

**ON A DIME
WITH NO TIME**

**SIMPLE, AFFORDABLE & EFFECTIVE
COMMUNICATION STRATEGIES**

thanks for having us



JEN THORSON

Senior VP of Marketing
and Recruitment for
Girl Scouts of
Minnesota and
Wisconsin River
Valleys



**TRISTAN
RICHARDS**

Communications and
Program Development
VISTA at Habitat for
Humanity of Douglas
County

agenda

- 1. Communications planning tool & tips**
- 2. Case study: Homeowners Impact Study**
- 3. Activity – try out the planning tool**
- 4. Easy (and cheap) tools to help you execute**

OUR CHALLENGE

we are bombarded with content



and ways to create, send, & receive it

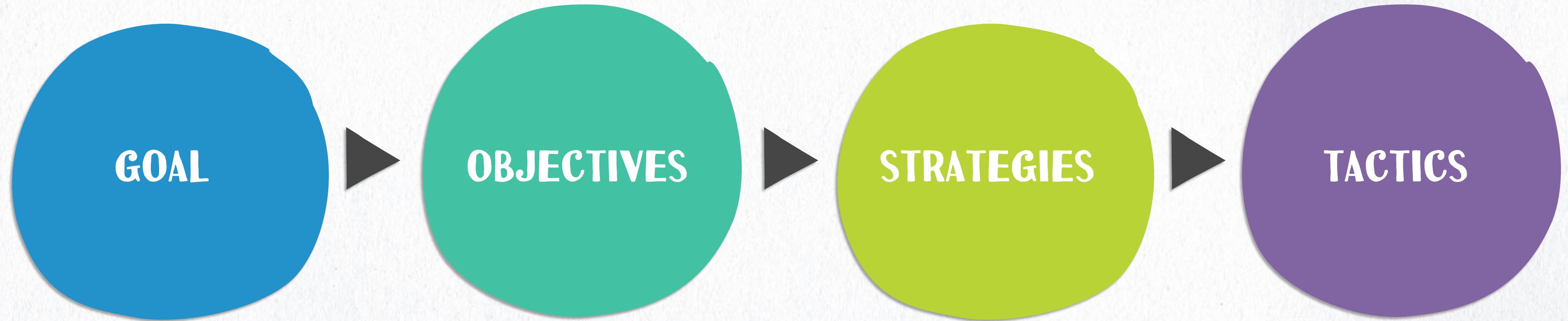




**YOU DON'T
HAVE A BIG
BUDGET . . .
AND EVEN
LESS TIME**

**TAKING TIME TO
PLAN SAVES TONS
OF TIME LATER**

start with the four categories



WHY

There can only be one goal.

It's usually so broad
it seems too obvious,
but write it down.

**"Diversify funding sources
to ensure we can deliver
our mission"**

STATES TO ACHEIVE

This is how you will know
you've met your goal.

There may be several
(but fewer is better).

**"Foundation support
for operating expenses
is secured"**

HOW

These are the things you
will do to meet objectives.

There may be several
(2-5 for a simple plan).

