

COMMUNICATION WORKSHOP

2009 WACC NETWORK INTERNATIONAL MEETING

US Embassy

Paris - October 26th 2009

Construire l'avenir des associations Franco-Américaines de France

Carole Schaal Cornillet
👁 Réseau Bethechange

Agenda

- **Lets start with you**
- Do you communicate ? What do you do ?
- What else ?

- **Specificities** with NPO associations or common good organisations
- Trust Capital
- Communication and the life cycle of public opinion
- Communication and fundraising

- **Communication review : where to start ?**
- Media relations
- Face to face communication

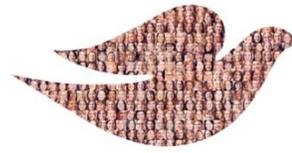
Beyond a brochure, a website and a press release ... Communication is everywhere at all time



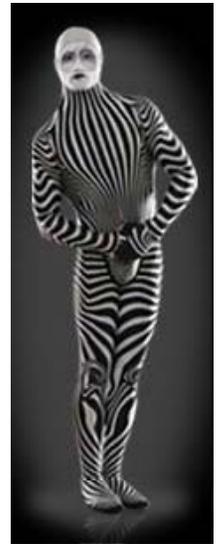
Vidéo youtube.com



Sponsoring, street marketing or grass rooting



Logo, design & architecture



Creating events, marches, races...



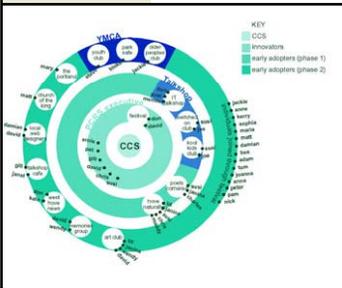
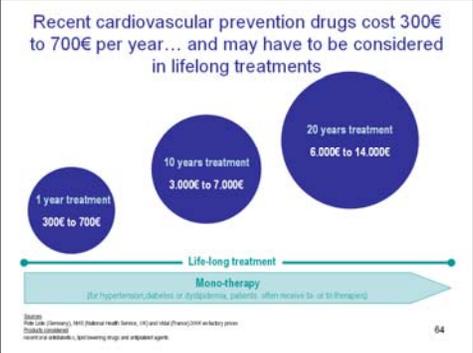
Creating academies, Institutes
Information centers or festivals



Winning prizes – Launching Awards



Beyond what you leave behind...or up front : Emotion, values, impressions, symbol, insight, faces

Communication is in perpetual evolution



... leading to continuous changes
in the way we operate



Recommander à des amis

Château de Versailles Officiel

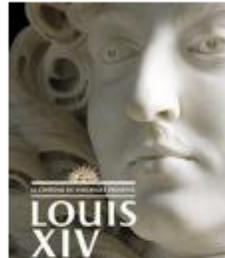
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Château de Versailles Officiel Fans seulement



Château de Versailles Officiel L'exposition événement Louis XIV, l'homme et le roi a ouvert ses portes au Château de Versailles. Plus de 300 œuvres exceptionnelles provenant des collections du monde entier sont rassemblées pour la première fois. Ces chefs-d'œuvre ...[Lire la suite](#) ▾



Exposition Louis XIV, l'homme et le roi - Château de Versailles

Source : www.chateauversailles.fr

Pour la première fois dans son histoire, Versailles consacre une exposition au roi Louis XIV. 20 octobre 2009 – 7 février 2010

mar, à 17:44 · Partager

108 personnes aiment ça.

