

How to get your message out

Webinar 3

How will you deliver your message to the right people?

November 17, 2022



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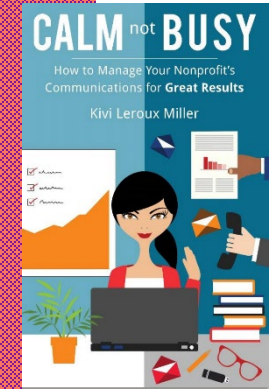
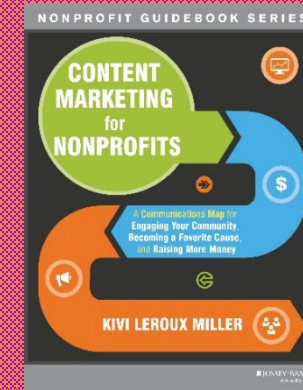
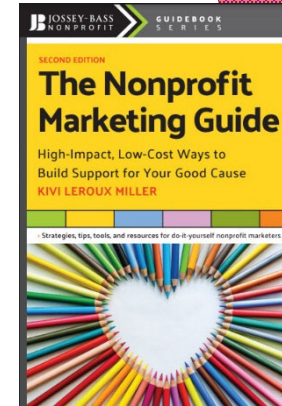
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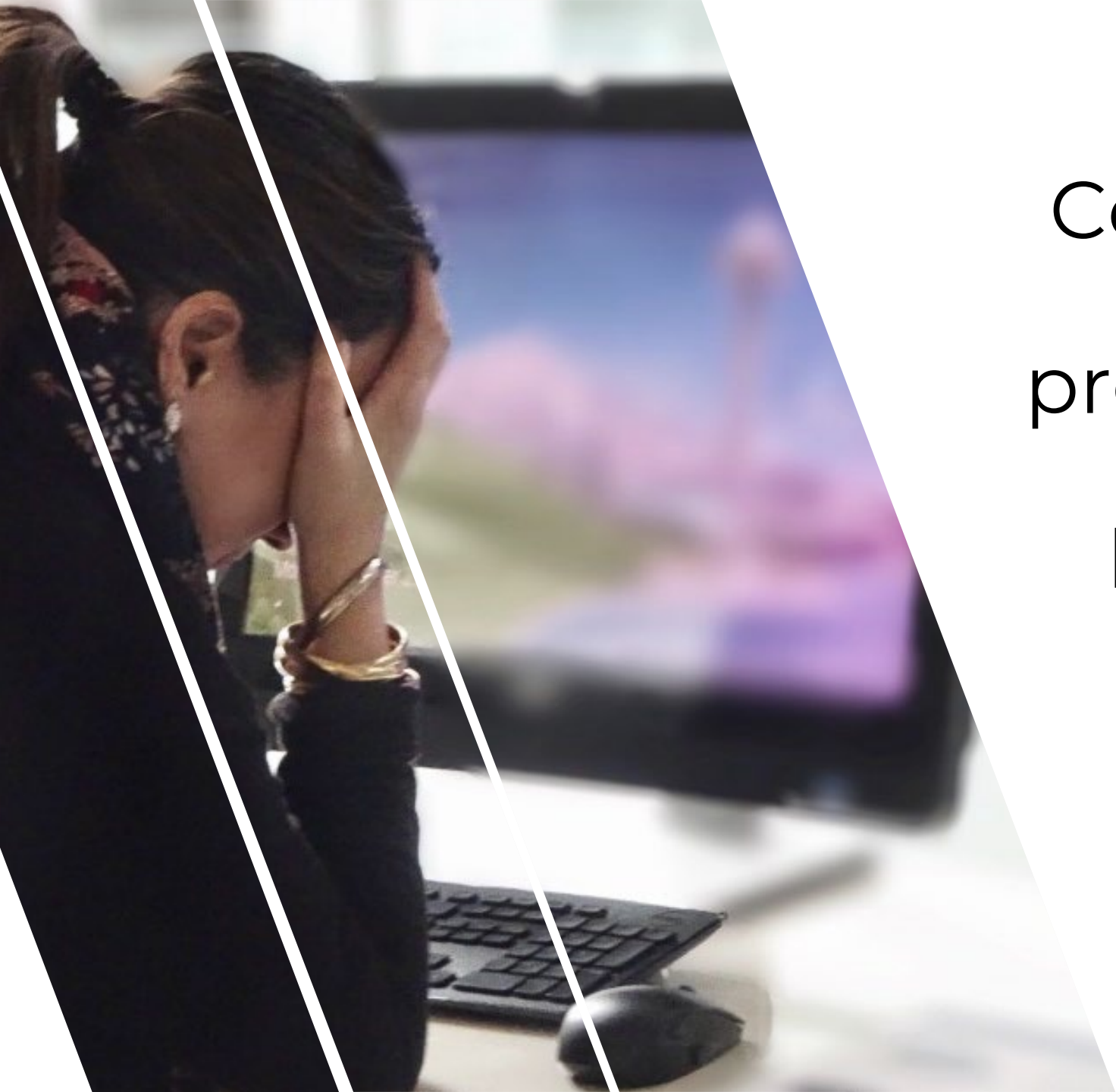


