PROGRESSIVE TECHNOLOGY PROJECT

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How to Make Your COMMUNICATIONS *ROCK*

Communication is woven into almost everything.

ORGANIZING

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ORGANIZING

FUNDRAISING

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ORGANIZING

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DEVELOPING FRAMES & MESSAGES

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ORGANIZING

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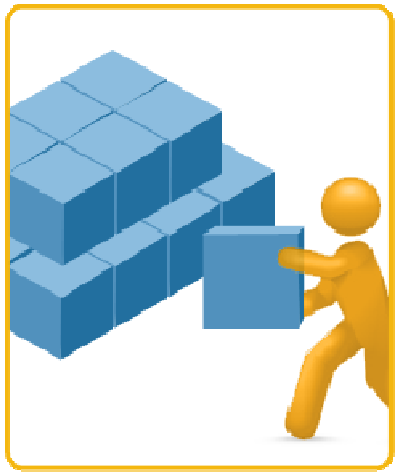

CREATING & CARRYING OUT CAMPAIGNS

There's no one easy

MAGIC

trick

It’s not like if you just:

HIRE THE RIGHT PERSON

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HIRE THE RIGHT PERSON

DEVELOP A DAZZLING WEBSITE

It’s not like if you just:

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HAVE MANY ON FACEBOOK & TWITTER

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GET IN THE NEW YORK TIMES

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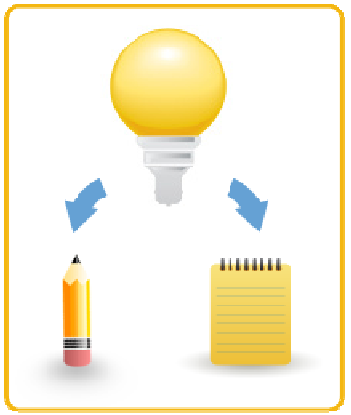

DEVELOP GREAT STORIES, MESSAGES & MEMES…

It's not like if you just:

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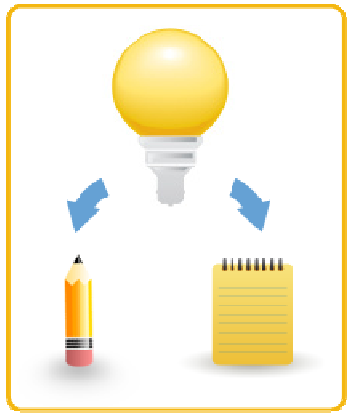
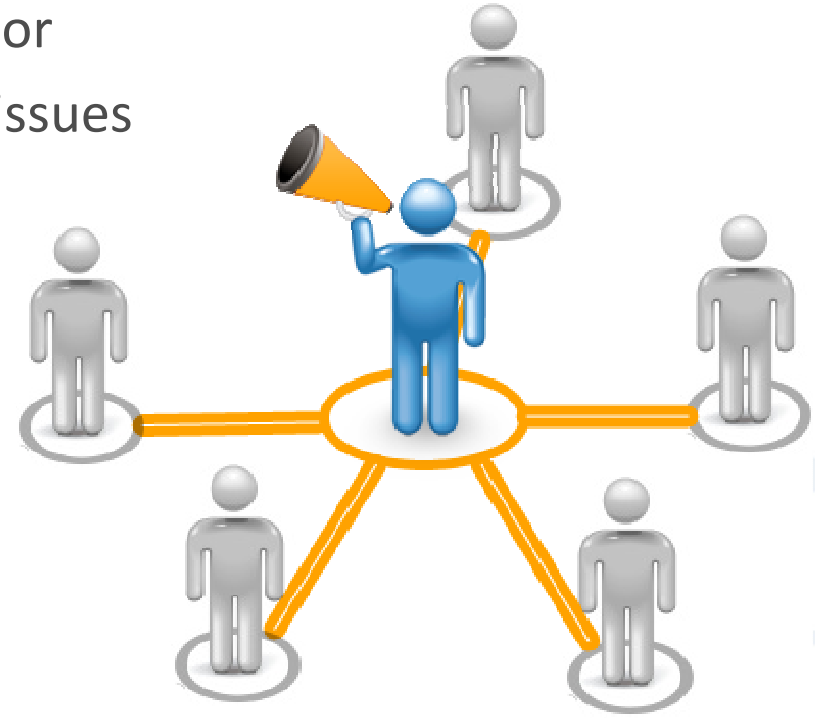


