

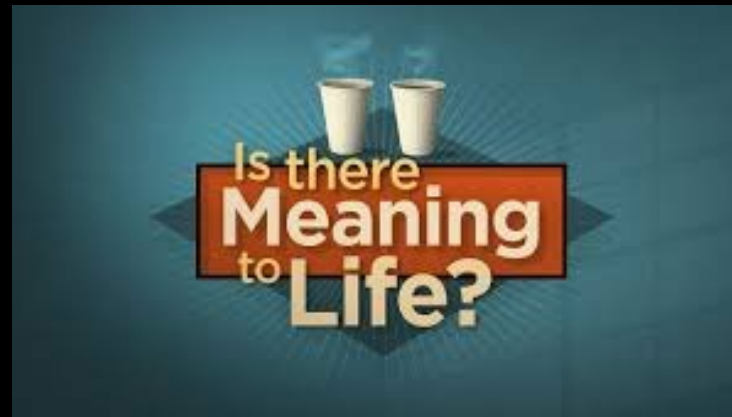
Strategic Outreach Planning Workshop

the magic of getting others to carry
and fund your messages



Jill Hoffmann & Mary Hayes
White River Alliance

Why are we here?



- MCMs 1 & 2 – ahhhh, yes!
- New Permit Changes...
Strategic Communication Plan?

Who cares, let's have some fun!



Shared Water Protection Challenges

- How do we get people to care & respond?
- How do we change the social landscape?
- How do we measure our outreach impact?



Components of a Communications Matrix

What Do You Want People To Do?

- Message?
- Barriers?

Where Do You Find These People?

- What are their demographics?
- Where might they congregate?

Are You The Best Messenger?

- What partners have access to these people?
- What's in it for them?

What Kind Of Venues Do You or Partners Have Available?

- What outreach materials make sense?
- Who pays for them?

Building A Communication Matrix

A	B	C	D	E
Audience	Venues and Partners with Venues	Tools & Materials	Specific Messages (aside from the basics - what, when, where)	Priority
General public				
	Government websites	Podcasts, sidebar links/short videos/program logo and links		
	Places where people gather – libraries, community	Rack cards, posters, evening program		
	County Fair	Booth activity, rackcards, training program/rodeo event, safety		
	City/County Facebook, Twitter, other social media	Posts and 'canned' posts, short video spots, infographics		
	News media	Press releases, personal interest stories/editorials, series pitch for morning shows		
	Cities' enewsletters	short stories, E-sign up promo/link, utilize LAF email alert for closure or updates		
	Parks/Nature centers/McCallister Center	Program presentations, coloring sheets, rack cards, hands-on		
	Utilities bill stuffers	Postcard style messages about various topics, LAF has 8.5x11, 2-sided, full color inserts for content		
	On Hold City phone messages	Scripts and taped messages, LAF may have access		
	United Way	Presentations, personal visits, leave-behinds/rack cards; connect to social media, regular e-news to membership		
Employers: Wellness Programming				
	Regular column/feature/update in company electronic newsletter	Snippets w/ links and photo; topical blurbs links to health and economic benefits	Health benefits of bike/walk	
	New employees orientation training	Presentation (lunch and learns), rack card		
	Employee manuals	Incentive program idea/materials, Bike-friendly business certification materials		
	School corporations	E-news outreach, email		
Business: Economic Development				
	Chamber of Commerce	Presentations, personal visits, leave-behinds/rack cards; connect to social media, regular e-news to membership	Alternative transport of employees, courting millennial workforce	
	Personal visits with top 10 businesses	Presentations, leave-behinds/rack cards and FAQs/list of available resources and programs	Bike friendly business certification, incentive programs/value	

