



LIGHTBOX
COLLABORATIVE



GREATER NEW ORLEANS
FOUNDATION

For a vibrant region.

JPMORGAN CHASE & CO.

Communications Strategy: The **GAME** Plan

The background of the slide features two overlapping, hand-painted style rectangular blocks in a vibrant yellow-green color. The top block is slightly offset to the left and top, while the bottom block is more centered and extends further to the right and bottom. The text is positioned in the lower right quadrant of the slide, overlapping the bottom block.

LIGHTBOX

COLLABORATIVE

Holding good ideas up to the light

**Why does your
organization need to
communicate?**





**Why do we need to
communicate
strategically?**



We live in an age of distraction



We need to break through the clutter



We need to be relevant



We need to focus our resources





You *need* a **GAME** plan

Goals

Audience

Message

Engagement





GAME plan: Goals

Theory of Change:

“An explicit presentation of the assumptions about how changes are expected to happen within any particular context and in relation to a particular intervention.

A theory of change maps out **which actors have to do what** in order to achieve and sustain a vision of success, and **identifies the major linkages between them.”**

the FIXX

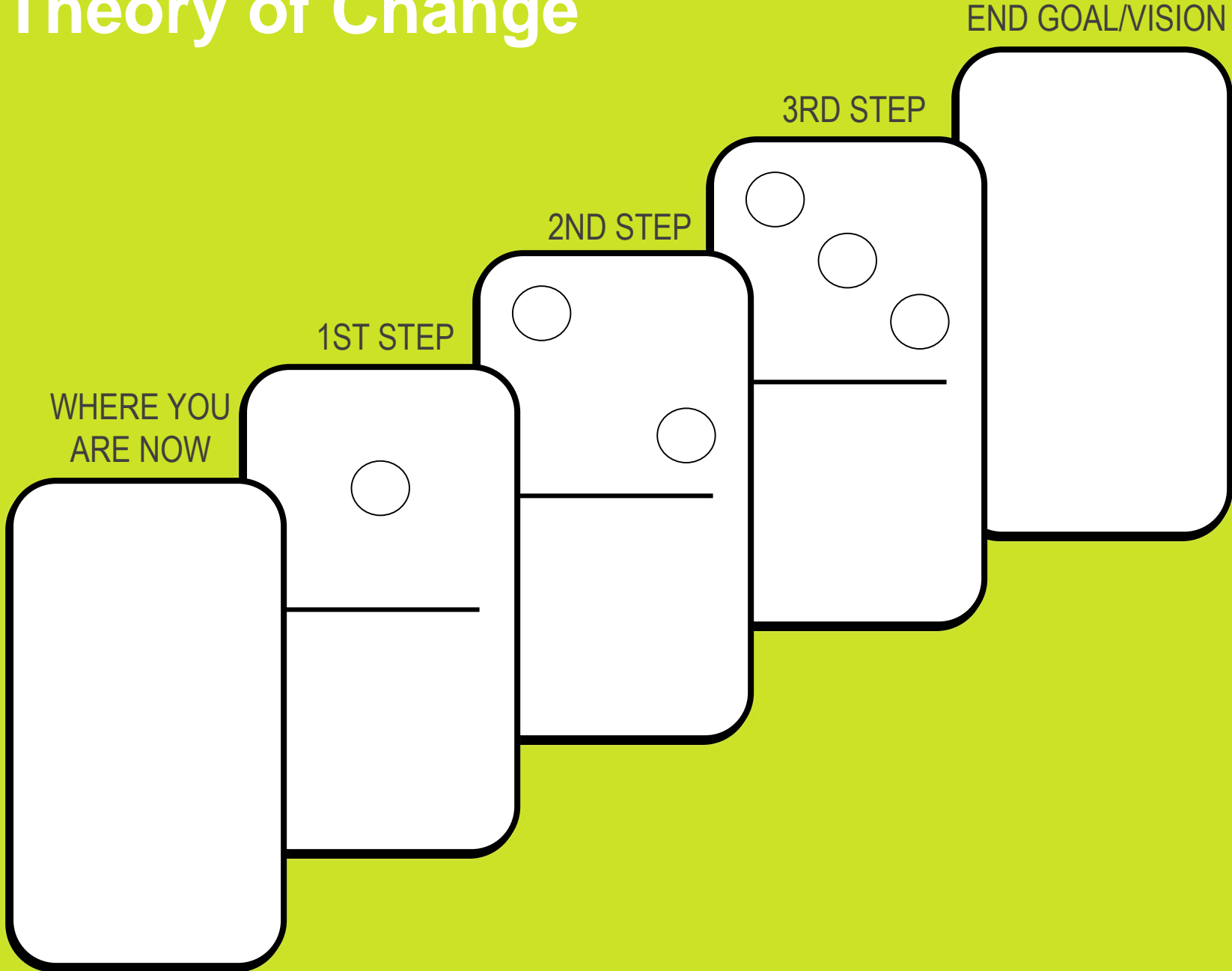
One Thing Leads
To Another



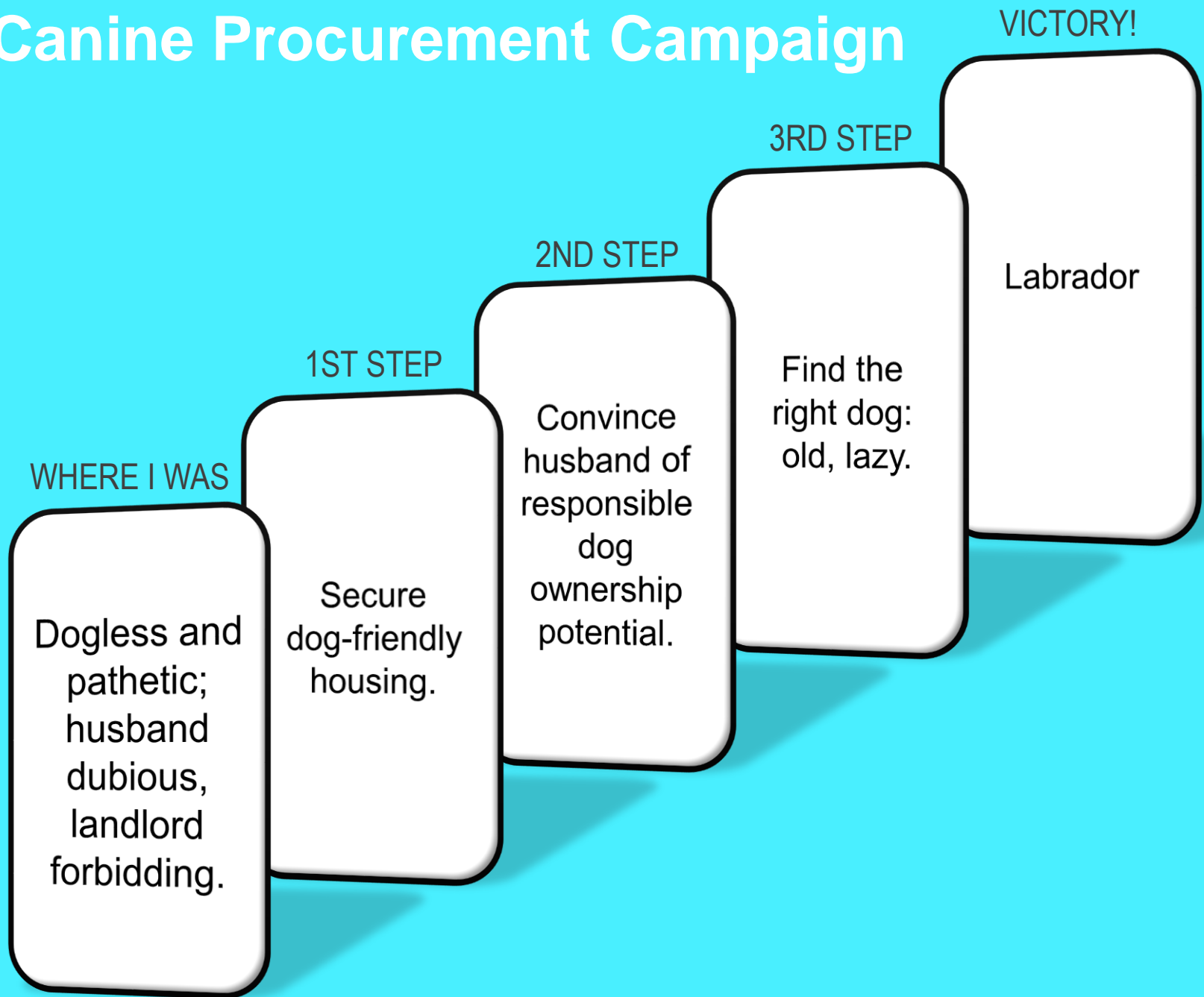
Remixed Edited Version

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Theory of Change

