Make Your Message Marketable – Part 1

A Peer-to-Peer Media Intensive

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Have you heard the phrase, “A picture is worth a thousand words?”

That statement is completely **false**.

What you **can** believe is this: Visual images are processed up to **60,000 times faster** than text. That is roughly the **difference** between the speeds of a Galapagos giant tortoise (**0.2 mph**) and the International Space Station (**17,500 mph**).


The average adult attention span is down from **12 seconds** in the year 2000 to **8 seconds** today.

That is less than the **9-second** attention span of your average goldfish.
About the Agency

Located in **Decatur, Alabama**, on the Tennessee River, serving 43% of the state

- **Homeownership Services**
- **Meals on Wheels & More**
- **Children’s Services**
- **Senior Services**
- **Affordable Housing**
- **Energy Assistance**
- **Weatherization Services**

**500 employees**

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Objectives and Takeaways

- Identify various **media tools** for creating engaging messages using **visuals** and **targeted messaging**.
- Increase **abilities** in creating engaging messages using various media tools.
- Design a **media plan/editorial calendar** to keep messaging—and your agency—fresh, relevant and appealing.
- Incorporate the **full ROMA cycle** in communications and marketing.
Other CAPCON18 Sessions for Increasing Visibility

- *Dynamic Annual Reports* by Jennifer Baker (CAP of Scott, Carver, and Dakota Counties MN)
- *Essential Steps to Social Media Success* by Alivia Boddie (Wright County Community Action MN)
- *All Eyes On You: How to Be a Spokesperson for your CAA 2.0* by Savannah Murray (Palmetto Community Action Partnership SC)
- *The Unlimited Impact of CSBG* by Catrena Bowman (Northern Kentucky Community Action Commission)
- *How to Take Better Photos* by Sarah Hackman (Missouri Community Action Network)
- *Visual Storytelling Workshop* by Sarah Hackman (Missouri CAN)

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ROMA
Implementing the Full ROMA Cycle Into Your Communications and Marketing Plans
ROMA and Communications

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The ROMA Cycle

**Assessment** – Identify the problem, need or situation

**Planning** – Service or activity (output), Outcome, Outcome indicator with timeframe and projection percentages

**Implementation** – Data source(s), collection procedure(s), personnel, frequency of data collection

**Achievement of Results** – Actual results

**Evaluation** – Actual results, data reporting
### Dimension

©The Center for Applied Management Practices ROMA Logic Model

Community Action Partnership of North Alabama, Inc.

<table>
<thead>
<tr>
<th>Program - CSBG: Wellness and Work</th>
<th>X Family</th>
<th>Agency</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Identified Problem, Need, Situation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identify the timeframe.</td>
<td>Service or Activity</td>
<td>(1) Planning</td>
<td>(2) Intervention</td>
</tr>
<tr>
<td>Identify the # of clients served or the # of units offered.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Outcome</strong></td>
<td><strong>Outcome/Indicator</strong></td>
<td>Projected # and % of clients who will achieve each outcome, or</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Projected # and % of units expected to be achieved.</td>
<td></td>
</tr>
<tr>
<td><strong>Actual Results</strong></td>
<td></td>
<td>Actual # and % of clients who achieve each outcome, or</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Actual # and % of units achieved.</td>
<td></td>
</tr>
<tr>
<td><strong>Measurement Tool</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Data Source, Collection Procedure, Personnel</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Frequency of Data Collection and Reporting</strong></td>
<td></td>
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</tr>
</tbody>
</table>

**Mission:** To create a framework of cooperation between the Good Samaritan Health Clinic, Community Free Clinic and the Community Action Partnership to provide employment stability through healthcare services for targeted low-income participants vulnerable to unemployment because of existing medical condition or non-terminal illness.

**Proxy Outcome:**

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Get it **right**.

The **right** **message**
through the **right** **medium**
at the **right** **time**
for the **right** **audience**.
Content Overview

• Identifying the right audience
• Choosing the right medium
• Crafting the right message
• Scheduling the right time
Marketing Challenges

• Limited **staff**
• Limited **resources**
• Limited **experience** with media tools
• Limited **time** to learn new tools
Anatomy of Event Planning in Non-Profit Communications

A great idea for an event has come about and is ready to be integrated in the agency's calendar.

Production edits the videos and photographs. Now we're ready to move on to the Graphics Department.

Once the graphics are perfected, the story goes to the Writing Department for a story to be published on the website blog.

Marketing decides the best approach is a video with some photos. And off it goes to the Video/Photo Production Department.

The written story is complete and it is passed on to the Webmaster for publishing on the website.

Now the Social Media Specialist blasts the details out through social media channels.

Finally, the PR Director sends out releases to the local media.

And if you are like most non-profit Communications professionals, all of these roles are YOU.
Techniques

- Photos
- Videos
- Graphics
- Social media messages
- **Branding**
Why Visuals?