**"Develop a proposal
for the Edutopia
Foundation"**

WHAT

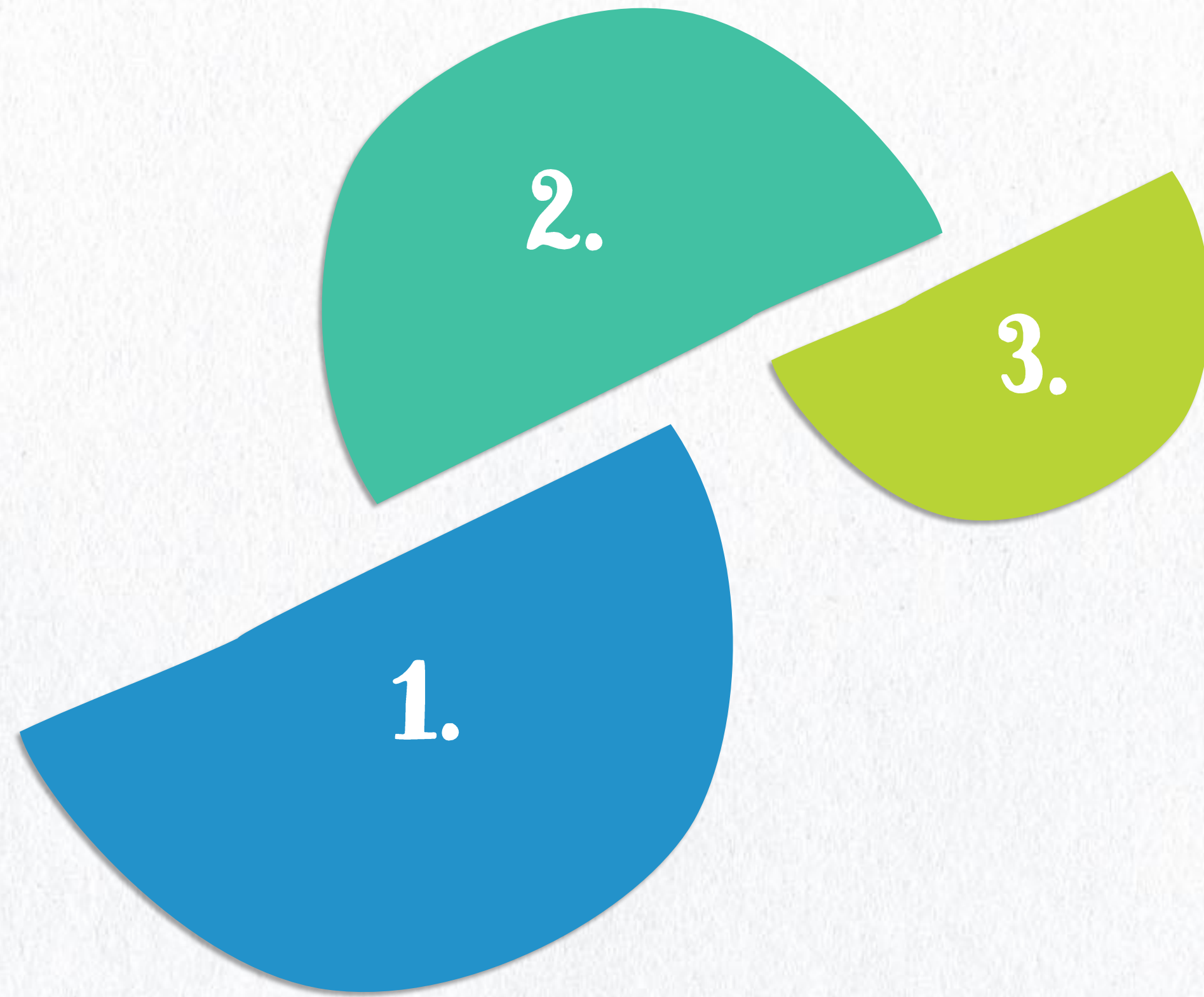
The specific tasks and actions
required to execute.

Tactics must be attached
to a strategy.

**"Research Edutopia
funding guidelines."**

**"Identify relevant data from
Homeowners Impact Study."**

three more considerations



YOU KNOW WHAT YOU WANT TO DO, BUT YOU NEED TO CONSIDER WHO AND WHAT

PRIMARY AUDIENCE

Your content is being read, seen, or heard by people.

Who are they?
How do they relate to your goal? What do they know about you already? What matters to them?

In order to best reach people, you have to meet them where they are. It's about them, not you.

KEY MESSAGES

What does your audience need to understand, think, feel, or do in order for you to meet your objectives?

Those are your key messages. Don't worry about headline or story writing yet, just list them out in simple phrases.

SIMPLE WORK PLAN

Collect the tasks, dates, and staff assignments in one place.

Be as detailed or as simple as you like.

