

# KNOW THE TOOLS

## How to be Intentional with Your Messaging

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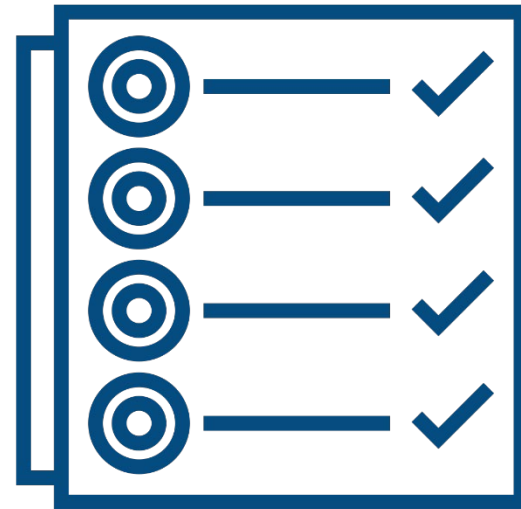
Ohio Association of Community Action Agencies /  
Ohio Community Action Training Organization



# OBJECTIVES

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- Understand branding basics
- Communication methods
- Messaging tips
- How to use data to tell your story
- Identify key audiences and how to reach them



# Ohio Association of Community Action Agencies

## INTRODUCTION

- Founded in 1971
- Mission to strengthen Ohio's Community Action Network
- Provides training and technical assistance to member agencies
- In-person and virtual workshops, conferences, onsite training, customized T&TA, advocacy, peer building opportunities



# ABOUT US: Kathryn

- Non-profit career spanning nearly 20 years
- Over 15 in the Community Action Network
- 8 years providing T&TA with OACAA
- Masters degree in mass communication with a focus in public relations



# ABOUT US: Emily

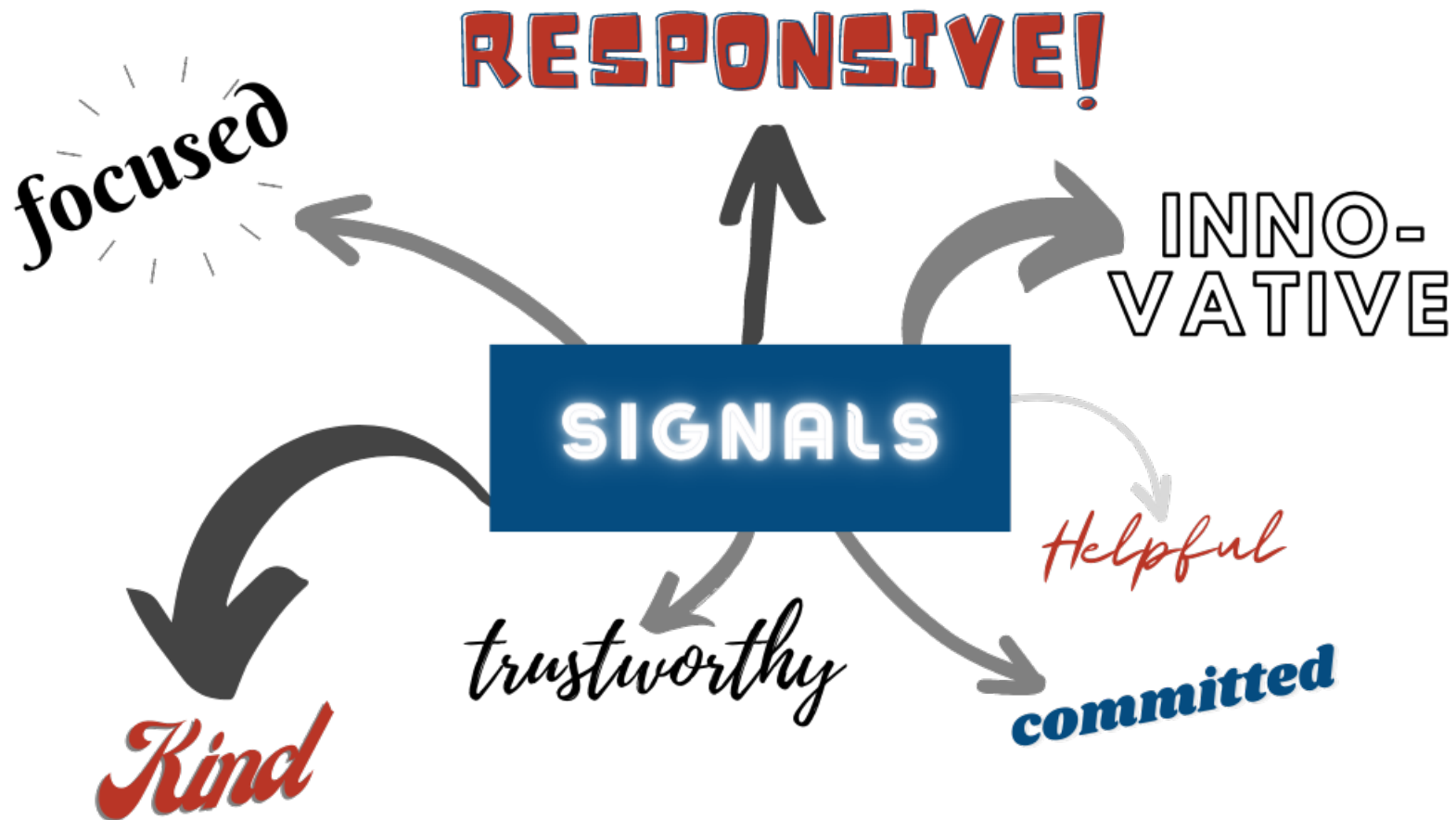
- Non-profit mindset since fifth grade
- Founding member of the Young Professionals Cohort (YPC)
- Nearly 2 years with OACAA
- Bachelors degree in English, minor in Journalism