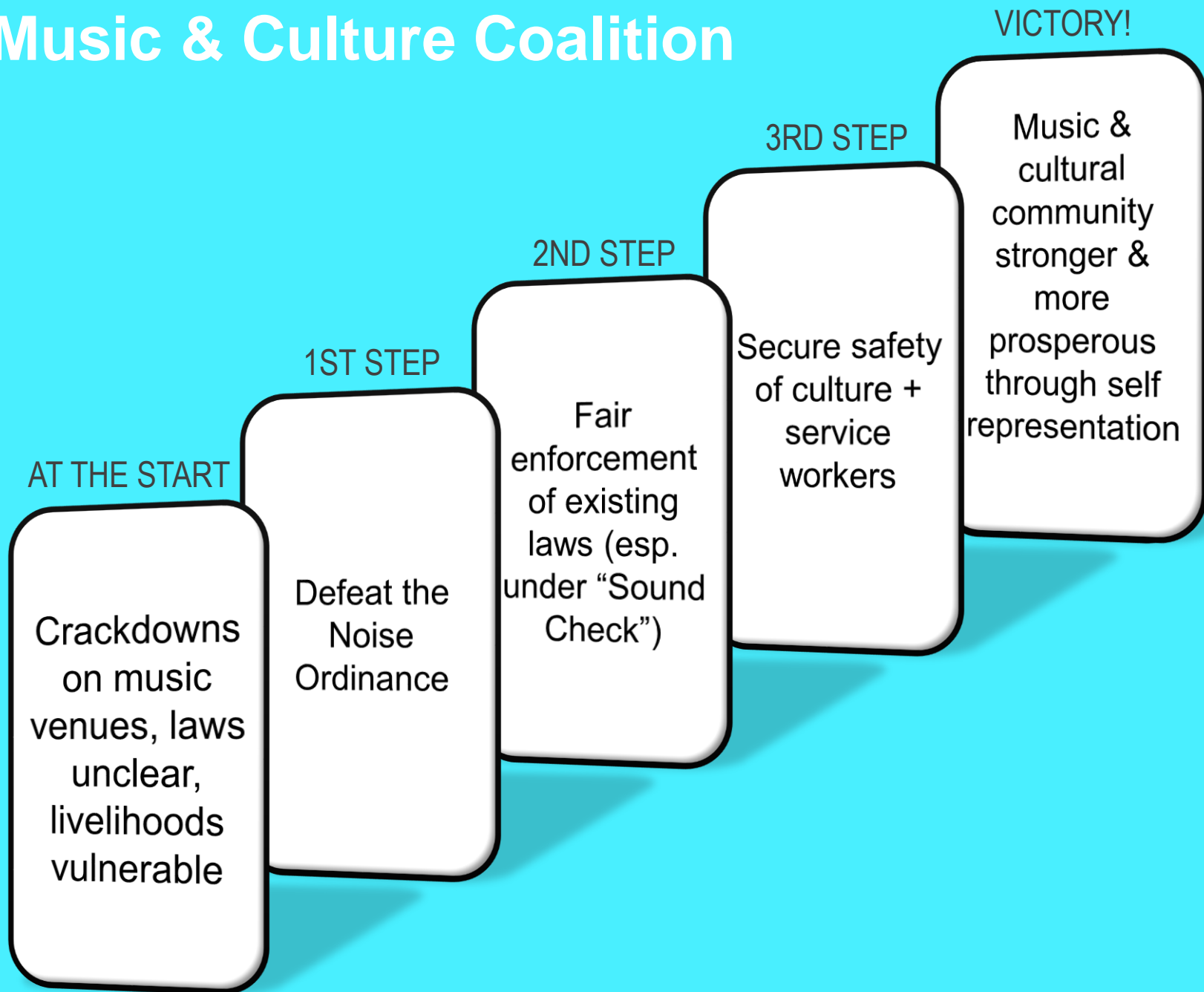


Canine Procurement Campaign

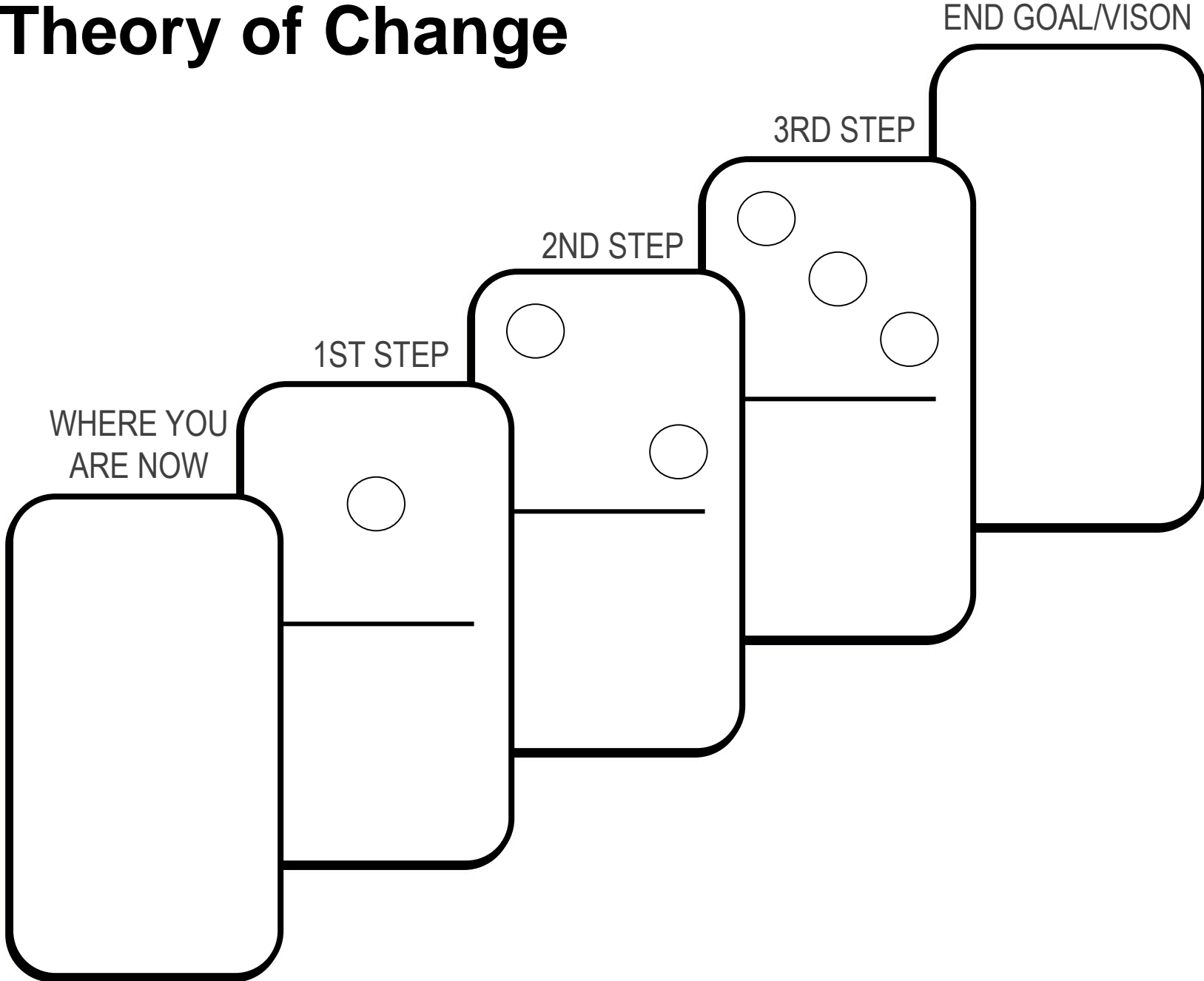




Music & Culture Coalition



Theory of Change



Setting SMART Goals

Specific

Measurable

Attainable

Relevant

Time-bound

Sample SMART GOAL





GAME PLAN

SMART Goal

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AUDIENCE	TAILORED MESSAGE	MESSENGER	CHANNELS TO ENGAGE



GAME plan: Audience



GAME plan: Audience

Target Audiences



Who needs to hear your message?