Any staff member or volunteer who appears on the work plan should get a copy of the entire plan.

audience and message

PRIMARY AUDIENCE

Cindy Johanson, Executive Director
Edutopia Foundation

SECONDARY AUDIENCES

Board members
Current donors
City officials
Media

KEY MESSAGES

Kids do better in school when they have a stable home environment.

64% of parent homeowners say their children's study habits have improved after moving into their Habitat home.

In 92% of Habitat homes, at least one adult started, completed, or plans to start higher education or training after moving in.

Habitat for Humanity and Edutopia will be effective partners in ensuring that education truly works.

work plan, nothing fancy

<u>Tactic</u>	<u>Staff</u>	<u>Due date</u>
Review grant guidelines for <u>Edutopia</u>	Jen	May 1
Identify relevant content from Homeowners Study	Jen	May 1
Write proposal	Jen	May 8
Identify or create images, graphics to support proposal.	Tristan	May 15
Layout and design proposal	Tristan	May 20
Edit and proof proposal	Jen	May 22
Make final revisions	Tristan	May 28
Send final proposal to <u>Edutopia</u>	Jen	May 29
Write 6 tweets using content from proposal; schedule tweets (and tag <u>Edutopia</u> , President Carter, and George Lucas)	Tristan	May 29
Create infographic about effect of home ownership on children and education	Tristan	June 5
Write and send press release about effects of home ownership on children and education	Jen	June 5
Send proposal with cover letter to existing donors and city officials	Jen	June 8

CASE STUDY: HOMEOWNERS IMPACT STUDY

goal: increase local financial support



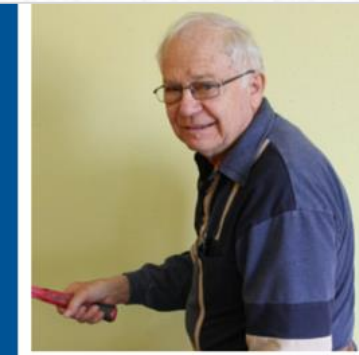
DOUBLE YOUR IMPACT

You're already changing lives by volunteering. Double your impact by making your first financial gift to Habitat for Humanity. Call us at 320-762-4255 to learn how your gifts are building impact.



DOUBLE YOUR IMPACT

MAKE A GIFT TODAY!



DOUBLE YOUR IMPACT

sample: variations on theme



BYLDNG
YOUR LEGACY



Your generosity is changing lives today.

Learn about planned gifts and how they can help you plan for the future, while building a future filled with hope for families in need. Presented by Nick Heydt, Pemberton Law.

Thursday, April 16, 2015 • 6:30-7:30 pm • 1211 N Nokomis NE, Alexandria MN
For more information, call Kelli at 320-762-4255 or email kelli@hfhdouglascounty.org