Afficher les 22 commentaires

Viviane Vignier ben si mal
Hier, à 18:25 · Signaler un a

Aurélié Dufour Dommage,

Informations

Adresse :
[Place d'Armes](#)
Versailles, France, 78000

Téléphone :
33 (0) 1 30 83 78 00

mar - dim :
09:00 - 18:30

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Château de Versailles

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Chateau de Versailles

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[diy.tok.com/Chateau-Versailles](#)

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Exposition Louis XIV, l'homme et le roi au Château de Versailles

Yves Hebig d'Arbois | depuis 4 lettres

Un Youwine rendez-vous un peu spécial aujourd'hui avec cette expo qui, a priori, n'a pas grand-chose à voir avec l'univers... pour la première fois dans son histoire, Versailles consacre une exposition au roi Louis XIV, d'est en partie grâce à Moët He quand l'Art et le Vin vont de pairs...

commenter envoyer à un ami facebook twitter partager

Explorer : Arts plastiques, Culture, Vernissages et expositions, Versailles, Yvelines

Exposition Louis XIV, L'HOMME & LE ROI à Versailles - Bouletter des musées

3

Ordonnance de Louis XIV, Roy de france et de navarre, sur le fait des Eaux & Forêts. Vérifiée en Parleme Chambre des Comptes, le 13 août 1669

Le bonchart d'Arbois | 1 lettre

Paris, chez la veuve de Jaques Langlois, 1687 In-12 (162x92 mm), 6...

Communication & non-profit-organisations

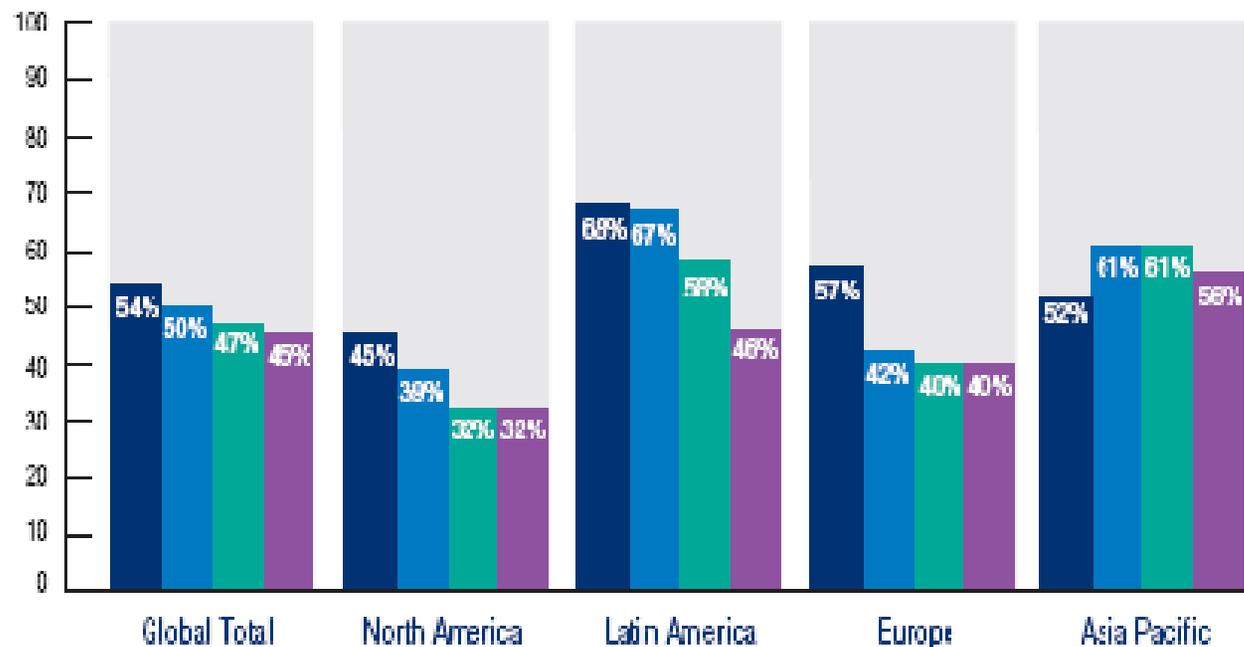
A few specificities

- Stories about activities are best told in terms of **individuals**
- Serious or dramatic messages can be widely dispersed by staging an **event** made for television coverage or blogging on the web
- News **media** provide well-organized channels for stimulating public interest in NPO and are receptive to newsworthy material from them
- Keep the **momentum**: publication and distribution of brochures and news bulletin, showing of films, creating blogs...

