



The
STRATEGY
GROUP, LLC presents

Straightforward Strategies for Higher Impact Communications

FREE WEBINAR

with
KAYE RAMSDEN
Communications Consultant



December 1 | 9am | Wednesday

www.thestrategygroupllc.org

Our Presenter



Kaye Ramsden
Communications Consultant

The Challenge(s)

- **Who** are your audience(s) - and how best to engage them
- **How** to simplify your message(s) with theme-driven content - and stay consistent
- **What** - differentiate between strategies, channels, and tactics - and to use each to your advantage
- **Why** you need a strategic communications plan & calendar



Audience(s)

Know your audience(s) - members, donors, communities, allies

- What are their priorities and preferences?
- Where and how do you best reach them?
- What do you want them to know or do?

NOTE: YOUR AUDIENCE MAY BE DISTRACTED



Message(s)

SIMPLIFY YOUR MESSAGE(S) WITH THEME-DRIVEN CONTENT

- Less is more, simpler is better
- Thematic content leverages communications by building familiarity and recognition
- It is also easier to sustain and leverage

STAY CONSISTENT


- Once you have a theme, commit to it
- Explore and evolve new executions of the idea rather than new ideas

Example: Audience + Message

Friends & Neighbors

In a town like Darien, it is still possible for a simple thing to have a big impact. Like a gift to the Darien Library, where 87% of your friends have a library card and 1,000 of your neighbors drop by to visit each and every day.


Ned Goodnow, Anne and Harold McGraw all love a good book. And they really like a good book on tape. So for many years these Friends have helped fund the acquisition of recorded books for the listening pleasure of others in our community. Simple thing, big impact.



The Darien Library relies on a partnership of public and private support. It is Friends who fund, through gifts large and small, the acquisitions, services, and improvements — indeed every book, tape, subscription and program — that make us “one of the best libraries in America,” according to a recent survey. We count on all who use and enjoy the Library to show their support by giving to the Annual Campaign.

Thank you for being a Friend.

For more information, call 655-1234.



ANNUAL
CAMPAIGN
for the
DARIEN
LIBRARY

Friends & Neighbors was a multi-year communications campaign for a local library.

- **Goal** - to increase awareness of the importance of library “Friends.”
- **Tactic** - show library friends and their impact while reinforcing that the library belongs to the whole community. Repeat.
- **Outcome** - as audience began to recognize their friends & neighbors, they also saw themselves in the mission. %s of donors and size of donations increased.

Strategies, Channels, & Tactics



Communications **strategies** work best when they are based on specific goals - e.g., broaden awareness, increase donations, recruit volunteers, publicize an event, etc.

"We will do X to accomplish Y."

Communications **channels** are where you align your goals with where your audiences are most likely to respond - e.g., mailing, newsletter, website, social media, local publications, etc.

"We will meet our audiences where they want to have the conversation."

Communication **tactics** are where goals and message meet creativity and execution - e.g., copy, images, formats.

"We will tell our story in ways that enhance our brand and delight our stakeholders."

Strategic Communications Plans & Calendars



Organizations need plans to leverage efforts and resources, and to maximize impact. And communications plans need three critical components: clear goals, deliverables, and a calendar.

Clear goals are simply what the organization needs to accomplish with its communications. Assess prior years' successes and misses. Focus and prioritize.

Deliverables are a combination of ongoing (website updates, regular newsletters or mailings, social media postings, etc.) and specific (annual report, events, etc.). Every deliverable on the list should support the goals (above). If it doesn't, rethink why you are doing it or delete it.

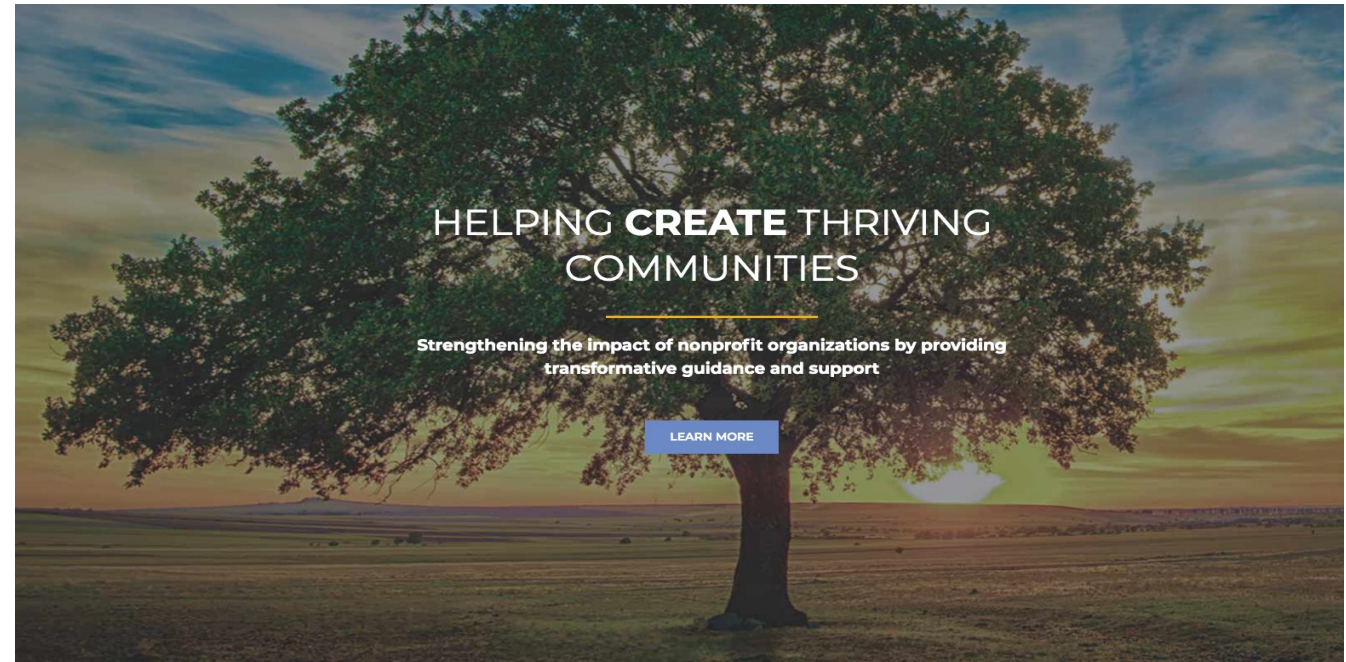
Calendars bring the big picture and the details together. They force a realistic assessment of whether you are planning too much or too little, when key tasks need to begin and when/where you can be opportunistic.

About The Strategy Group

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You will receive an email with a link to today's presentation.

If you would like to set up a free 30-minute phone call with Debra, go to this link...

[https://calendly.com/dwhertz/time-with-debra.](https://calendly.com/dwhertz/time-with-debra)