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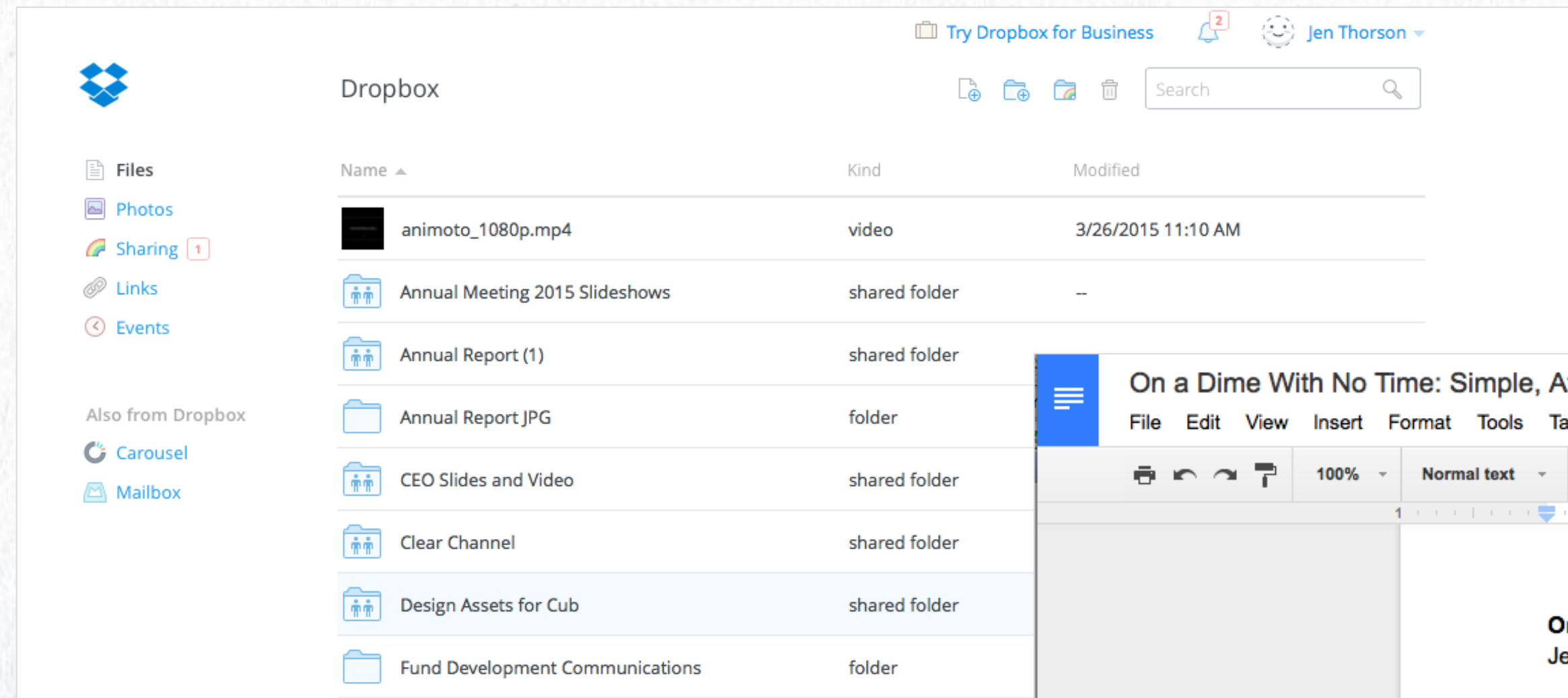
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TRY IT OUT

**SIMPLE, FREE
TOOLS TO MAKE
YOUR JOB EASIER**

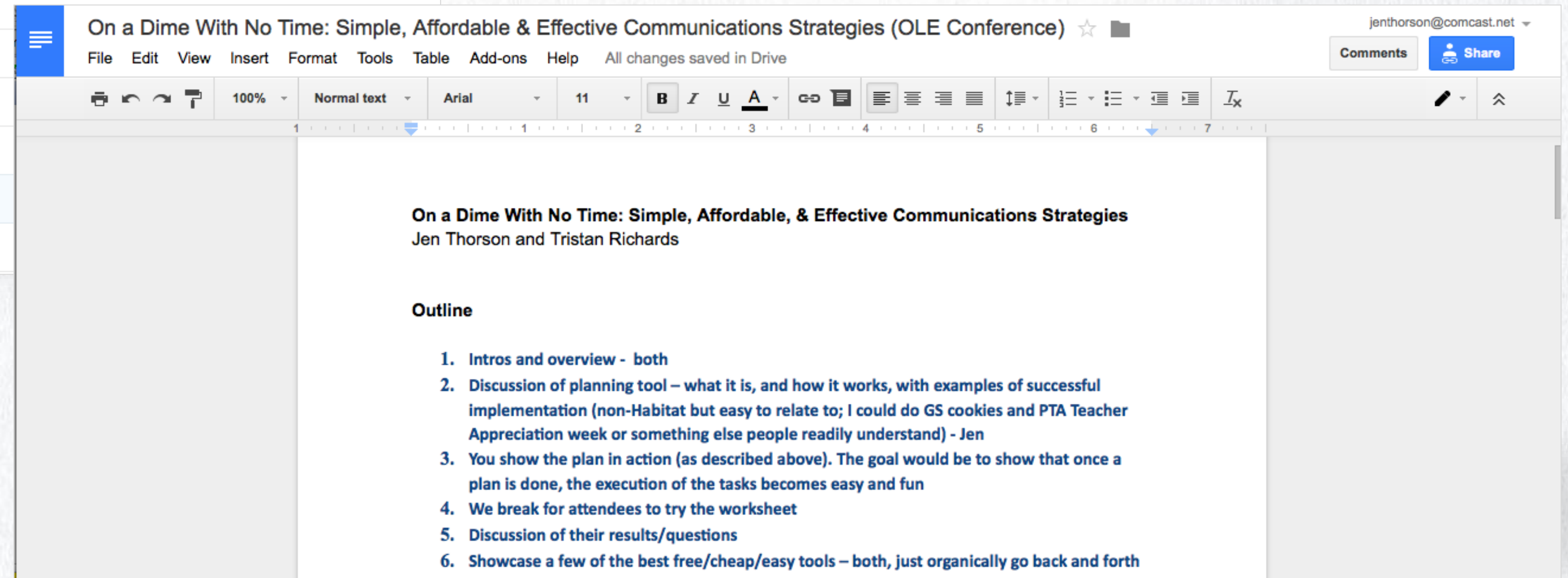
(OR ALMOST FREE)