NGOs : the greatest capital of trust

Figure 8: NGOs most trusted institution in every region except Asia Pacific

How much do you trust each institution to do what is right?



Informed publics ages 35 to 64 in 20 countries
Responses 5-9 only on 1-9 scale; 9 = highest

■ NGOs ■ Business ■ Media ■ Government

Communication and life cycle of public opinion

1. Definition of the Issue:

Activists and special interest groups raise an issue - Media picks up the controversy, the demonstrations, etc

5. Resolution/Improvement

A decision is made to protect the scenic areas, or to reach a compromise with stakeholders.

If some groups remain unhappy or some issue unsolved, the cycle may repeat itself.

2. Involvement of Opinion Leaders

The issue is put on the public agenda through media coverage and web ...

3. Public Awareness

The issue becomes a matter of public discussion and debate. Solutions are suggested.

4. Government / Regulatory Involvement

Public consensus begins to build for a resolution. Demand grows for decision makers to act.





Communication & fundraising

Beyond information, communication in terms of fundraising is about:

- Asking for support, asking for funds
 - Asking for volunteers and partners
 - Offering to do something, to give or play a major role... change the world !
 - Offering shared patrimony, useful legacy or human imprint
-
- Bonding a community, sharing common values and interest
 - Promoting the common goods or general interests behind each of the projects you need funds for
-
- Creating a special link between your organisation and your target groups
 - Designing an 'brand' image, shaping perception or opinion, conveying messages
 - Having the right tools and spokespersons
 - Developing awareness, preference and competitiveness
 - Helping to reach your ultimate goals ...

Communication : where to start ?



Carole Schaal Cornillet
👁 Réseau Bethechange

The ingredients you need ?

1. Start with a deep evaluation of the situation

- SWOT : auto-analysis + external audit
- What does your organisation need to do ? What are your objectives ?
- What issues are in the way ? How can you reach your goals ?
- Who is the target audience ?
- Why should people / the target change ? Why not ?
- What should they be aware of ? What should you tell them ?
- How are the others doing it ? How much do they spend ? What tools do they use ? Who speaks out for them ...

2. Identify and analyse your targets

- Which public do you need to talk to in priority?
- Which public's perception is false? Is it the same public that you need to inform, persuade, and motivate ?
- Which public do you need to influence? Which public is a key influencer ? What is their perception of the situation ?
- What can affect their perception/behaviour ?
- Can we use the media and or the bloggers to reach these targets groups ?

3. Choose your strategy and tactic

- What is the roadmap : How can I reach the mind of my target ?
- Emotion often works : how can I touch the heart of my target ?
- Any thing, any one, any time to leverage ?
- Whom to bring on board ? *Patronage, volunteers, partnerships, co-branding, coalitions ...*

The ingredients you need ?

4. Prepare your messages : **the story rules !**

- **News, appeal & emotion**
 - Problems, issues, stakes, different views, opposite positions, dissatisfaction
 - Out breaking, extraordinary information, rare event, innovation
 - Score, record, performance, trend
 - Emotion, anger, fear, empathy, new community bonding ...
- **Facts & figures**
 - Numbers, numbers, numbers : **where you are or come from**
 - Projects, programs : **where you are going**
 - Evolution (is this getting worse ?) and/or comparison (is this same or more than car accident ?)
- **Value**
 - Benefit for the target group : protect health and avoid cervical cancer, avoid HPV diseases or death, and emotional anxieties
- **Third party, expert & celebrity**
 - Renown Experts, politicians, head of institutions, celebrities, royal families, – Famous face always help !
 - wives of... can work
 - Testimonials, opinion or behaviour surveys ...
 - Create your own third party (private clubs, network, charity organisation / charitable action concerning children...)