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Communications
work that
produces results is
always **much
harder than it
looks.**



How to get your message out

An online communication
roadmap for
rangeland professionals



Amber Dalke, Retta Bruegger & Shella Merrigan



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September 2022

<https://rangelandspartnership.com/communication>

The Rangelands
Partnership
comms
roadmap will
make your life
much easier.

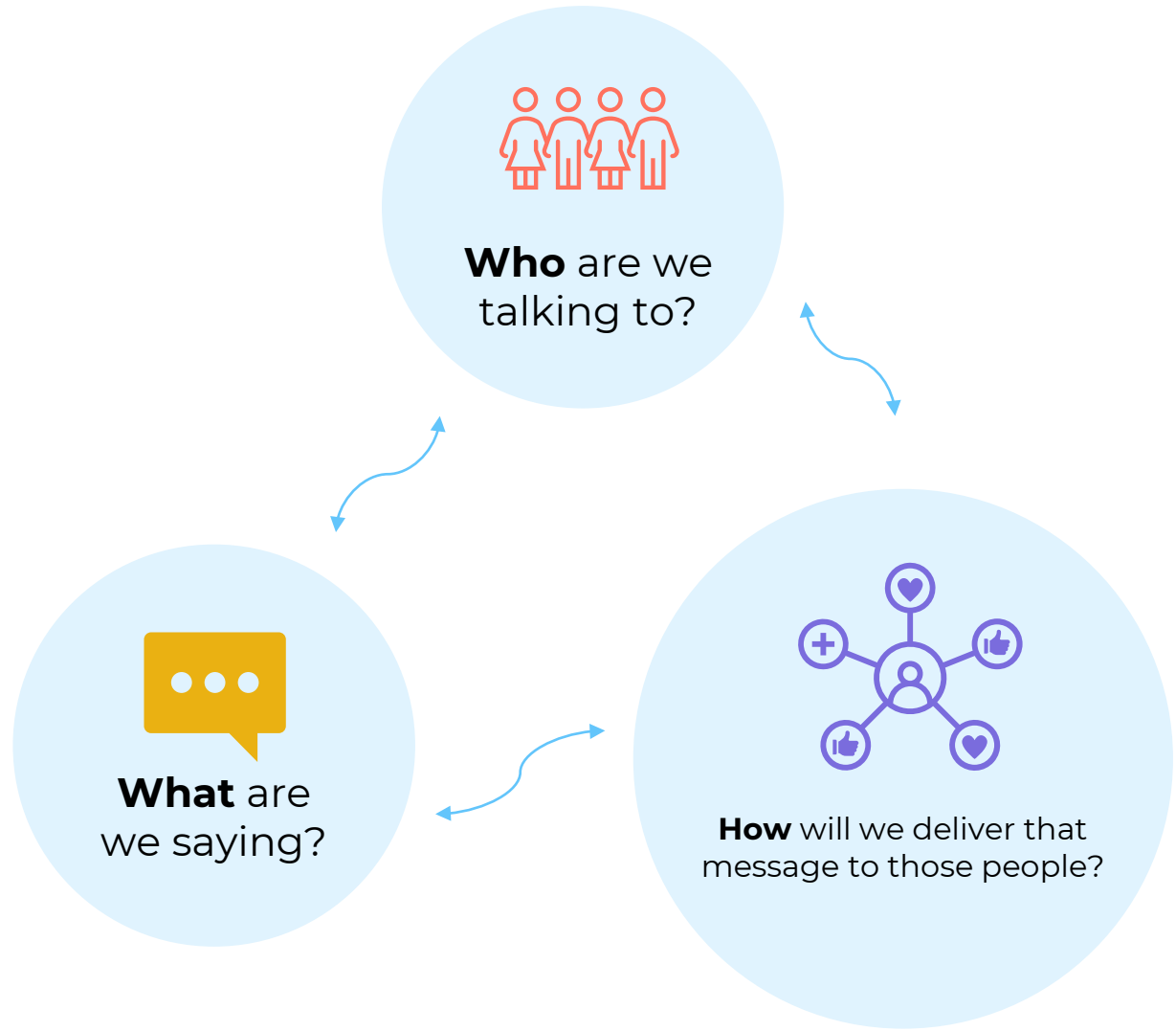


Our Three Sessions Together

- ~~**Who** Are You Talking To~~
- ~~**What** Are You Saying to Them and What Should They Do?~~
- **How** Will You Deliver Your Message to the Right People? (Today)



The Three Most Important Questions = The Quick and Dirty Marketing Plan





Always use multiple communications channels (everything should go in at least three places).

Think about who your best messengers are.

Think through your frequency, then double or triple it.



How will we deliver that message to those people?





How will we deliver that message to those people?

Channels are places to communicate like ...

- Websites or blogs
- Press releases
- Email
- Direct mail
- Social media (Facebook, Instagram, Twitter, TikTok, etc.)
- Videos
- Infographics
- Presentations
- Events
- Etc.





How will we deliver that message to those people?

You may not be the best messenger.

Consider other voices, like

- People who look/sound like the people you want to reach
- Find trusted community leaders or influencers
- Use testimonials from or stories about people like them
- Use channels that are more trusted than others in the community (because our media landscape is very fractured)





How will we deliver that message to those people?

PLEASE,

NEVER EVER EVER
EVER NEVER EVER
NEVER EVER EVER
NEVER PARK HERE.

THANK YOU

Think through your frequency, then double or triple it.

People who worry about overcommunicating are almost always under-communicating.

If you aren't bored with your messaging, you aren't saying it often enough.





**Questions
before we
shift gears?**



The Seven Writing Styles



News Writing



Thought
Leadership
Writing



Lifestyle
Writing



Conversion
Copywriting



Microcontent



Supporter-
Centered
Copywriting



Storytelling





Answer in Zoom Chat

Which Style is Most Often Used When It Shouldn't Be?