plan and share



DROPBOX

GOOGLE DOCS



edit & enhance photos



PICMONKEY



make infographics



PIKTOCHART

(OR TRY POWERPOINT)



create designs and layouts



CANVA

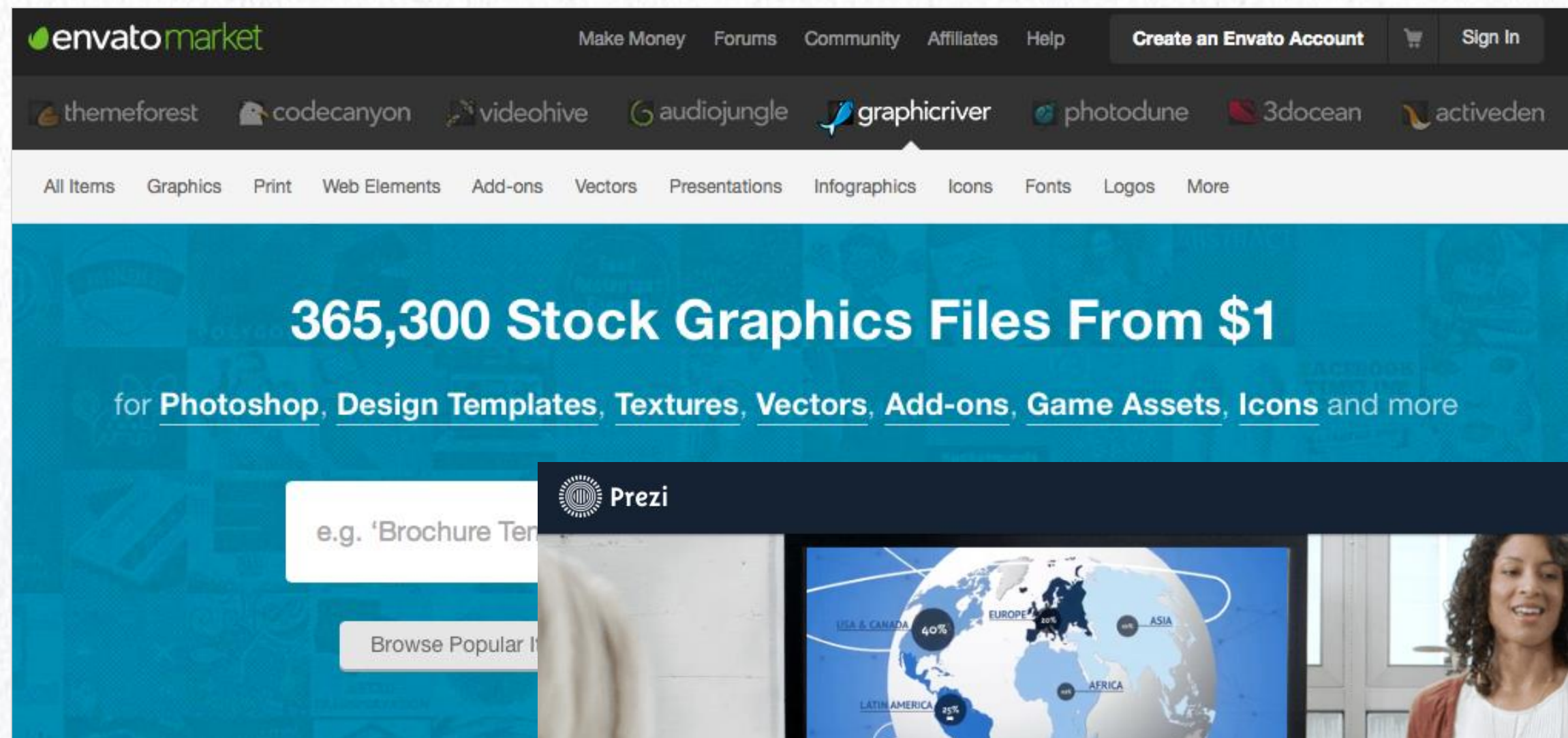
make videos



[AMERICAN HEART ASSOCIATION VIDEO](#)

create presentations

DOWNLOADABLE TEMPLATES OR PREZI



The screenshot shows the Envato Market website. At the top, there's a navigation bar with the Envato Market logo and links for 'Make Money', 'Forums', 'Community', 'Affiliates', 'Help', 'Create an Envato Account', and 'Sign In'. Below this is a secondary navigation bar with logos for various marketplaces: themeforest, codecanyon, videohive, audiojungle, graphicriver, photodune, 3docean, and activeden. A main navigation bar lists categories: All Items, Graphics, Print, Web Elements, Add-ons, Vectors, Presentations, Infographics, Icons, Fonts, Logos, and More. The main content area features a large blue banner with the text '365,300 Stock Graphics Files From \$1' and 'for Photoshop, Design Templates, Textures, Vectors, Add-ons, Game Assets, Icons and more'. Below the banner, there's a search bar with a dropdown menu showing 'e.g. 'Brochure Template'' and a 'Browse Popular Items' button.



The Prezi advertisement features a woman in a red jacket pointing at a large screen displaying a world map with regional data. The text 'BE A GREAT PRESENTER' is prominently displayed in white, bold letters. Below it, a smaller line of text reads: 'Step up to a whole new level of "Nailed it!" with the bold reinvention of presentation software. Watch the video.' The Prezi logo is in the top left corner, and 'PRICING' is in the top right corner.