5. Prepare yourself and all spokespersons

to beautifully deliver that story, to pitch the press and to answer questions

Choosing the right tools

Identity

Awareness

Preference - sympathy

Permanent link

Interactivity – Openness

Identity

- **Must have**

- Logo and graphic design
- On site visual communication
- Printed tool kit per objective and per targets – both short and long
- Digital website and tools
- Face to face communication, formal and/or informal, large or exclusive

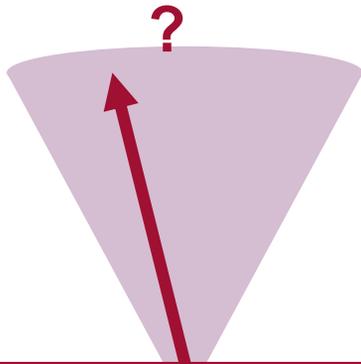
- **New 'must-have'**

- Community networking facility
- Permanent link : RSS, mail or Google alerts, ...
- Forums, physical or virtual, where the public becomes the actors
- Outside links (web or community caution)

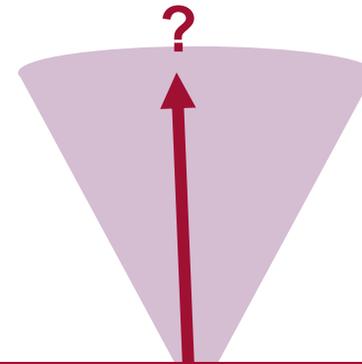
- **Nice to have**

- Digital unique applications, viral or from site
- Own sponsored event, institute, challenge or competition
- Blogs
- Branded merchandise or services
-

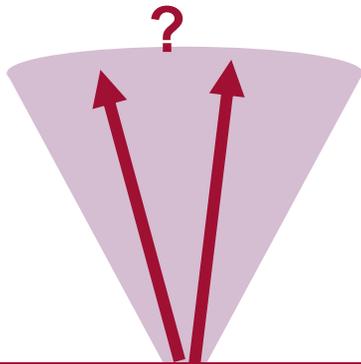
Tools : which, when, how ?



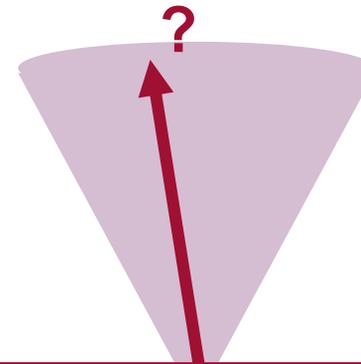
Formal ? or informal ?



Individual ? or collective ?



Virtual ? or real ?



Few ? or Often ?

Com° Review : a little back office “kitchen”

- How relevant and updated is your Graphic **design** charter ? How rigorously is it respected by all ? Are you sure your targets, direct or relay, relate and appreciate your looks ?
- Is your communication **mix** (advertising/publishing/billboards/PR/events/CRM) up to date with my current needs ?
- Are your communication **channels** (print / tv-radio / digital / grass root / merchandising) appropriate today ?
- Think **global** planning over 12 months & over all targets
- Keep your **databases** of contacts updated and organised (press, friends, donators, potentials, officials, clients, schools, partners, suppliers ...), allow time and resource for this
- Make sure internal **staff** – your first-line ambassadors – are all well trained, equipped and informed to that they can all communicate properly and powerfully within their own universe

Media Relations - how does it work ?



Why communicate to journalists ?

<ul style="list-style-type: none">• News• Positions• Point of view• new Idea, concept• Exposure• Visibility• Emotions• Revelations• Buzz• Rumors• ...	<p>Shape → Influence → Orient → Manage → Move</p>	<p>Public Opinion</p>
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Acting on our views and perception

Impacting our behaviour

Tools you can use to communicate with journalists

Why write a press release ?

- To state your position on a major public issue
- To keep the record straight
- To announce an event, a service, a « product » or a nomination
- To present results
- To present new measures
- To call for action
- To launch a campaign
- To celebrate an anniversary
- To celebrate success, history
- ...