- Who must be moved to action?
- Who has the power to help?

Be specific

- “The public” is not an audience.

Know Your Audiences



What do they care about?

What are their obstacles to engagement?

Who do they trust?

Research Your Audiences

surveys

focus groups

roundtable discussions

social listening

media audits

public polling



AUDIENCE DOSSIER



Audience Dossier Everything we need know about our audiences...

Audience	<i>Who are they?</i>
Ask	<i>What do you want from them?</i>
Motivator	<i>What do they care about? What moves them to action?</i>
Barrier	<i>What is keeping them from doing what you want them to do?</i>
Messenger	<i>Who does your audience trust and listen to?</i>
Channel	<i>What does your audience watch/listen to/read?</i>



GAME plan: **Message**

**Brevity
trumps
precision**



Perception
trumps reality



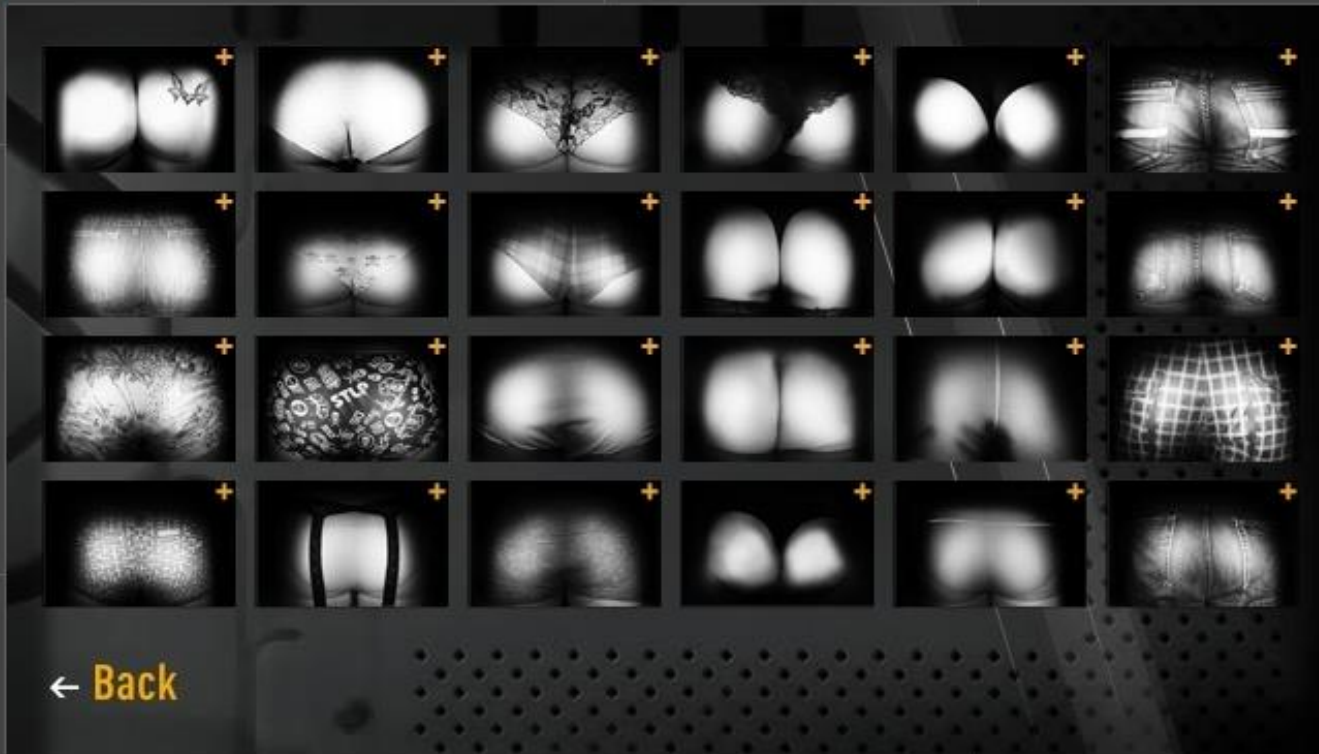
Values trump features



Emotion trumps logic

Colorectal Cancer
Association of Canada

getyourbuttseen.ca



Messengers can trump the message



LETCALIFORNIARING.ORG



“Our family tree has just
grown stronger.”