The 'Paper Shapes for Powerpoint' advertisement shows a central monitor displaying the product title 'PAPER SHAPES' and the subtitle 'THE POWERPOINT TEMPLATE WITH HAND CRAFTED PERSONALITY'. To the left, a smaller monitor shows a '3 step process chart' with a pie chart. To the right, another monitor shows a slide with 'WOMEN=60%'. Below the monitors, there are six circular icons representing features: a pencil for 'EASILY CUSTOMIZABLE', a pie chart for 'EDITABLE DATA CHARTS', a document with a checkmark for '512 MASTERS IN LIGHT & DARK', a wrench and hammer for '30 CUSTOM INFO-GRAPHICS', a monitor with a refresh symbol for '16:9 HD FORMAT', and a swirl for '4 DESIGNER COLOR SETS'.

send e-newsletters

Join us February 21 for our winter open house!



Are you ready for summer?



Winter Open House


Join us **Saturday, February 21 from Noon-2 p.m.**

With more than half of winter in our rear view mirror, it's the perfect time to think about this summer at the lake! You are invited to our winter open house, from Noon-2 p.m. on Saturday, February 21. Tour the campground, see the available sites and warm up with some hot cocoa, treats, and a campfire. It's a great time to see what Hickory Lake Campground has to offer. Please feel free to invite others who may also be interested in a tour.