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Why Visuals?

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1 > \times 60,000
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This past week, The Partnership celebrated a successful week for NeighborWorks Week. Community leaders, volunteers, and staff devoted their time and efforts to the improvements of 10 homes in the local area. The celebration included stories shared by both residents and project volunteers. The day concluded with a word of thanks from one neighborhood resident who shared a heartfelt hug with CEO Michael Tubbs.
Photos
Capturing Your Audience’s Attention with Compelling Images
Photos

Avoid these common mistakes:
- Centering someone’s head in the composition
- Including unnecessary background items
- Not capturing a front angle of subject’s face
- Being too far from the subject or taking too wide a shot

Ask yourself, “What is my subject? What am I taking a photo of?” Is it the office copier? The office window? Or is it the individual in the office?
Photos

Try these tips for a better image:
- Zoom in for a **close up** to capture **facial features**.
- Provide “**look space**” if the subject is not looking directly at the camera.
- Position the photo/image so that any text is on the “look space” side of the image. The subject’s eyes/face are a natural **guide** to the text.
Photos

Make sure everyone appears in the photo in full, or crop extraneous body parts out.

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Photos

Tips for a better photo:
• Minimize background distractions
• Reduce backlighting
• Have multiple subjects stand with least amount of space between them as possible
Photos

Photo courtesy of FamilyTravelPhotos.com

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Photos

Photo courtesy of pixcooler.com
Photo Libraries

Creating Files of Stock Images for Multi-purpose Messaging
Photo Libraries

- Agency and National CAP brand
- Events
- Customers and Volunteers
- Staff
Photo Libraries - Brands

Agency brands

National brand

Partner and Program brands

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Photo Libraries – Events

- Capture people actively engaged, especially if the event is a recurring one.
- Reuse photos in promotional materials.
- Use subjects who are smiling and (if possible) wearing event clothing.
- Capture results of the event (products, before/after shots, etc.)
Photo Libraries – Customers/Volunteers

- Show positive relationships (customer/volunteer and customer/staff)
- Get permission to use image for agency promotions

*Meals on Wheels Community Champions 2018*
Photo Libraries – Staff

NeighborWorks Week 2018

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Photo Tools

Adobe Photoshop

Canva

PowerPoint

Adobe Spark

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Graphic Design

Using Graphics to Make Your Point
Graphics vs. Text

Old adage: A picture is worth 1,000 words
Graphics and visuals are interpreted 40,000-60,000 times faster than text.

From the Meals on Wheels & More 2018 annual survey

Quickly identify additional needs of MOW&M customers

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Graph showing additional needs: Energy Bill Assistance, Weatherization, Senior Companions, Preschool.
THE VILLAGE AT HIXON POND

56-UNIT MULTI-FAMILY AFFORDABLE HOUSING RESIDENTIAL COMMUNITY

40 2BR/2BA UNITS
16 3BR/2BA UNITS

AMENITIES
COMMUNITY BUILDING
EXTERIOR SECURITY
COVERED PORCHES
OUTSIDE STORAGE
GAZEBO
COVERED PICNIC PAVILION
OUTDOOR FITNESS AREA
COMPUTER CENTER
COVERED BUS STOP SHELTER

2 SENSORY IMPAIRED UNITS
3 HANDICAPPED UNITS

PHYSICAL ADDRESS
3000 Hixon Road NW
Fort Payne AL 35967

For leasing information, visit www.hollyhand.com
or call (256) 560-0821
TDD (800) 548-2546

2 Bedroom Unit
1100 Sq Ft

3 Bedroom Unit
1275 Sq Ft

DIRECTIONS
FROM I-59N
Exit 222 US-11 South/
Greenhill Blvd NW

Turn left onto
Hixon Road NW

Village at Hixon Pond is
located approximately
1/2 mile on the left

Rental rates start at
2 Bedrooms $435
3 Bedrooms $535
Water, sewer, sanitation included

Themes

For leasing information, visit www.hollyhand.com
or call (256) 560-0821
TDD (800) 548-2546
PRE-LEASING INFORMATION
THE VILLAGE AT HIXON POND
3000 HIXON POND ROAD NW
FORT PAYNE, ALABAMA

AVAILABLE NOVEMBER 2018
FOR INCOME-ELIGIBLE FAMILIES

FOR THOSE INTERESTED
Contact the Hollyhand Companies at
256.560.0821

56-UNIT MULTI-FAMILY COMMUNITY
40 2 BR/2 BA UNITS
16 3 BR/2 BA UNITS
Graphics vs. Text