# What is a BRAND?



# What is a BRAND?



# Brand **IDEA** Paradigm Shift

|                     | Old                                    | New  |
|---------------------|--|--|
| Definition          | A logo                                 | Strategic asset that embodies the mission and values |
| Goal                | Fundraising and PR                     | Mission impact                                       |
| Positioning         | Competitive advantage                  | Clarity and effective partnerships                   |
| Communications      | One-way projection of a specific image | Participative engagement                             |
| Audiences           | Donors                                 | Internal and external stakeholders                   |
| Organizational home | Marketing and communications           | Executive team, board and all brand ambassadors      |
| Requirements        | Money and expertise                    | A brand management mindset                           |

Source: The Brand IDEA, 2014, p. 8





# I

## Integrity

- Aligns identity with mission, strategies, and values of the organization
- Aligns internal identity with external image
  - Connected to strategic planning
- Results in cohesion and trust internally and externally

# D

## Democracy

- *“Free the brand!”*
- Engages stakeholders
- Creates brand ambassadors
  - Staff, board, community
  - Encourages story sharing
  - Provides guidelines and increases confidence

# (E)A

## Affinity

- Leverages reputation
- Builds partnerships
  - Identifies and attracts partners to work towards shared goals
- Drives mission impact
  - Greater impact on community focusing on specialties and working with partners



# OUTLETS



- Two-Way Communication:
  - Internal stakeholders
    - Word of Mouth
  - Social media
  - Phone calls
  - F2F interaction
  - Workshops/Presentations
- One-Way Communication:
  - Press releases
  - Flyers
  - TV/radio advertisements



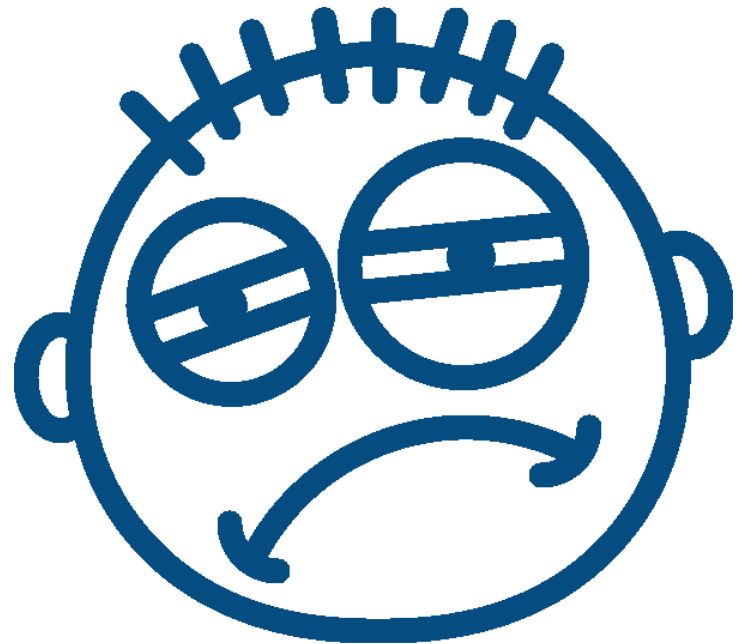
# PRO TIPS: Audience

- Consider audience values
- Relate their values to your mission



# PRO TIPS: MEGO

- Avoid MEGO
- CSBG = grant
- HWAP = Weatherization
- LIHEAP = emergency utilities



# PRO TIPS: Talk Real



- Speak like you're talking to another person
- Practice until you feel comfortable
- Even those reading are real people

# Why use data?



# DATA-DRIVEN Storytelling

“The capability to convert raw data into simple-to-read and simple-to-understand stories that assist in turning insights into actions.”