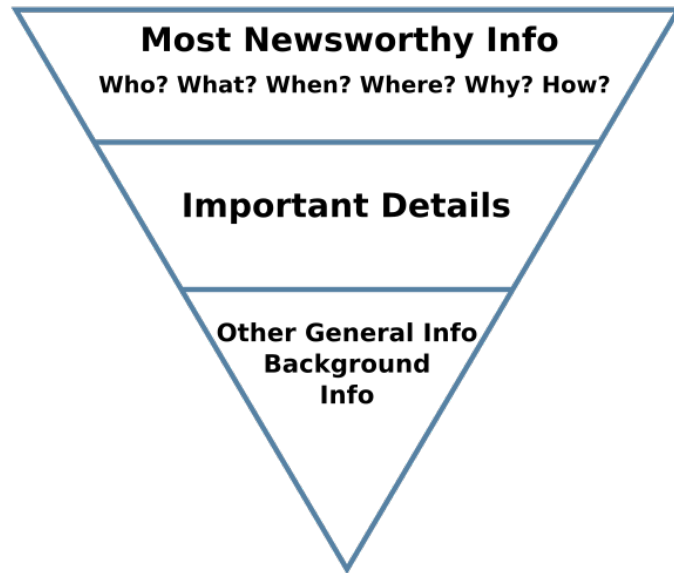


NEWS WRITING

Straightforward,
factual, journalistic
writing

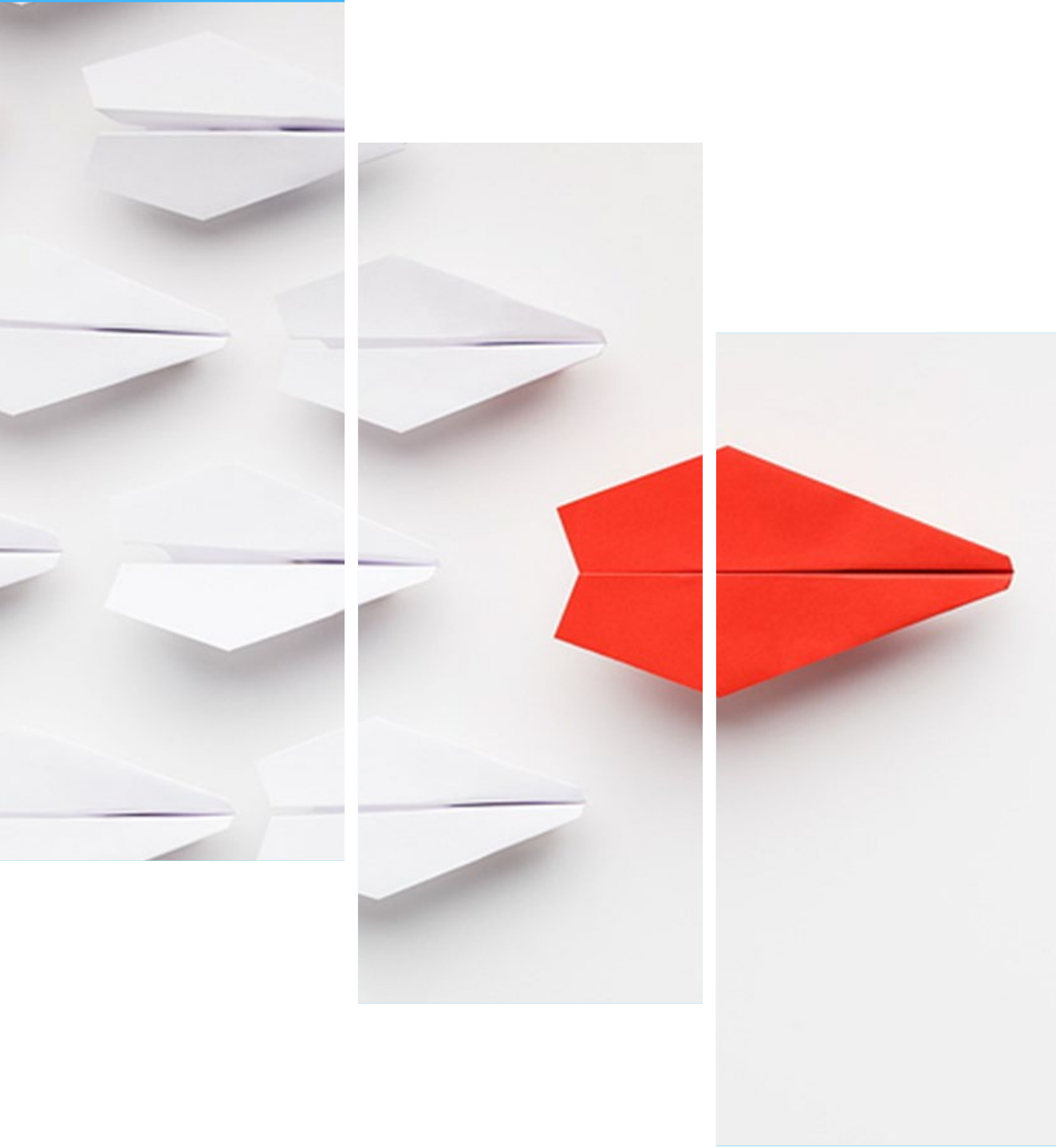


- **5 W's and H:** Who, what, when, where, why and how
- Use the **inverted pyramid** style



- **Don't bury the lead!** But it's OK to vary the lead with care.
- **What's Newsworthy?** Timeliness, Proximity, Prominence, Conflict or Controversy, Impact or Consequence, Human Interest (Shared Experience), or Novelty/Oddity





THOUGHT LEADERSHIP WRITING

Authoritative and
opinionated content
from experts – and a
great approach to
social media.





Thought leader is a more workplace friendly term for influencer.

