Build Your Communications Plan
Workshop for the Silicon Valley Community Foundation Gives Series
January 22nd, 2014
Agenda

✓ Introductions
✓ Communications Plans
  • Goals
  • Audiences
  • Tactics
  • Metrics
✓ Q & A
Introductions

Fenton- the agency

Fenton- the person
Introductions

With a partner, share your:

✓ Name
✓ City, Organization, Role
✓ One organizational communications challenge or success
Communications plans the simple way
What is communications planning?

How do you currently do communications planning?
The format
What is communications planning?

- Goals
- Audiences
- Tactics
Goals
Goals

Where do we start?

Where Do You WANT TO GO?
Get SMART

Specific
Measurable
Achievable
Realistic
Timely
Audience
Who is your audience?
Types of Audiences

No!
- General public
- The Community
- Voters
- Media

Yes!
- A targeted group who represent the types of people without whom you cannot achieve your goal. For example:
  - Current donors
  - Latino parents and families who live in East Palo Alto
  - Small business owners in Santa Clara county
Audience

YOU
Audience matters.

Texas had a trash problem.  

Keep Texas Beautiful.
What does your audience care about?
How to learn about your audience

• Survey
• Social Media
• Ask “Uncle Google”
• Create a persona
• Focus group
• Stakeholder interviews
• Organizational assets- sign in forms, evaluations
What do you want from your audience?

A confused mind says no.
A clear mind says go.
- Toastmasters
Tactics and Metrics
Tactics

How will you reach your priority audience/s?

- eNews
- Website
- Media Story
- Phone call
- Annual Appeal
- Online Action
- Event
- Facebook
Tactics

Use your tactics to create a conversation that culminates in your primary ask.
How to tell what’s working?
Activity

Goals: Top 3

Audiences: Most important 2 or 3 per goal

Tactics: 5-7 per audience per goal
Breakout exercise
Questions?
Thank you!

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