# DATA-DRIVEN Storytelling

1

Data Analysis

2

Data Visualization

3

Narrative





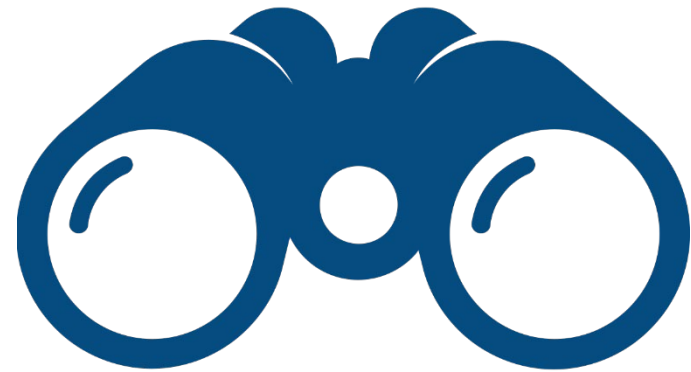
# Why use visuals?



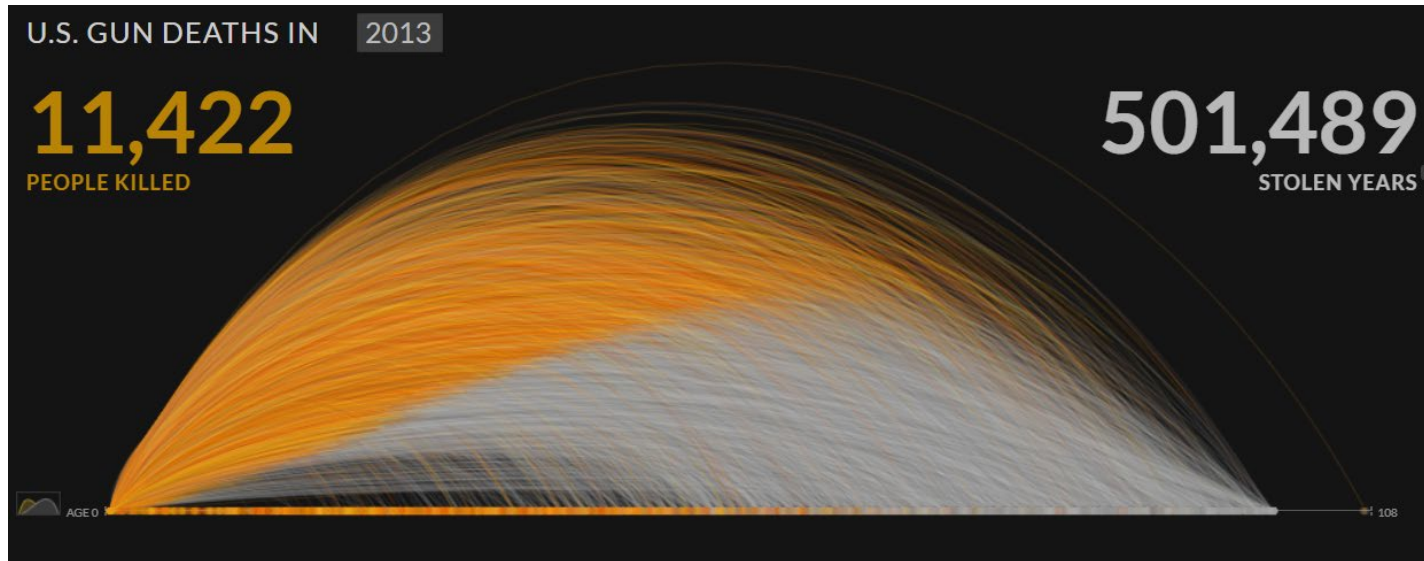
# DATA-DRIVEN Storytelling

## Why use visuals?

- “**65%** of people are visual learners”
- “We can recall...
  - 10% of what we read
  - 15% of what we listen to
  - **75%** of what we look at”
- We can recall pictures with **90%** accuracy”