*~Aida Lugo, whose granddaughter Lisa was married
this summer to her partner, Melissa.*

Positive trumps negative



FINISH THE FIGHT

Together We Can End Cancer

DONATE

100 Years of Progress

Saving Lives Today

Take Action Now

ELENA'S LIFE LIST

- ✓ Be
- ✓ Ru
- ✓ Hi
- ✓ Co
- Hey
- Be

JIM'S LIFE LIST

- ✓ Make the Kessel run in under 17 parsecs
- ✓ Fight in a ring
- ✓ Raise me some young'uns
- ✓ Find someone who loves me for being me
- Make this cancer's last century
- Flyfish in Scotland

cancer.org/lifelist

Let's end cancer once and for all so everyone can complete their life lists.

CREATE YOUR LIFE LIST

Create a life list on Facebook to show the world what you're fighting for, and help the American Cancer Society finish the fight.


START AND SHARE YOUR LIFE LIST NOW

Sixty years ago, 1 out of 3 people diagnosed with cancer survived. Today, thanks in part to the work of the American Cancer Society, 2 out of 3 will survive. Let's make it 3 out of 3. Join us to help finish the fight.

Vibrant language trumps jargon

How foundations garble their message
and lose their audience
bad words for good

Tony Proscio



“We build capacity so
low-income families can
access the vital
infrastructure of the
social safety net
system.”

THE
EdnaMcConnell
Clark FOUNDATION



Photo by Cheryl Gerber

Marilyn, who is among the 5,000 women who are victims of domestic violence in Louisiana each year, hopes a new law will prevent landlords from evicting domestic violence victims.

**Marilyn asked her real name not be used for this story.*

It was Christmastime at the apartment complex. On Dec. 2, 2014, Marilyn* and her 3-year-old son strung lights and hung ornaments on a tree inside her New Orleans apartment.

Marilyn, a nursing student, moved into the apartment complex three years earlier. She liked her neighbors — they'd say hello and often tell her she was a good mother. That night, Marilyn's ex-boyfriend knocked at the door. He was there to help decorate the tree and spend time with their son.

But he wanted more. Marilyn refused his advances. He got angry. He grabbed her by her throat. He shoved her to the ground. He threw her against a bedroom mirror. Marilyn escaped. He left. Police arrived. She went to a nearby hospital for treatment.

The next day, less than 24 hours after the attack, Marilyn's property manager told her she had to move out of her apartment.

Stories trump facts



Your Audience Trumps You

“What?”

Present the
problem/situation

“So what?”

What’s the
payoff for the
audience?

Overcome a
hesitation

“Yeah,
but...”

What’s your
ask?

“Now what?”



MAMA'S DAY OUR WAY

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Mama's Day Our Way - Send an E-Card!

[✓ Like](#) [4.7k](#)

Send our original e-cards to the all mamas in your life. Click on an image to enlarge, choose your favorite, and then add a custom message. We invite you to share your cards with your friends and loved ones via email, Facebook, Twitter and more. To learn more about the artists, [click here](#).

[Tweet](#)[Share On Facebook](#)

The flowers
are lovely,
but I'd
prefer a
revolution.



