Communications Planning:
Bringing the People You Need from A to B

Melissa Russom
Founder & Principal, Melissa Russom Strategic Communications
www.melissarussom.com
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Today's Presentation

1. Why you need a communications plan
2. Strategy and messaging basics (the prerequisites)
3. Essential elements of a communications plan
4. Let’s do it!
Why Do You Need a Communications Plan?
3 reasons you need a communications plan

1. Big ideas
2. Limited budget
3. Multiple stakeholders
But first...
The prerequisites
The prerequisites

1. Strategic plan
2. Brand & messaging strategy
Strategic Plan
(A → B)
Key questions to ask your team

1. What’s your “why”? Why does the org exist? Why should people support it?
2. What does the world look like once your organization achieves its work?
3. If resources (financial and human) weren’t an issue, what would your organization do?
4. Why should donors support your organization?
5. What are the goals you need to accomplish to make your vision a reality?
Key questions to ask your team

1. What’s your “why”? Why does the org exist? Why should people support it?
2. What does the world look like once your organization achieves its work?
3. If resources (financial and human) weren’t an issue, what would your organization do?
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Brand & Messaging Strategy
Brand & messaging strategy

Who to ask

- Donors
- Board members
- Program staff
- Executives
- Volunteers
Brand & messaging strategy

What to ask

- How would you describe our organization to a new friend?
- What makes you different from other similar organizations (name a few)?
- If we could have anyone as a spokesperson (fictional, real, living, deceased) as a spokesperson, who should it be? Why?
- What is our only statement?
An inside look
Neighbor
- Respect
- Fairness
- Belonging
- Friendship

Boys & Girls Clubs of America

Magician
- Intuition
- Inspiration
- Transformation
- Cleverness

Rebel
- Leadership
- Risk-taking
- Revolutionary-thinking
- Bravery
- Progression

Girls Who Code

Hero
- Strength
- Achievement
- Self-sacrifice
- Courage
- Redemption

Girl Scouts
Our Brand is *The Sage*

Self-Knowledge  |  Growth  |  Reflection  |  Wisdom  |  Clarity
Sisterhood for self-discovery.
The Only Statement

_____ is the only female empowerment organization that leads girls and women of any age to discover, value, and advocate for their authentic selves—indeedependent from accomplishments and aspirations—while developing a lifelong supportive sisterhood.

Other organizations work to identify girls’ strengths, but do so as a service to something more: developing future leaders or filling traditionally male-dominated professions.

_____ stands out by placing the unique girl—not what she hopes to accomplish—at the center.

For _____, a girl's or woman's strengths serve her no matter where she wants to take them—whether it's working as a tradesperson, managing her home, or dominating Wall Street. Ignite prepares girls and women to be resilient so they can stay true to who they are and make confident choices for their lives.
Essential Components of Your Communications Plan
The 4 strategic components of a communications plan

1. Your organizational goals
2. Your communications objectives
3. Your audience(s)
4. Your message(s)
The 4 strategic components of a communications plan

1. Organizational goals
2. Communications objectives
3. Your audience(s)
4. Your message(s)
Communications objectives: an example

Organizational Goals:

1. Expand in-school service partnerships to ABC County
2. Launch school-based peer support groups for LGBTQ+ teens
3. Increase fundraising revenue by $50,000
Communications objectives: an example

Communications Objectives:

1. Grow mailing list to include ABC county school officials
2. Develop content-sharing relationships with behavioral health providers serving teens
3. Increase donations sent in response to newsletter
Communications objectives: an example

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Your Turn

Breakout groups: 10 minutes

1. Introductions
2. Share your organizational goals and ideas for communications objectives to support
3. Provide feedback to others based on your experiences
4. Return and share an example
The 4 strategic components of a communications plan

1. Your organizational goals
2. Your communications objectives
3. Your audience(s)
4. Your message(s)
Audience Personas: Who is this for?

- Name + photo
- Role they play with your org.
- Demographics
- Family and relationships
- What communications channels do they use (ie. social media, email, direct mail).
- How do they spend their day?
- What do THEY want to achieve through your org?
- Beliefs about society
- What drives them to your org?
The 4 strategic components of a communications plan

1. Your organizational goals
2. Your communications objectives
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4. Your message(s)
An inside look
Key Message

Healthy Development is on all of us.
Healthy development is your right - protected by law.

You are your best advocate.

You are not alone.

Start the conversation.
Use the resources.
Facilitate care and education.

Know the law.
Respect intersectional identities.
Use the resources.
3 tactical components of a communications plan

1. Tactics
2. Budget
3. Responsibilities
3 tactical components of a communications plan

1. Tactics
2. Budget
3. Responsibilities
Your Turn

Breakout groups: 10 minutes

1. Introductions
2. Share ideas for tactics that could help you reach your objectives with your audience
3. Provide feedback to others based on your experiences
4. Return and share an example
3 **tactical** components of a communications plan

1. Tactics
2. **Budget**
3. Responsibilities
3. **Tactical components of a communications plan**

1. Tactics
2. Budget
3. Responsibilities
Next steps
Next steps

1. Complete your plan
2. Get buy-in
3. Create a timeline
“Don’t let perfect be the enemy of good.”
-Voltaire
Let's connect.

www.melissarussom.com
melissa@melissarussom.com

LinkedIn: /in/melissarussom
Twitter: @MelissaTrussom