# DATA-DRIVEN Storytelling Example

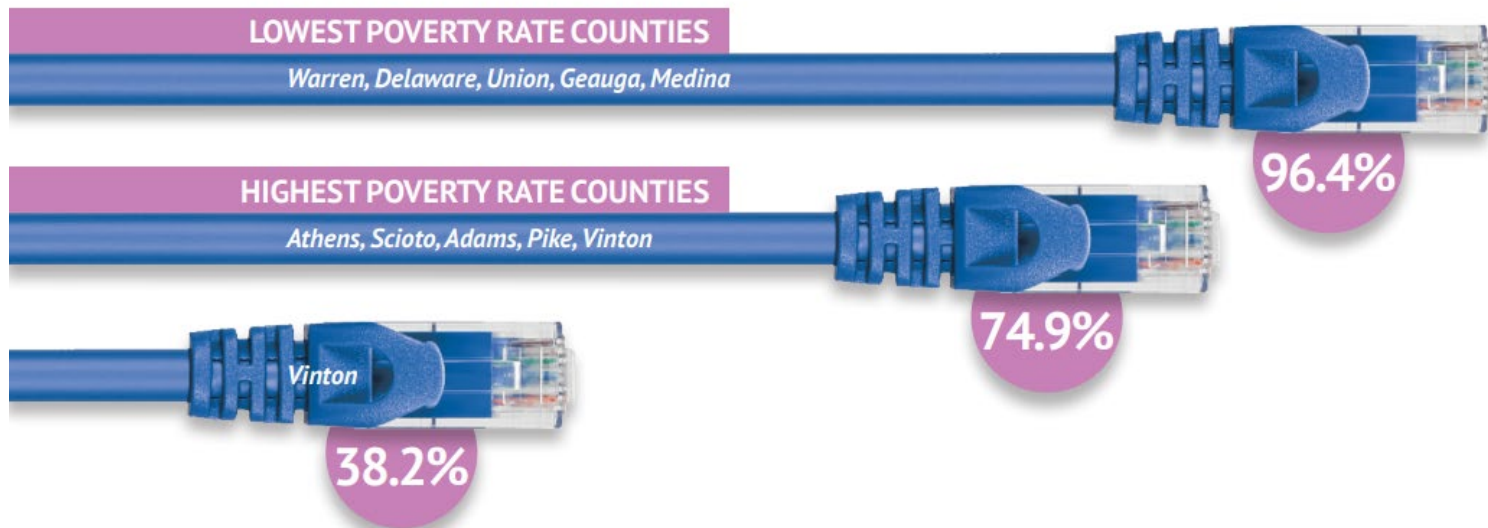


[US Gun Deaths](#)  
by Perisopic



# DATA-DRIVEN Storytelling Example

## Connectivity Rates



# DATA-DRIVEN Storytelling

- Data is your tool
- Use visuals when appropriate
- The customers are the heart
- Turn insight into action



# WORKSHEET: Targeted Messaging

| Purpose                                     | Key Audience & Value  | Media Outlet  | Resources  |
|---|---|---|--|
| <b>Why</b> are you conducting this outreach | <b>Who</b> you aim to reach and what <b>value</b> that audience holds | <b>How</b> you are going to reach your key audience | <b>What</b> are the resources needed to distribute the message |



# WORKSHEET: Targeted Messaging

## Messaging Scenario:

Your organization has received a federal grant to help fund your new mobile food pantry program. This program will help combat the effects of food deserts in your community.



# WORKSHEET: Targeted Messaging

- EXAMPLE: The **purpose** is to recruit program volunteers to help distribute food

| Purpose     | Key Audience<br>-----<br>Value  | Tool             | Resources               |
|-------------|---|------------------|-------------------------|
| Recruitment | Program Volunteers<br>-----<br>Serving and representing their community | Community Flyers | \$25.00 to print flyers |

**Why** you are conducting this outreach?

**Who** you are aiming to reach and what **value** does that audience hold?

**How** you are going to reach the key audience?

**What** resources are you going to use to distribute the message?





# WORKSHEET: Targeted Messaging

- EXAMPLE: The **purpose** is to promote the positive results or outcomes of the program and earn support for additional funds

| Purpose                                  | Key Audience<br>-----<br>Value  | Tool  | Resources  |
|--|---|---|--|
| Recruitment                              | Program Volunteers<br>-----<br>Serving and representing their community | Community Flyers                            | \$25.00 to print flyers                                    |
| Promote program results and earn support | Legislators<br>-----<br>Supporting low-cost, high-return investments    | Meeting with legislator or legislative aide | \$10.00 of printed meeting materials<br><br>Travel expense |

Why

Who/Value

How

What



# WORKSHEET: Targeted Messaging

1. Take 5 minutes to identify an upcoming issue, and use the worksheet to plan out your targeted message
2. Take 5 minutes sharing your answers with a partner
3. Group discussion





Ohio Association of  
Community Action Agencies

# QUESTIONS?

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