- Requires both knowledge and passion!
- Super important to know your niche and your targeted community well.
- Easier to be a big fish in a small pond, which is perfectly fine.
- Building a smaller community of highly engaged people is more valuable than a large community of people who can't be bothered. (Same is true for email, BTW)

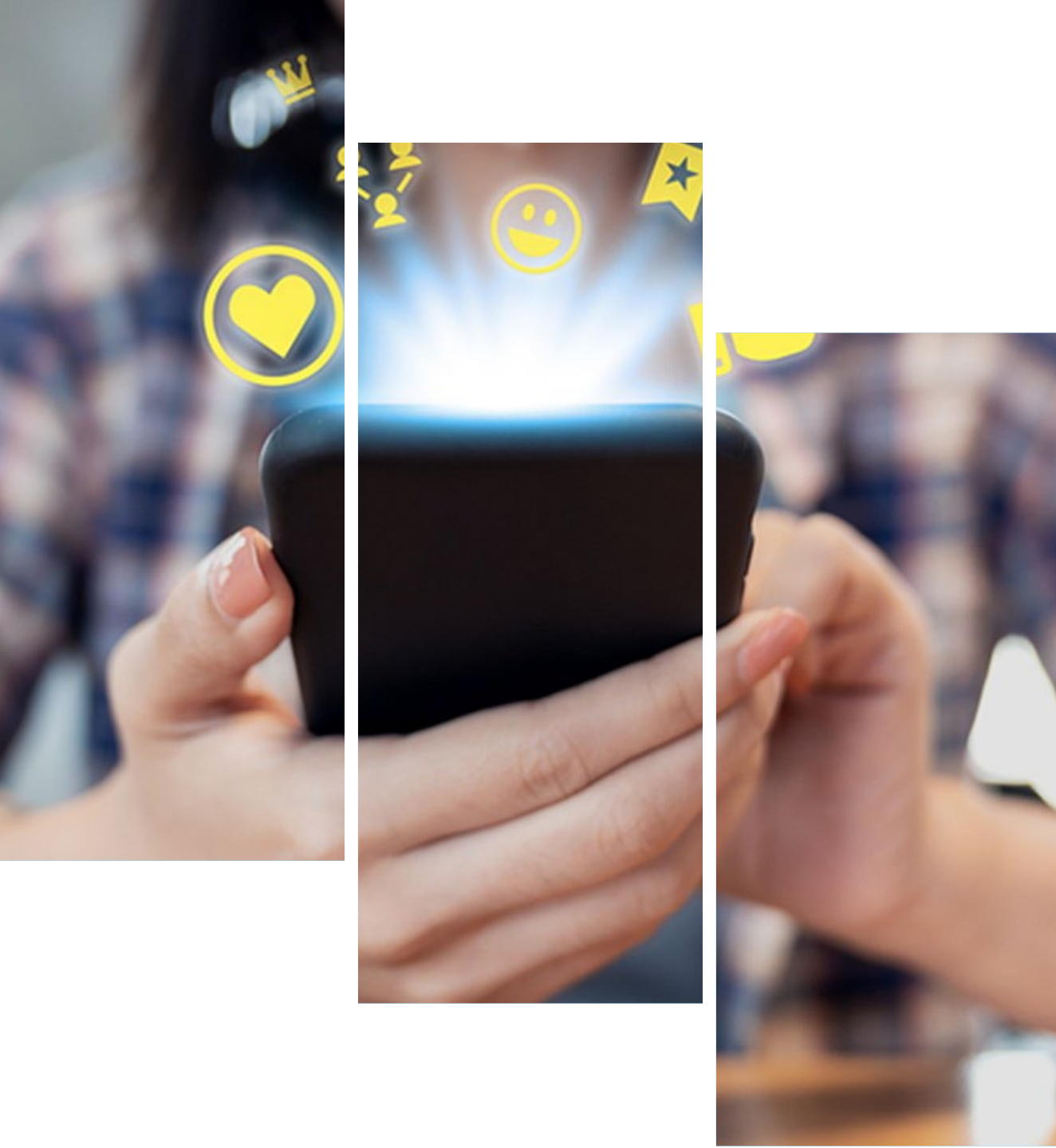




Pick a niche and specialize.

- By specific topics (the things you talk about)
- By your style, tone, voice (how you talk about it)
- By who you are talking to/for (very well-defined target audience)
- Find the Goldilocks Zone: Other people are talking about it, but not a ton of other people





MICROCONTENT

Short but powerful
copy that's actually
read



80/20 Rule. 80% of people will read the headline and nothing else. Only 20% read the whole thing.

Therefore . . .

50/50 Rule. Spend half the time it takes you to write a piece on drafting a persuasive headline.