Building A Communication Matrix

Target Audience	Barriers	Key Messages/Training Needs	Venues
Restaurants	language barriers, info not getting to the right person who can take action, cost too expensive, don't know what's wrong and illegal, high turnover, don't care	How to eliminate/prevent leaky dumpsters, who owns/is responsible for dumpster, leaks are not water, don't put liquid waste in dumpster, keep dumpster away from drain, train employees on proper dumpster disposal; if there's a mess, clean it up; appropriate cleaning methods, what the rules are, breakdown of actual cost, encourage training of staff regardless of turnover, find emotional or ethical connection to get them to care, focus on	Pre-treatment inspectors, Health Dept, interns that visit restaurants to teach via photos. *will rely heavily on partners
Auto Repair shops, especially 'mom and pop' establishments	have always done it this way, less expensive to violate than do the right thing, don't know the what they did wrong or the damage caused, lack of money to do it the right way, lack of training (manager not passing info on to employees, don't care)	do all repairs inside, properly dispose of waste oils, knowledge of where drains go, good housekeeping practices (addressing spills, using second containment), convenient disposal sites, how to mitigate leaking vehicle	Pre-treatment inspectors, interns that visit restaurants to teach via photos. *will rely heavily on partners
Residents doing vehicle maintenance	lack of knowledge about dangers of even few drops of oil, lack knowledge about what is wrong and the damage they can cause, cost, inconvenient to dispose of, don't care	use drip pan, 'few drops of oil' are indeed contaminants, what can/can't go down a storm drain, do all repairs inside, properly dispose of waste oils; where to take old oil, (make it convenient), how to mitigate leaking vehicle	posters at auto parts stores, auto shows, places that sell motor oil (Walmart, etc.), booth at auto shows?
Carpet Cleaners	has always been done this way, no one told them not to; out of sight, out of mind, inconvenient to dispose properly, cheaper to put in the drain, lack of knowledge about discharge location, lack of knowledge about 'biodegradable is ok'	Where to dispose of water properly (create alternate plan with homeowner or take to shop), drain without fish marker still drains to stream, the waste water is draining to stream, info about clean-up, fines, and court costs	workshop/short info session for local chapter of national association (does this exist)? Meet with key contacts at local corporate offices
Golf courses	using what is purchased for them, lack of information/incorrect information, lack understanding about product info, perception of where water should be (aesthetic issues), think more is better and results in greener grass, public wants this aesthetic (will lose members if it doesn't look a certain way), lack of knowledge about P and how little is actually needed	Go P free, connect presence of dead fish to fertilizer overuse, less fert does not = dead grass, explain package labeling ('environmentally friendly/safe'), address perception of good/bad aesthetics	presentations/workshops at meetings of association of golf course managers, individual courses

Building A Communication Matrix

MY COMMUNICATION MATRIX - *Look! I did something today!*

Message	Barriers	Where do you find your target audience (demographics, places they congregate)?	What partners have access to them?	What materials makes sense?

Sometimes it helps to survey your audience before you reach out...



- Do you live in a watershed?
- Do you live in an area that drains to the White River?
- How much of a problem are the following water impairments in your area (bacteria, nutrients, sediment, pesticides, grease, trash, etc.)
- During the last calendar year, how have you used the water resources in and around your community?
- Who do you trust for information about the environment?
- How do you like to receive information about activities you can do to improve water quality?
- My actions have an impact on water quality?
- What activities are you willing to do and what keeps you from doing them?



Let's Make a Matrix!

YOUR TURN!

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Are You The
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A campaign about the choices
we make and their impacts on
water quality

SUPER KIDS Be A Clean Water Superhero



MAKE A DIFFERENCE!



Take a Kids Pledge at Indiana.ClearChoicesCleanWater.org

Water, It's Worth Your Time

ADOPT - A - STORM DRAIN



MAKE A DIFFERENCE!



Take a Service Pledge at Indiana.ClearChoicesCleanWater.org

GROW SOIL HEALTH

Unlock the Secrets



MAKE A DIFFERENCE!



Take a Soil Health Pledge at Indiana.ClearChoicesCleanWater.org

PLANT NATIVES

Get Back To Your Roots



MAKE A DIFFERENCE!



Take a Plant Pledge at Indiana.ClearChoicesCleanWater.org

CONSERVE WATER

Small Drops, Big Impact



MAKE A DIFFERENCE!



Take a Conservation Pledge at Indiana.ClearChoicesCleanWater.org

What Goes Down Comes Back Around

MAINTAIN YOUR SEPTIC SYSTEM



MAKE A DIFFERENCE!



Take a People Pledge at Indiana.ClearChoicesCleanWater.org

CONSERVE WATER

Small Drops, Big Impact



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DON'T FEED WATERFOWL

Their Poo Is Fowl Too



MAKE A DIFFERENCE!



Take a Waterfowl Pledge at Indiana.ClearChoicesCleanWater.org

FERTILIZE LAWNS LESS

It Grows Algae Too



MAKE A DIFFERENCE!



