		
Educational Speaker Series	\$3,500		
Habitat Technical Assistance Program	\$50,000		
Boat Launch Construction	\$20,000		



More Than A Message Part 3

Final Exercise: Words of Wisdom

Proverb, Quote, or Saying	How It Applies to Marketing/Communication/Education/Outreach
"Pounding a square peg into a round hole"	
"In one ear, out the other"	
"Fail to plan, plan to fail"	
"If at first you don't succeed, try try again"	
"Look before you leap"	
"Winners never quit, quitters never win"	
"What gets measured, gets managed"	
"80% of success is showing up"	
"Don't put the cart before the horse"	
"Tell me and I forget, show me and I remember, involve me and I understand"	