DEVELOP GREAT STORIES, MESSAGES & MEMES…

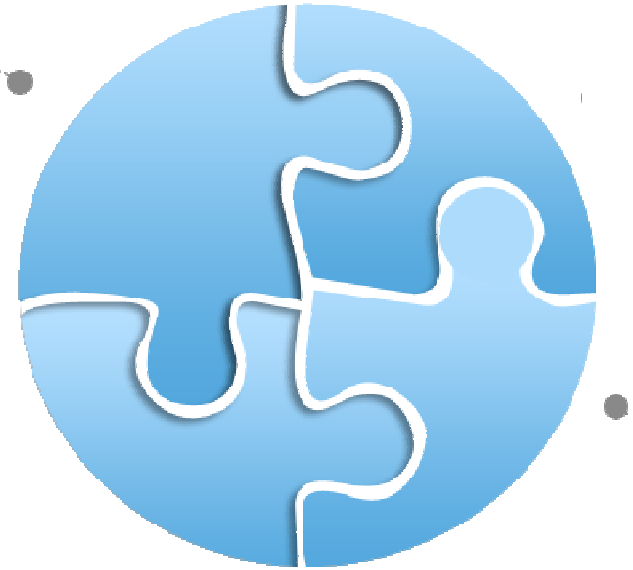
…then everything magically happens.

Our working assumption is that your organizations want to:

- Reach more people
- Reach a broader audience
- Reach people in a deep way
- Change people's understanding/behavior
- Frame and control the debate on your issues



Organizational Communications Practices



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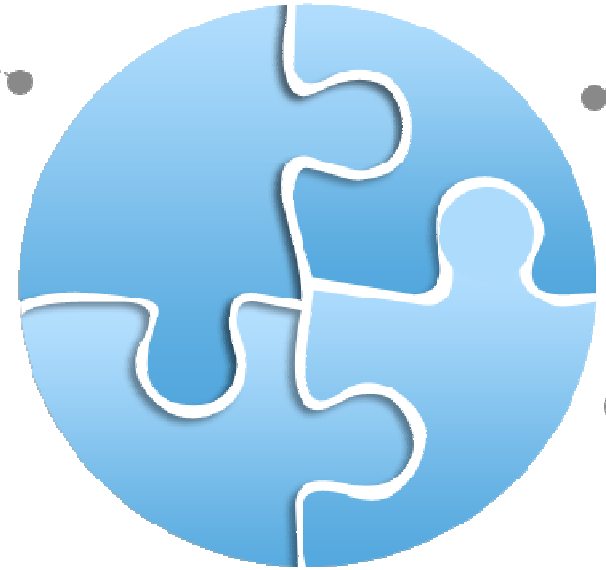
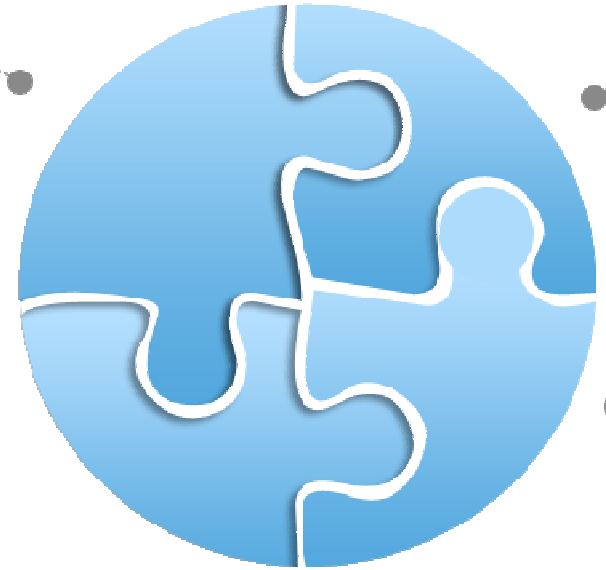


