

IMPACT 100 GLOBAL
COMMUNICATION
TUESDAY MORNING

Sarah Lenti - Denver
Barbara Lord – North West Florida

Who is your audience: Members, Prospective members, non-profits – new and old and general public.

Board Members have valuable expertise.

What are you doing to attract new members and non-profits?

Communication Committee:

Skilled writers 2 or more

Photographer – 1 or more

Graphic designer

HTML – knowledgeable about this Internet language

Mentoring for new members

Make up of the committee – Chair – one person to go to/2 for social median/1-2 writers

Wheels not to be reinvented but kept turning

SUPPORT THE ASK.

BRANDING is most important.

Promise to your members and the public

Color

Tag lines

TALKING POINTS – GIVE YOUR MEMBERS THE WORDS.

Sarah talked about the Web Site importance.

- Color pallet – standardized and consistent
- Photos – pictures of recipients' more than members
- Page with top line stories – stores of the recipients
- Make mission clear and utilize needs on web site

Recruitment is made easier using the following:

- Web Site
- Social Media
- Current needs page on web site
- Keep current and relevant

Word Press:

- Professional design - needs to be an original site
- Set to be responsive - will fill any screen – needs to look good on a phone

SOCIAL MEDIA

You need to use the communication your age groups use. Many may not use social media so therefore you have to mail. But to engage those in the age groups that do you also have to use what they use – face book, tweet, web page, email, etc.

Different uses of Social Media:

- Event calendar management – Oklahoma
- Post links back to web site
- Guest List app – web site

- Face book used to highlight Grant Recipients' – then links to their web sites -- Pensacola

- Live stream events and awards

- Linkten – Melbourne, Australian uses successfully as they have lots of professional members. They do not use discussion groups.

- Others use Linktedin with Sales Force – this gives you talents and contacts.

- The following forms are consistent and have quality of content and are helpful, entertaining and more so with pictures.
 - Face book – used by peers
 - Twitter – used by
 - Instagram – used by milinials

Additional information:

Social Media management tools:

Google

Collaborate with team making plans

Watch competition

Ask members for content

Can buy ads

E MAIL MARKETING

Low Cost

- Emma – Takes out a lot of spam/more pleasing presentation/can customize
Can see who does or does not open
- Constant Contact - \$20- 500 members
- Mail Chimp – free for 1000 –

Spam block – Using certain words or #s will cause message to be blocked (\$100.00)

Face Book Page – Pay to boost it.

On Line Surveys to Members

- Survey Monkey – Customized, can use mail list from spread sheet
- Constant Contact also offers a survey
- Mail Chimp sends you back to Constant Contact

TRADITIONAL MEDIA

- Local Newspaper, TV and radio
- Get to know the newspaper and radio reporters
- Press releases
 - The Hook – what is it?
 - Feature a person
 - Dates – give a tag to the event
 - Think broad
 - Timing matters when you make your release
 - Format Google Press Release
 - Be brief – timing matters –
 - Send far and wide
 - Call after sending press release – one on one

Other Ideas to get your name out there:

- Bill Boards
- Event Booths
- Parade participation
- Local Cable - series of interviewing grant recipients and those who did not receive and include web site links.
- IF someone joins as a result of your above presentation, the sponsor will make a donation either to Impact for Admin costs or to the nonprofit who was presenting
- Use a news caster for an event – she will buy into the organization

REMEMBER THE LIVES YOU ARE CHANGING!

REMEMBER YOUR STORIES!