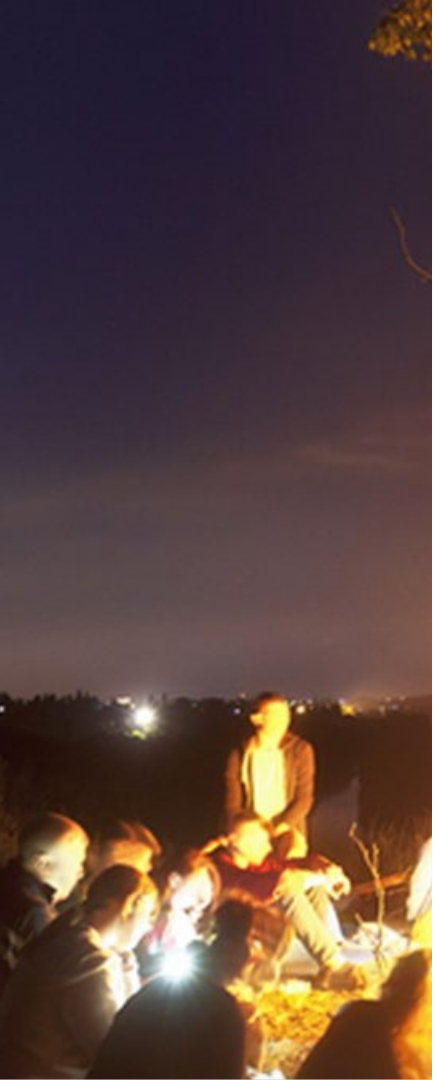
- In email alone: **Subject Line, Sender Name, Pre-header, ALT text, Headlines, Subheads, Calls to Action, Captions, P.S.**
- Also think about **sidebars, some social media posts, hashtags**
- Keywords in **first 30 characters**
- **The Magic 6: You, My, Numbers, How To, Deadlines, Questions**
- Know your org's own **response words** (words like *save, love, free, and new* but that are relevant to your list)



Answer in Zoom Chat

Which Style is the Most Powerful Form of Writing?





STORYTELLING

Narratives that include characters, descriptive details, emotions, and plot.




- “A story is a **fact, wrapped in an emotion** that **compels** us to take an **action** that **transforms** our world.” –
Richard Maxwell and Robert Dickman
in *The Elements of Persuasion*

- **Many different formulas!** The secret is to find the handful that work for you and to use them consistently.



Two Good Story Plots

A vertical photograph on the left side of the slide. It shows a man with a beard and mustache, wearing a light blue button-down shirt. He is sitting at a desk, looking down at an open notebook. His right hand is holding a pen, and his left hand is resting on the notebook. The background is slightly blurred, showing a wooden desk and a wall.

The Challenge Plot: Good for inspiring and building confidence and empowering action. Classic 3-Act structure.

A vertical photograph on the right side of the slide. It is a close-up shot of a man's arm and hand. He is wearing a light blue button-down shirt. His hand is holding a pen, and he appears to be writing on a piece of paper. The background is blurred.

The Creativity Plot: Good for demonstrating new and innovative solutions to old problems. Inspires people to think big.





The Challenge Plot

- Classic 3-Act structure
- Individual success stories
- Underdogs
- Rags to riches
- Against all odds
- Bootstraps
- **Inspires action, confidence; appeals to our courage and strength**





Writing the Challenge Plot

- Characters at a particular time and place (Act 1)
- Their goals or desires (Act 1)
- Barriers that they must overcome (Act 2)
- How they get beyond those barriers (Act 2-3)
- Payoffs or triumphs (Act 3)



Let's Break Down a **Challenge** Plot Story

Introduced to character in time and place.

Sarah is a fifth-generation rancher in southern Arizona. After dealing with years of drought, Sarah knows she needs to do something. A neighbor told her about their drought management plan created through a local workshop. Sarah is ready to try.

Current situation is clear, and there's a hint at Act 2 – who's the villain?

Goals and desires (explicit or implied)

Dramatic tension peaks — what will happen next to the character?