Organizational Infrastructure

Organizational Communications Practices

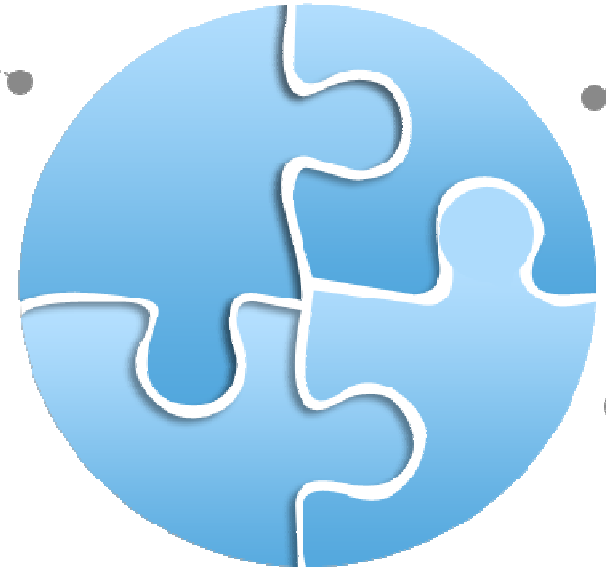
Organizational Infrastructure



Tools & Skills

Organizational Communications Practices

Organizational Infrastructure



Tools & Skills

Organizational Culture

Organizational Communications Practices

The Essentials

1. Be clear about your goals

Organizational Communications Practices

The Essentials

1. Be clear about your goals
2. Identify your audience

Organizational Communications Practices

The Essentials

1. Be clear about your goals
2. Identify your audience
3. Develop a plan

Organizational Communications Practices

The Essentials

1. Be clear about your goals
2. Identify your audience
3. Develop a plan
4. Develop your frames, stories & messages

Organizational Communications Practices

The Essentials

1. Be clear about your goals
2. Identify your audience
3. Develop a plan
4. Develop your frames, stories & messages
5. Test, retest & test again

Organizational Communications Practices

The Essentials

1. Be clear about your goals
2. Identify your audience
3. Develop a plan
4. Develop your frames, stories & messages
5. Test, retest & test again
6. Refine your activities, approach, messages