**3 out of 4 U.S.
households aren't
traditional nuclear
families, but you
wouldn't know it from
the greeting card aisle.**

**Traditional notions of
who moms are, what we
do and how we do it
don't fit for a lot of us.**

**So send a
*Mama's Day Our
Way* e-card.**

**We can have Mama's Day
Our Way – because all
families should have the
rights, recognition and
resources they need to
thrive.**



GAME PLAN

SMART Goal

--

AUDIENCE	TAILORED MESSAGE	MESSENGER	CHANNELS TO ENGAGE



GAME plan: Engagement

media relations
blogger relations
Influencer relations

EARNED

advertising
banner ads
Google AdWords

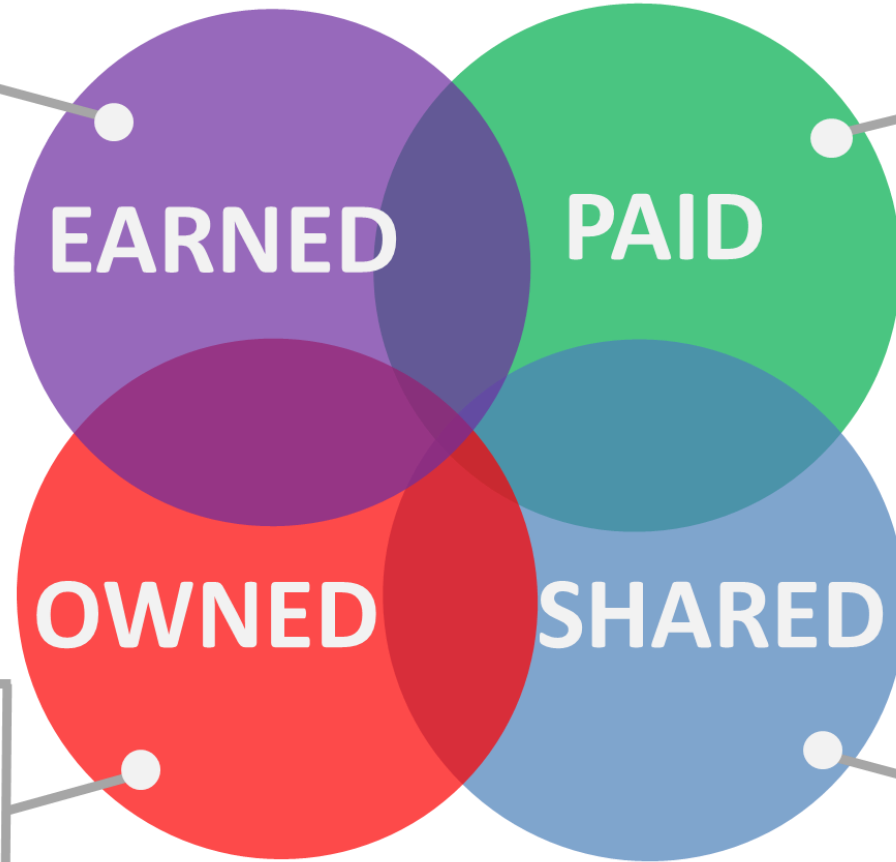
PAID

OWNED

website
blog
content

SHARED

social media
word of mouth
referrals



Earned Media



Public outcry ends New Orleans' efforts to turn down the volume

By Eric Boehm / January 24, 2014 / News / 1 Comment

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By Eric Boehm | Watchdog.org

They came with their trumpets. With their trombones and their tubas, too.

They came to make a lot of noise.

And they silenced an effort to turn down the volume in one of America's loudest cities.