Please let us know if you are coming by emailing Scott at scott@hickorylakecampground.net or replying to this email. We hope to see you there!

MAILCHIMP

Join in saying "thanks" during RHS Appreciation Week May 4-8, 2015!



Randolph Heights PTA

Teacher & Staff Appreciation Week May 4-8, 2015

The sign up to help provide meals and other appreciation activities is **now open!**


Families will prepare meals (breakfast and lunch every day), stock the staff lounge with grab-and-go beverages, collect donations for a Keurig and pods, and several other activities. It's a fun way to volunteer and show your support for our teachers and staff.

Questions? Contact Jen Thorson at jenthorson@comcast.net or Annette Marthaler at almarthaler@gmail.com.



[forward to a friend](#)

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Marathon weekend is just days away! If you've been meaning to help the American Heart Association through the Run with Heart team, here's the last reminder from Jen Thorson of My Life in Red blog. [View this email in your browser](#)



It's just a few days to race day!

And honestly, I kind of don't believe it. My marathon goal of 2011 was dashed by a heart attack. So was 2012's race. And while I won't go the whole 26.2 (my doctor said no, imagine that!), I will be running the Twin Cities 10 Mile and then cheering for the

publish a blog or website

WORDPRESS (BLOGGER IS FREE TOO)

The image shows two overlapping website screenshots. The top one is for the Randolph Heights PTA, featuring a 'Direct Appeal' goal chart and a 'WELCOME!' message. The bottom one is a blog post titled 'my life in red' with the subtitle 'SURVIVOR IN TRAINING'. The blog post includes a navigation menu with categories like 'A TO Z', 'EATING HEART HEALTHY', and 'GET ACTIVE'. It features a photo of a woman and a 'WHY I BLOG' section with the text: 'I'm a mom of two, a distance runner, a marketing manager, and a heart attack survivor. ... Read More'. There is also a 'POST ARCHIVES' section with years 2015 and 2014.

The image shows a screenshot of the Girl Scouts River Valleys website. The header includes the logo and navigation links: Home, About Us, News, Donate, Contact, Español, and a search bar. Below the header is a secondary navigation menu: Girls + Families, Volunteers, Alumnae, Camp, Cookies, Events, Shop, and Join Us. The main content area features a large green banner for 'robotics Day Camp' with the text: 'Find the inventor in you! Become an ace engineer by designing, building, and programming LEGO® robots at a three-day camp. Learn more!'. Below the banner are four news items: 'Volunteer Appreciation Week', 'Cake-A-Maga 2015', '280 Girl Scouts Attend the Annual Business Meeting', and 'Fun With a Purpose'. At the bottom, there are promotional boxes for 'Sign up for one of our council-sponsored events today!', 'LEARN MORE ABOUT OUR STEM PROGRAMMING', and 'in the loop NEW TROOP SUPPORT BLOG!'. The footer includes logos for 3M, CARLSON, Clear Channel Outdoor, Cub, and United Way, with the text: 'Girl Scouts River Valleys thanks our Sustaining Partners.'

publish online

2014 Annual Report



Learn about the challenges facing girls today, and how Girl Scouts makes a difference by reading our 2014 Annual Report. Download this and past annual reports on our [Finance and Accountability page](#).