Organizational Communications Practices

The Essentials

1. Be clear about your goals
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4. Develop your frames, stories & messages
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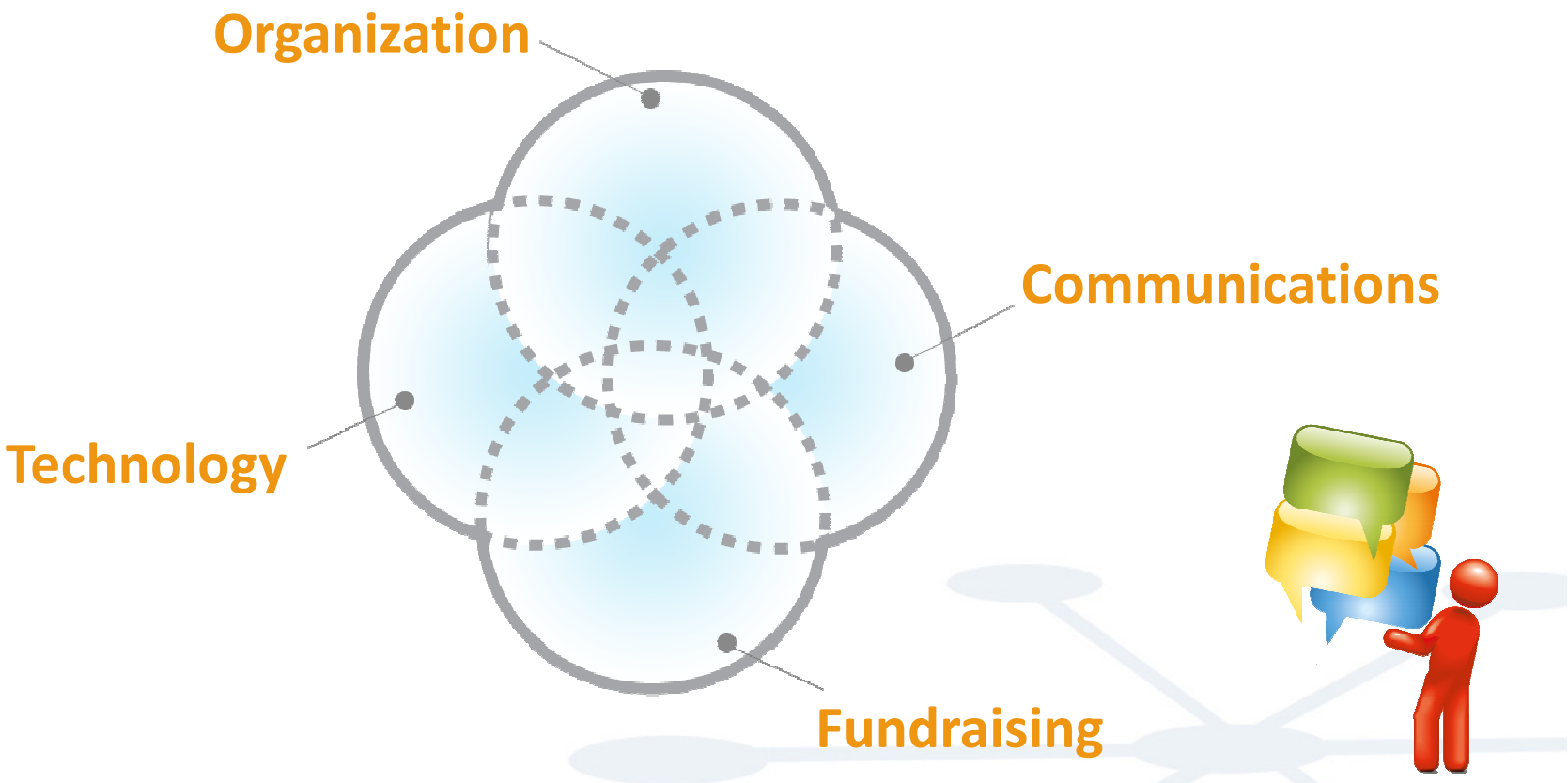
6. Refine your activities, approach, messages
7. Evaluate your work