- ➔ Press release
- ➔ Press kit, backgrounder, fact sheets, abstracts, bios, specific or technical documents
- ➔ Column Notes, Letters to the editor, Guest Columns ...
- ➔ Photos, Images, footage ...
- ➔ Invitations
 - ✓ To special events
 - ✓ To your annual meetings, congress, symposium,
 - ✓ To discover what you do, find out how you run operations (on site visits, day trips...)
- ➔ Press conference
- ➔ One-to-one meetings or luncheons
- ➔ Press trips

The « must-have » of a press release

ONE objective - One idea - One page

the rest is important but goes in background or fact sheets

- **A header, a “lead” and a few key messages**
- Use subtitles for the different ideas
- Simple words and concise syntax
 - Make it clear for the reader who has no time
- Facts – Figures – Graphs
 - Memory & emotion grabber
- Illustrations.
 - Concrete examples are tangible proofs
- Quotes from the president, a celebrity, an expert, a donator / partner or beneficiary
 - “Nice to have”
- Press contact : name, local phone number, mobile and email
- Website adress for more info + backgrounder
- Visuals including of people involved, of action, etc – *can be upon simple request*

Prepare to deliver your story



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👁 Réseau Bethechange

Prepare your story and prepare to deliver it



Your goal

= Begin by saying what you want ! What you aim at => What you want all to remember.

Central idea the lead

The title

= Say it exactly as you wish the 'title of the story' to be

Your argument a-tion

= The details of the story
With careful hierarchy of what is important first
Anticipate the reporters' questions : Who, What, Where, When, Why + How

Message 1	Message 2	Message 3
Facts Figures Examples Experiences	Facts Figures Examples Experiences	Facts Figures Examples Experiences

The body

= Say it simply, so everyone can get it

= Make it mean something for the people who care (emotion, proximity, ...)

Conclusion of the interview: Repeat yourself.
Sum-up your key messages once more.
Come back to your lead again.
Have the final word !
And stop talking 😊

Press release end: Present more information – in separate blocks or fact sheets => templates on your organisation, expertise, benefits & assets, people ... & give your contact details

Oral, face-to-face communication

Dos

- ✓ Empower your cause
- ✓ Convince the minds & Conquer the hearts
- ✓ Enjoy yourself
- ✓ Trust yourself. Take control
- ✓ Give your point of view
- ✓ Use Figures. Use real life Examples
- ✓ Include individuals. Invite emotions
- ✓ Use "I" and "We"
- ✓ *Answer, Bridge, Communicate*
- ✓ Help understanding with "verbal bullet points", list "1st, 2d, 3rd..." and **flag**
- ✓ Suggest images, use quotable language
- ✓ Adapt body language
- ✓ Be welcoming. Make direct eye contact
- ✓ Prepare before. Anticipate questions

Don'ts

- ✓ Avoid jargon, buzzwords, acronyms
- ✓ Don't argue. Listen. Stay calm and confident in what your cause
- ✓ Don't over do it. Don't under do it
- ✓ Don't lecture / Don't be shy with personal convictions
- ✓ Avoid the classical Q&A interview format, go for open discussion and engaged exchange
- ✓ Don't repeat negative language, but deny it
- ✓ Don't say 'No comment' or 'Off the record' with journalists or bloggers

Practice !



⇒ Prepare in group

1

⇒ Present

2

Need Help ?



Stress ?

Take your time. Introduce yourself and take time to get to know the journalist. Establish the contact. Get yourself comfortable. Start with tea or coffee... Breathe and relax.

Need to get out of the trap ?

