

# Practical Planning for Irresistible Communications

**David Allen, Development for Conservation**

**Carolyn Brown, GreenWave Strategies**





# Communication Planning in 90 minutes



- Inspired
- Prepared
- Curious

# David Allen

## Development for Communications





# Carolyn Brown

## GreenWave Strategies

wild-crafted communication

*calls in the people, money and action you need,  
using the best of the old tools and new.*

- Branding, message, storytelling & communication plans
- Social media, websites, digital outreach, content marketing
- Fundraising campaigns & materials
- Board & staff training, coaching

[www.GreenWaveStrategies.com](http://www.GreenWaveStrategies.com)







Haphazard  
is your biggest  
Hazard



# Basic Communication Plan

- Goals
- People & Context
  - *Me (organization)*
  - *YOU (participants)*
  - *Community*
- Communication Strategy
- Message
- Action Plan

# Goals

- Mission goals
- Supporting goals
  - People =
    - *Money*
    - *Action*
  - Infrastructure





# Communication & Outreach Goal



Build a community of people who care





...and care enough to take action.



When  
you  
know  
where  
you  
stand



You'll  
know  
what  
to do.



# Communication Builds Relationships & Community





# Know Yourself





# Know Your People





# 1. Connection

*How do they enjoy this place?*



## 2. Relationship

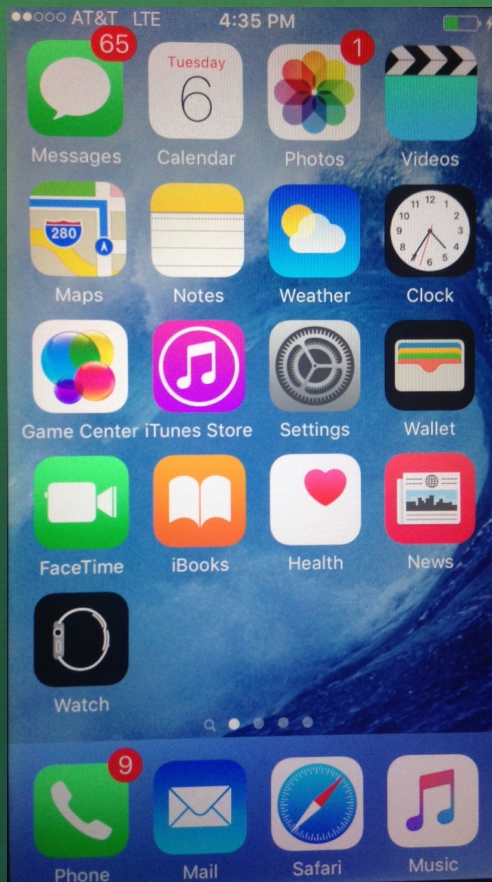
*What kind of relationship with you?*





# 3. Communication

*How do they communicate?*



# Participants vs. “Audience”





# Understand Their Lives



# Bonfire Principle

*How close are they to the cause?*





# Meet them where they are, Draw them closer

- Attract them to the vision.
- Connect them with the place, benefits, cause.
- Inspire them to take action.

The background features a stylized landscape with green mountain peaks at the top and bottom. The central area is a gradient from orange to yellow, with a white question mark in the middle.

HOW?



# Basic Strategy

1. Build appreciation for the place/vision and how it benefits your people.
2. Inspire people to get outside, enjoy this Land.
3. Bring your work and the benefits to life – and into your supporters's lives.
4. Give them something specific – and meaningful – to do.







# Basic Message

1. I (we) love this place...here's why it's precious to me and valuable to you.

*nature nearby*

2. Can you see what's possible here?

3. This is what you can do to make a meaningful difference.

# Our land trust

Protects local  
open space.

Provides local places  
where you can  
get outside,  
stay healthy and  
enjoy a taste of  
wild nature.





# Message Tools

- Mission/vision statement (external)
- Positioning statement (internal)
- Key messages with call to action
- Elevator pitch
- Ambassador script (loose), training, practice
- About us – 1 sentence, 1 paragraph
- Stories
- Images (3-5 top pics)

# Basic Communication Plan

- Goals: mission and support
- People & Context
  - *Me (organization)*
  - *YOU (participants)*
  - *Community*
- Communication strategy
- Message
- Action Plan



# Action Plan

*Systematic way to:*

- Attract people your vision;
- Connect them with the Land;
- Inspire them to take action.

# Old Way

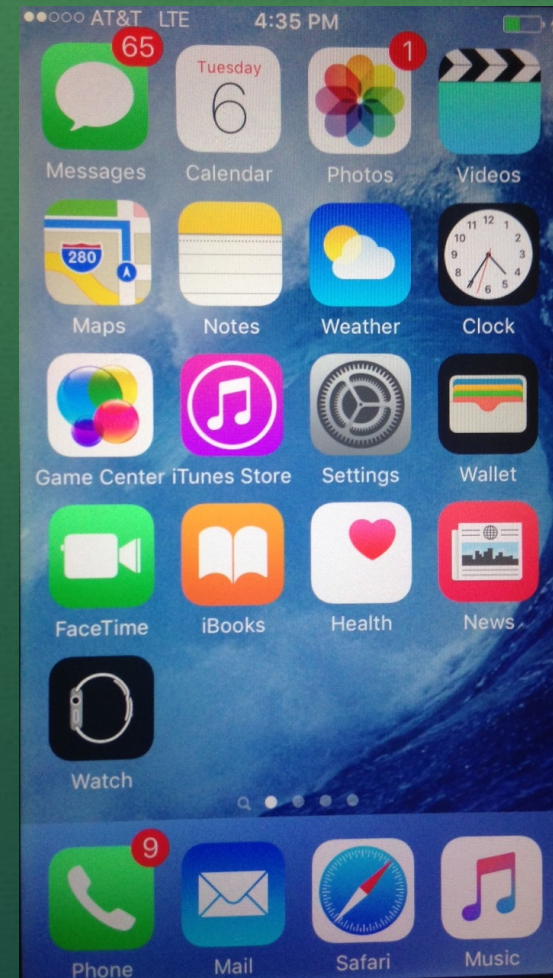
- 1-way sales pitch
- Specific audience
- Crafted and approved
- Slow, deliberate, detailed





# AND New Ways

- Tell your story in 365 days, many ways
- 2-way++
- More touch points
- Interactive
- Fast, fluid, responsive, crowded



# One Man in Love with the Hoh

 NATIONAL GEOGRAPHIC CHANNEL



## *The Legend of Mick Dodge*

- 40% increase in park visitors
- Coloring book at local visitor center
- School programs
- Tribes and land trust



# Art in Nature



## *Trails and Vistas*

- Brings artists and audiences to the land year-round
- Engages kids
- Benefits local land trust
- Partners with arts, parks and community groups





Immerse your people in a world where your vision, values and benefits are real



# Content Marketing Brainstorm

1. Topics

2. Formats

3. Channels

# Topics

Mission, Message & Stories →  
Content They Value, Share



Our  
goals

Your  
wants



# Channels

*where we publish*

- Real face-time & phone
- Print newsletter, annual report, direct mail
- eNewsletter, blog, donor updates
- Social media
- Website
- Our events & invitations, community events
- Conference calls, webinars
- News media – local newspaper, radio, TV

# Formats

- Text – stories, articles, facts, etc.
- Photos
- Infographics
- Video
- Audio
- Live presentations, performances
- what else?



# Organize

1. Rhythm of touch points
2. Tasks within budget
3. Task calendar with roles

# Simple!

1. Make a plan
2. Keep listening
3. Evolve and thrive





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