ISSUU

PUBLISH IN MINUTES FROM PDF



manage social

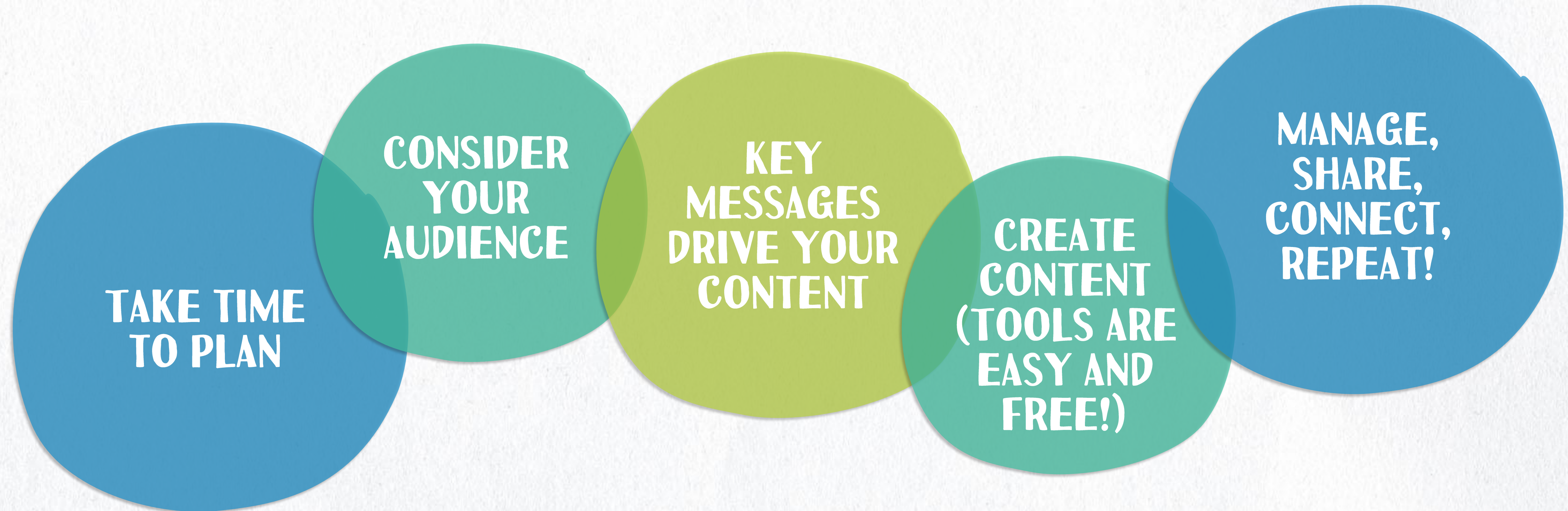
HOOTSUITE AND STORIFY

The screenshot shows a social media dashboard with four columns:

- Home jen_thorson:** Includes a Business Insider tweet about Zappos CEO Tony Hsieh, a Google For Education ad, and a tweet from BlackGirlNerds.
- My Tweets jen_thorson:** Shows tweets from Inc, jordosh, and TheHeartTruth.
- Heart Health jen_thorson:** Features tweets from Heart_Survive, ScopeMedBlog, and HeartSisters.
- Bloggers jen_thorson:** Displays tweets from twiladang and BlackGirlNerds, including a promotional image for Baratunde Thurston.

The Facebook post features a green background with the text: **ACT! SPEAK! BUILD! WEEK 2013** GUSTAVUS HABITAT FOR HUMANITY. Below the image is the profile information for Gustavus Habitat for Humanity, including a 'Like Page' button and interaction options like 'Like', 'Comment', and 'Share'.

simple, affordable, effective



**TAKE TIME
TO PLAN**

**CONSIDER
YOUR
AUDIENCE**

**KEY
MESSAGES
DRIVE YOUR
CONTENT**

**CREATE
CONTENT
(TOOLS ARE
EASY AND
FREE!)**

**MANAGE,
SHARE,
CONNECT,
REPEAT!**

PLAN

From simple, short, and solo to bigger team projects, planning upfront saves you later.

AUDIENCE

What person or group of people is essential to meeting your objective? Hint: it is probably not you.

MESSAGE

You need a theme, headlines, and copy. Write from key messages (and remember to proof!)

CREATE

This is the fun part and it can be fast, easy, and cheap with tools that make you look like a pro!

DISTRIBUTE

Connect your content with the audience where they are. Enjoy your success and repeat!

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WITH NO TIME**

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COMMUNICATION STRATEGIES**