If the question is tricky, or out of the scope, you may want to

1. **reformulate** – start it again with other words carefully chosen – using an other angle, a point of view you fully endorse and agree with
2. **bridge** – slide gently to another issue to highlight, a topic which is more of priority for you, or simply something you prefer to focus on
 - *“Before going to this point, there is an issue that need to be investigated further ...”*
 - *“You are asking about... , but do you know that ... is an important concern in our health community today...”*
 - *“This subject is out of my speciality/competency but let me tell you about what I know...”*
 - *“This is important, but what we fight for here / the cause we serve focus firstly on ...”*



Communication with tag lines

Arts & Culture: ***Big Sky. Big Land. Big History.*** —Montana Historical Society

The Montana Historical Society takes its state's most elemental and distinctive characteristics (Big Sky, Big Land) and deftly melds them with its mission in a way that generates excitement. The result is a tagline with punch and focus. And a big hit with voters.

Associations: ***Building community deep in the hearts of Texans*** —TexasNonprofits

TexasNonprofits' tagline tweaks the title of an iconic American popular song from the 1940s and brilliantly connects it to the spirit, passion and mission of the state's citizenry. A great example of how word play works in a tagline.

Civic Benefit: ***Holding Power Accountable*** —Common Cause

Common Cause's tagline leaves no doubt about the organization's mission, unique value and commitment. It's definitive, with a powerful economy of words. An excellent example of the tagline clarifying the nonprofit's focus, when the organization's name alone doesn't do so.

Education: ***A Mind is a Terrible Thing to Waste®*** —UNCF -The United Negro College Fund

This 38-year-old tagline from UNCF still rings strong. It elegantly delivers its straight up, powerful message. When your tagline is the boiled-down essence of your argument for support, you've achieved tagline bliss. That's why this one is a classic.

Environment & Animals: ***Because the earth needs a good lawyer*** —Earthjustice

Earthjustice capitalizes on what people do understand – that a lawyer protects rights – and uses that framework to dramatically position its role and impact in the environmental movement. And it does so with humor. If your tagline makes people smile or light up, without stepping on your message, then you've made an emotional connection...Bravo.

Grantmaking: ***If you want to be remembered, do something memorable.*** —The Cleveland Foundation

It's a rare tagline that manages to recruit people to its cause both unabashedly and effectively. That's exactly what The Cleveland Foundation pulls off here. Clear, concise, and...memorable! A model for any organization promoting philanthropy.

Source : *about.com accessed October 21st 2009*

Communication with tag lines (2)

Health & Sciences: ***Finding a cure now...so our daughters won't have to.***© —PA Breast Cancer Coalition
The PA Breast Cancer Coalition's tagline is both emphatic and poignant. It strikes a deep emotional chord, and conveys the focus and impact of its work without being overly sentimental. "Finding a cure," a highly used phrase for health organizations, is bolstered here by the appeal to solve a problem now so future generations won't suffer from it.

8

Human Services: ***Filling pantries. Filling lives.*** —Houston Food Bank
With simple but effective use of word repetition, the Houston Food Bank clarifies its work and impact. It delivers on two distinct levels—the literal act of putting food on people's shelves and the emotional payoff to donors and volunteers. An excellent example of a mission-driven tagline.

International, Foreign Affairs & National Security: ***Send a Net. Save a Life.*** —Nothing But Nets
Short, punchy and laser-sharp, the Nothing But Nets tagline connects the action with the outcome. It's inspirational in the simplicity of its message and its reason for existing. The kind of tagline nonprofits should model.

Jobs & Workforce Development: ***Nothing Stops A Bullet Like A Job*** —Homeboy Industries
It stops you in your tracks, makes you want to learn more and sticks with you afterwards. That's the kind of potent nonprofit messaging every organization desires.

Media: ***Telling stories that make a difference*** —Barefoot Workshops
If your organization's name is vague, it's critical that your tagline be distinct.

Religion & Spiritual Development: ***Open hearts. Open minds. Open doors.*** —The people of The United Methodist Church
The work of religious organizations often operates on several planes at once — a challenge for any organization and its messaging.

Other: ***A head for business. A heart for the world.*** —SIFE (Students In Free Enterprise)
Here, SIFE surprises with its crystal-clear tagline that conveys not only what's unique about it but also capitalizes on the contrast between profit and compassion.

Source : *about.com* accessed October 21st 2009

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