Organizational Communications Practices

The Essentials

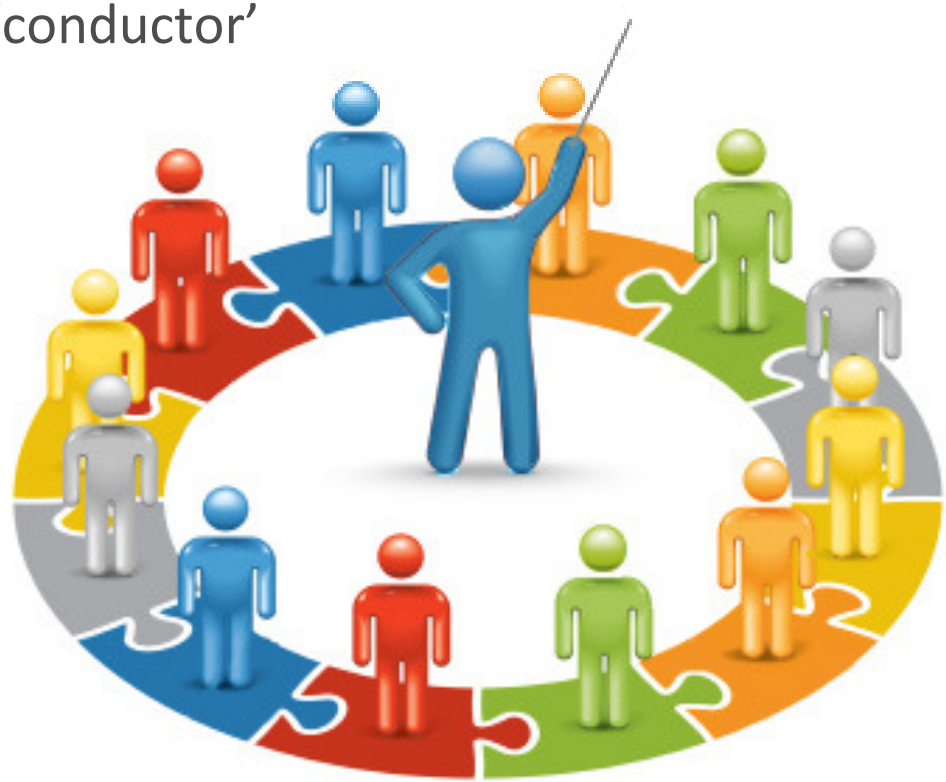
1. Be clear about your goals
2. Identify your audience
3. Develop a plan
4. Develop your frames, stories & messages
5. Test, retest & test again
6. Refine your activities, approach, messages
7. Evaluate your work
8. Build on what you learned

Organizational Communications Infrastructure



Organizational Infrastructure

- Lots of staff involvement
- Have a communications ‘conductor’



Tools & Skills

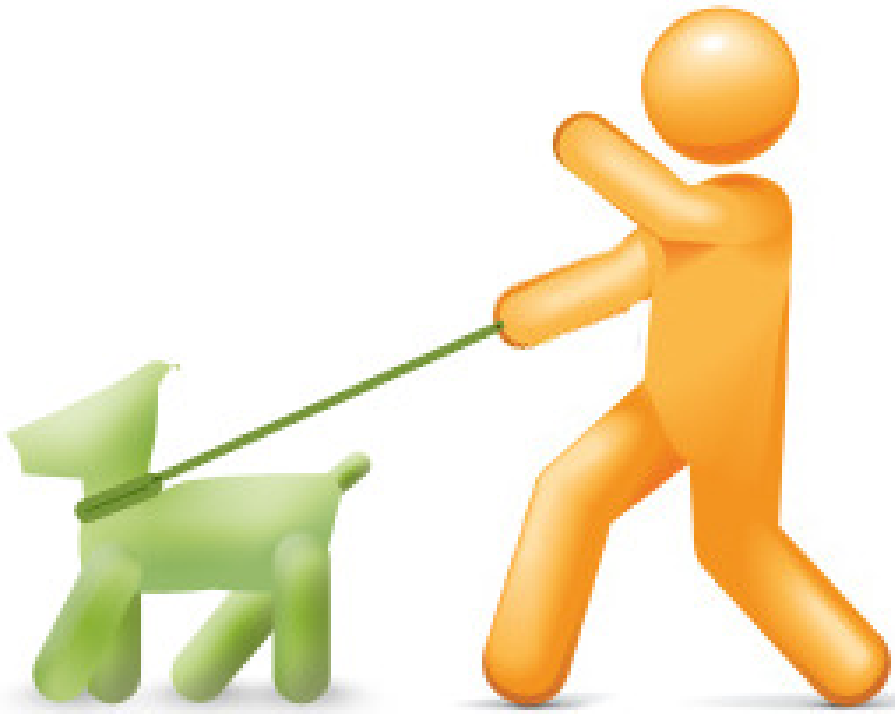
- Database
- Website
- Facebook
- Twitter
- E-tools
- Photos & videos

Organizational Culture

- Shared approach
- Skills-building
- Everyone ‘touches’ communications
- Coordination not dependency

Organizational Culture

Get out and walk the dog!



That's our secret
formula for making your

COMMUNICATION ROCK

You can download this presentation at by joining the **Power On Network** and going here:

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