Take a Lawn Fertilizer Pledge at Indiana.ClearChoicesCleanWater.org

PICK UP PET POO

It All Piles Up



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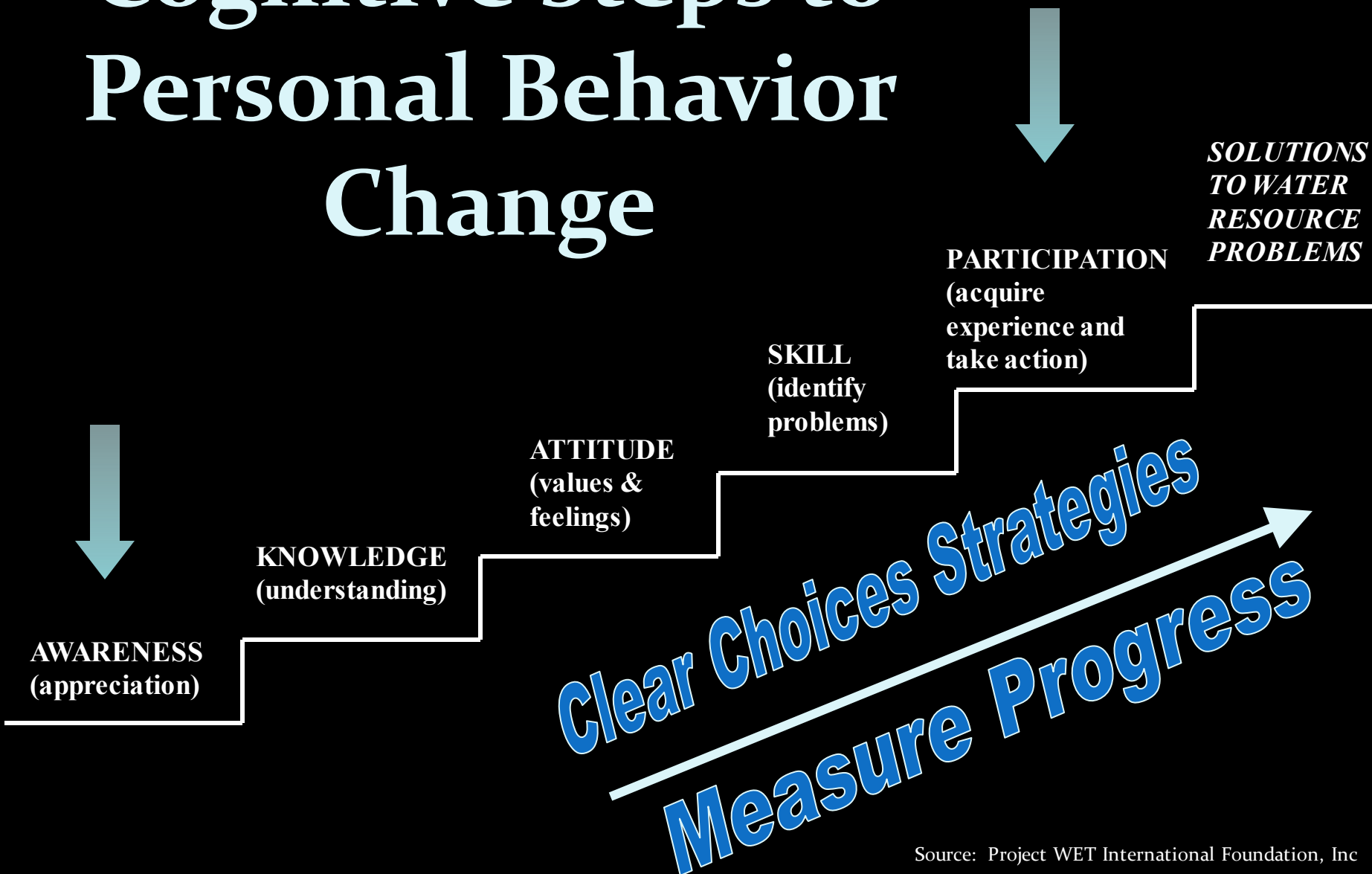


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Cognitive Steps to Personal Behavior Change



LET'S TALK!

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- **What's in it for them?**

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- What outreach materials make sense?
- Who can help pay for them?

GET CREATIVE!

there's magic to be had!

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**Good Luck with
Your Efforts!
Thank you!**