Let's Break Down a **Challenge** Plot Story

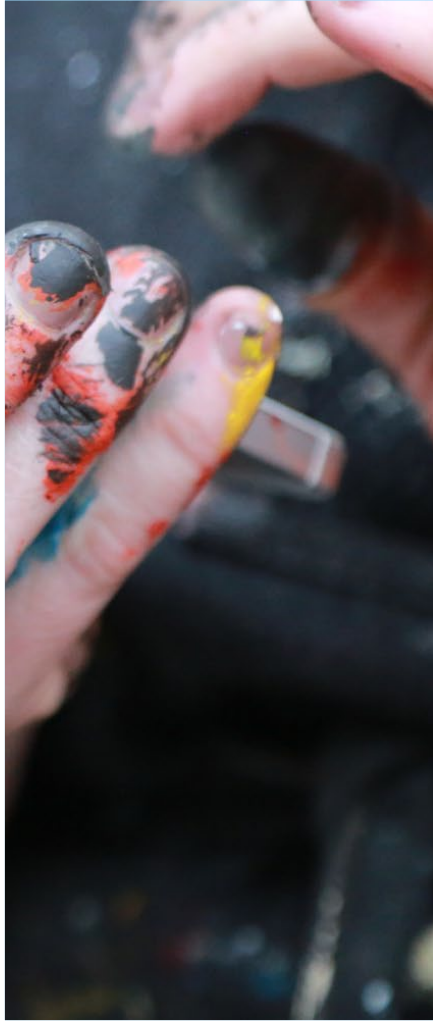
Enter the supporting cast – where you come in

After only one workshop with rangeland Extension professionals and other ranchers, Sarah created a drought plan. She also now has more drought resources and access to the Extension staff in her county. Drought hasn't gone away, but now Sarah has a plan, a broader community to help, and less uncertainty about the future.

**Hope for the future,
encouraging
other to follow**

**Push back on villain,
character
overcomes
barriers**

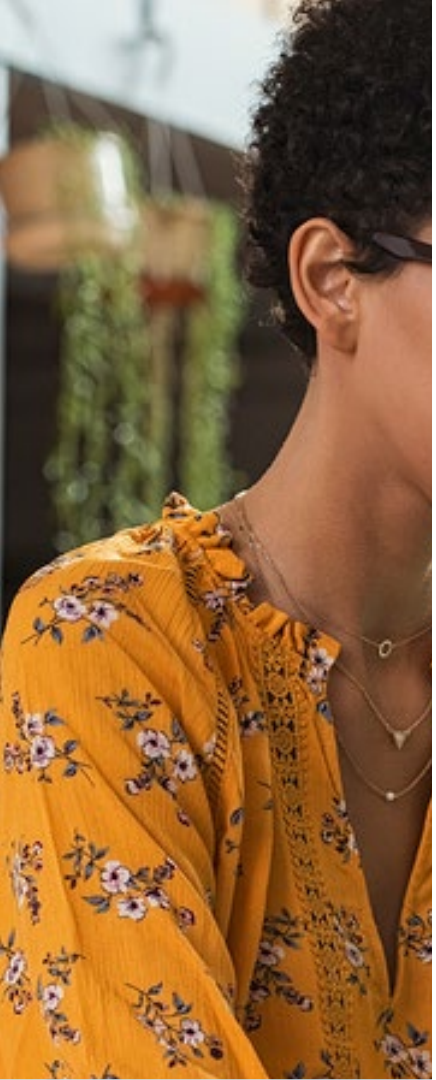




The Creativity Plot

- Aha! Moments
- Breakthroughs
- “What if” stories that work out
- **Inspires us to take a chance, experiment, support a new approach**





Writing the Creativity Plot

- A well-understood problem
- A standard response that just doesn't work
- A new approach (test runs or theories are OK)
- Vision of a new reality



Let's Break Down a **Creativity** Plot Story

Using
characters, lay
out the well-
understood
problem.

Agriculture is full of challenges, but historically for farmers and ranchers on the west slope of Colorado, water wasn't one of them.

John started his orchard in 2010 as a first-generation farmer. Things went well for a few years.

However, starting in 2018 with several years of dry conditions, once-reliable water for irrigation was no longer a sure bet.

Explain the
typical,
commonplace
response to
the problem
that just
doesn't work
anymore.



Let's Break Down a **Creativity** Plot Story

Explain the new approach to the old problem.

Through engagement with drought technical professionals, John realized that to achieve the goals for his farm, he would need to actively pursue infrastructure changes and policy engagement to ensure water supplies in the future. These activities are now part of his drought plan. Experts predict continued aridification in the decades ahead, but John is actively making changes with this future in mind to make sure his farm is there to be a part of it.