- 155 families served during reporting period
- 1664 visits during reporting period
- 100% of primary caregivers enrolled in home visiting were screened for depression using a validated tool within 3 months of enrollment (for those not enrolled prenatally) or within 3 months of delivery (for those enrolled prenatally)
- 100% of mothers enrolled in home visiting prenatally or within 30 days after delivery received a postpartum visit with a healthcare provider within 8 weeks (56 days) of delivery
- 100% of primary caregivers enrolled in home visiting who reported using tobacco or cigarettes and were referred to tobacco cessation counseling or services within 3 months of enrollment
- 73% of infants enrolled in home visiting are always placed to sleep on their backs, without bed-sharing or soft bedding
- 98.3% of primary caregivers enrolled in home visiting received an observation of caregiver-child interaction by the home visitor using a validated tool (HOME Inventory)
- 100% of children were screened for developmental delays
- 97.4% of primary caregivers were screened for intimate partner violence and 100% of those who reported violence received a referral to services
- 100% of children with positive screens for developmental delays received additional services in a timely manner (referrals)
Maternal Infant Early Childhood Home Visiting (MIECHV) Performance Measures

October 1, 2016 - September 30, 2017

WHAT IS MIECHV?
The Maternal Infant Early Childhood Home Visiting (MIECHV) program is a federal program created in 2010 to support voluntary, family- and child-related evidence-based home visiting programs. Source: Home Visiting Coalition (HVC)

WHO DOES MIECHV SERVE?
MIECHV targets parents and families living in poverty who are subject to experiencing other vulnerabilities. Nationwide, 77% of participating families have household incomes at or below poverty. 31% of participants have less than a high school education and 22% of newly-enrolled households include pregnant teenagers. Source: Home Visiting Coalition (HVC)

WHAT ARE THE OUTCOMES?
MIECHV programs utilize a validated tool to evaluate the effectiveness of the home visiting program on these outcomes:

- Physical and mental health
- Economic self-sufficiency
- Parental abilities and long-term success
- Return on investment for taxpayers
- Children’s learning: have an estimated benefit-cost ratio of $33.85 per dollar invested. Source: Home Visiting Coalition (HVC)

FAMILIES SERVED

Visits during the reporting period

SCREENINGS

Primary caregivers screened for depression within 3 months of delivery or enrollment

Primary caregivers screened for intimate partner violence, 100% who reported violence received services referrals.

Children screened for developmental delays

155

1664

100%

97.4%

100%

OBSERVATIONS AND VISITS

Observations of primary caregiver in parent-child interactions

Mothers received postpartum visit with healthcare provider within 8 weeks of delivery

98.3%

100%

REFERRALS

Primary caregivers reporting using tobacco were referred to cessation counseling within 3 months of enrollment

Children with positive screens for developmental delays received referred services

100%

100%

BUDGET BREAKDOWN

OUR SERVICE AREA

100%

HOW IS SUCCESS MEASURED?
The legislation that established the Maternal, Infant, and Early Childhood Home Visiting program requires that grantees demonstrate measurable improvement in at least 4 of the following 6 benchmark domains:

- Improvement in maternal and newborn health
- Reduction in child injuries, abuse, and neglect
- Improved school readiness and achievement
- Reduction in crime or domestic violence
- Improved family economic self-sufficiency
- Improved coordination and referral for other community resources and supports

Source: Home Visiting Coalition (HVC)

OVERALL PERFORMANCE

Overall performance of The Partnership’s Parents as Teachers Program on the FY 2017 benchmarks as well as monthly monitoring reports reflects excellent data management. Source: Local Implementation Site Report, DECIDE45

100%

73%
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Branding

Why Branding Is Important
Why Brand?

- Who is the source?
- How do I contact the creator?
- Where can I find more information?

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- Feature your brand
- Include your website, email, phone, social media platforms, etc.
- Co-brand where appropriate
Branding How-Tos

1. Conspicuously placed
2. Single or multi-color
3. Contact info
4. Web address
5. Social media info

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Videos

Techniques for a Video-centric Audience
Mobile Video

• Landscape orientation
  • think of it as a mini TV screen

• 2 min or less
  • generally this is the maximum time anyone will stay focused on a video regardless of content
  • Social Media platforms limit your file size/length
Mobile Video cont’d

• **AVOID** Panning and Zooming
  • viewers have natural pan and zoom capabilities in their *eyes*
  • Instead, frame up your primary subject (just as a photo) to eliminate unnecessary background distractions and let the viewer scan the footage naturally at their own pace
Video Technique

Hurricane Irma Storm Damage Amateur Videos

What to watch for:
• Panning and zooming
• Portrait orientation (black bars on the sides)
• Background noise (wind and conversation)
Video cont’d

• Captioning for social media
Video tools

Adobe Spark

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Join us for **Part II** after lunch from **2 to 3:15** for an exciting **hands-on workshop** where we will create **graphics** and **videos** for immediate use by your agency.
EVALUATIONS

The Partnership Wants Your Feedback!

Please be sure to **complete** the evaluation for this session **online**, via the **CAPCON18 Event App**.

Thanks in Advance for your Cooperation!