Share the promise and/or the new reality.

Proof of concept with stats or individual triumph





SUPPORTER- CENTERED COPYWRITING

Delivers repeated
emotional gratification
and gratitude to
supporters, donors,
volunteers, advocates, etc.



Answer in Zoom Chat:

Which Style is Most Likely to Be Missing Where It is Needed Most?





CONVERSION COPYWRITING

Persuasive writing that
motivates immediate
action



- **Where you use it:** landing pages, PPC ads, any form or button
- Conversion is about **eliciting an action**.
- To elicit an action, you have to **solve a problem or serve a particular person's need**. It's all about knowing your target audience and what will move them.
- **Speak directly to the person** in a **short, clear, direct way and about that one thing ONLY**.
- Emphasize **the why**: “so that” “because” or “to” (in order to)
- Emphasize **the urgency**, why now?

Register today so that _____

If you download this report now,
you _____





**Questions
before we
shift gears?**



**Understanding
What's Ahead**

Big Picture Communications Timeline

Managing Requests

Idea Parking Lot

**Work Request or
Creative Brief**

**Tools and
Processes
Used by
Full-Time
Comms
Pros**

Scheduling Work

Editorial Calendar

Editorial Meetings

Creating Content

**Content Creation
and Review Process**

Brand and Style Guides

**Getting Content
Published**

**Deadline Tracking
and Responsibilities**

**Marketing and Communications
Decision Making Process**

Building Efficiency

Documenting and Simplifying Routines





Campaign Planning in Five Stages





1. Pre-Launch

Everything is live, but you are in quiet testing mode.





2. Soft Launch

You get people close to you to participate to create social proof.





3. Full Launch

The campaign is wide open and in full swing.





4. Thanking

The campaign is still open, but you start to add more thanks and “last chance / wind up” messaging.





5. Reporting

Active asking is done. You are thanking and reporting on what the campaign accomplished and therefore will make possible next.



Here's a Sample Quarterly Campaign Schedule (12 weeks)

Campaigns can be compressed to 4 weeks:

Pre-Launch and Soft Launch in Week 1

Full Launch in Weeks 2 and 3

Thanking and Reporting in Week 4

Pre-Launch

Soft Launch

Full Launch

Thanking

Reporting

When	Website	Email	Direct Mail	Facebook	Instagram	Press Release
Week 1						
Week 2						
Week 3						
Week 4						
Week 5						
Week 6						
Week 7						
Week 8						
Week 9						
Week 10						
Week 11						
Week 12						



EXAMPLE

For your workshop, plan the communication work

- When (week)
- Where (channels)
- How often to share
- Types of content needed (writing styles)
- Who will create content

When	Email	Website	Newsletter Article	LinkedIn	Twitter	Facebook
Week 1	Soft launch with key participants (storytelling, RB*)	Live	Cattlemen's (storytelling, RB)	2/week (news writing, AD)	3/week (micro, SM)	3/week (micro, SM)
Week 2	Listserv & share (revised storytelling, RB)	Full launch	SRM Sections (storytelling, RB)	1/week (lifestyle, AD)	3/week (micro, SM)	2/week (lifestyle, AD)
Week 3	Directly invite trusted messengers (news writing, RB, AD, SM)	Add Content	Agency (news writing, SM)	1/week (micro, AD)	3/week (micro, SM)	2/week (conversion, RB)
Week 4	Evaluate missing influencers (news writing, AD)		Cattlemen's (lifestyle writing, RB)	1/week (conversion, RB)	3/week (micro, SM)	2/week (micro, AD)
Week 5	Last call to all (conversion - all week, RB)		SRM (SM)	2/week (AD)	3/week	3/week (RB)
Week 6	The Event!					
Week 7	Thank you & Recap (RB)	Add content (SM)	Recap & Reporting (AD)	Recap direct to website (SM)	Recap direct to website (SM)	Recap direct to website (SM)

*Initials of people on the project team (e.g., RB, AD & SM)



One step closer to better online communication



Access the online communication guide & more resources

rangelandsgateway.org/communication



Webinar 1 - Watch the Recording
Who are you talking to?



Webinar 2 - Watch the Recording
What are you saying to them & what should they do?



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COLORADO STATE UNIVERSITY
EXTENSION



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