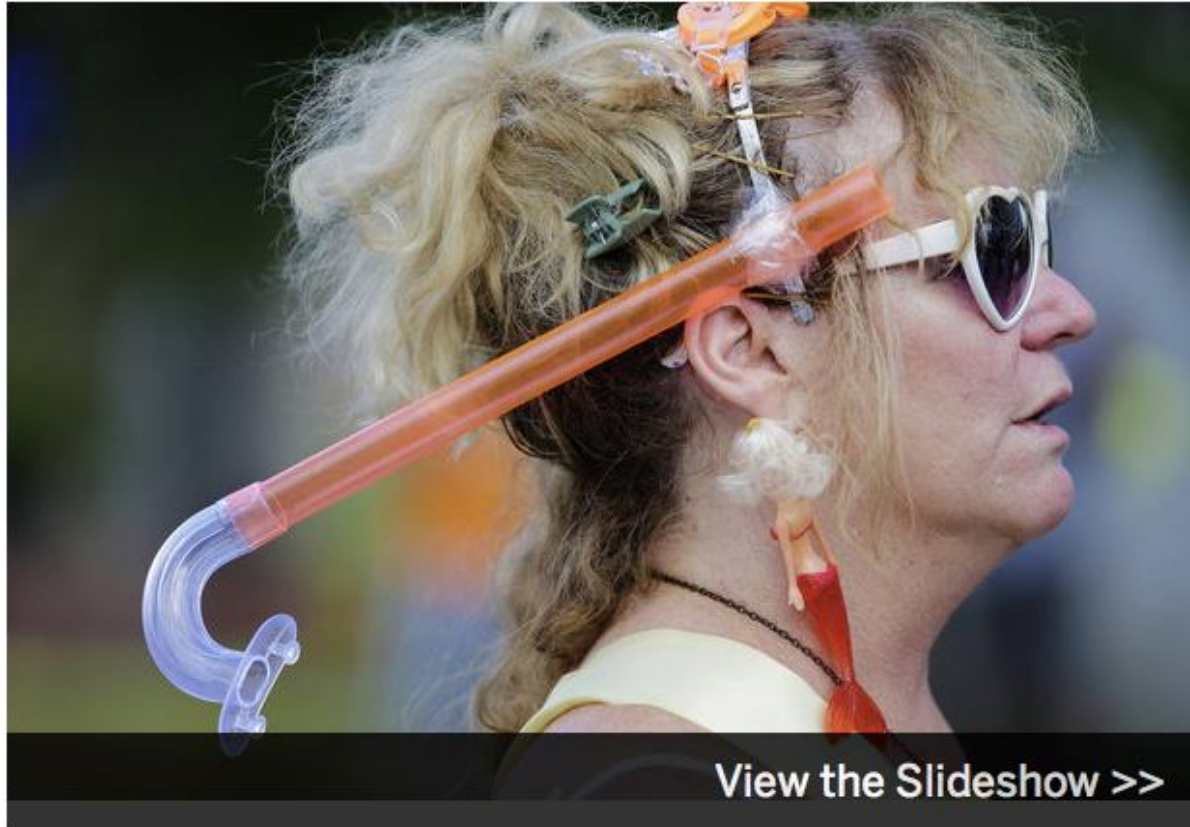
Specifically, some 300 musicians who gathered outside **New Orleans City Hall** last Friday wanted to show their opposition to a proposed noise ordinance that would have set lower legal limits for decibel levels in the **French Quarter**. The new rules would have also changed how the police measured the

LouisianaWatchdog.org
HOME ABOUT US STATES NATIONAL NEWS OPINION
EDUCATION ENERGY FIRST AMENDMENT HEALTH CARE PENS

70

comments

With Canal Street ferries facing closure, sea creatures and swimmers board in protest



[View the Slideshow >>](#)

(Gallery by Chris Granger, NOLA.com | The Times-Picayune)



By [John Harper, NOLA.com | The Times-Picayune](#)

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on June 05, 2013 at 10:04 PM, updated June 07, 2013 at 10:35 AM

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A group of New Orleanians clad in swim

LATEST NEW ORLEANS



HOW TO PITCH A REPORTER, MADLIB STYLE



Dear _____,
NAME

I recently _____ your _____ about _____.
PAST TENSE VERB NOUN PHRASE THAT CAPTURES THE
ESSENCE OF THE PIECE

It was very _____. I was really impressed by how you _____ the _____.
ADJECTIVE VERB NOUN

It made me think that you might be interested in _____
YOUR PROJECT, PERSON OR PRODUCT. BRIEFLY

because _____. It matters to _____'s audience
MAKE THE CONNECTION NEWS OUTLET

because _____
WELL, WHY DOES IT MATTER TO THEM?

If you want to know more about _____ please feel free
YOUR PROJECT, PERSON OR PRODUCT. BRIEFLY

to contact me. In the mean time I am going to add you to our press list for outreach,

and I hope you will consider _____
SOME ACTION, LIKING ON FB, OR SIGNING UP FOR MAILING LIST OR
SOME OTHER VERY LOW IMPACT ACTION.

Thanks for your time and your hard work.

Sincerely,

YOUR NAME

YOUR CONTACT INFO

Social Media



Instagram



reddit



You Tube

facebook

Pinterest

tumblr.

flickr™

Linked in

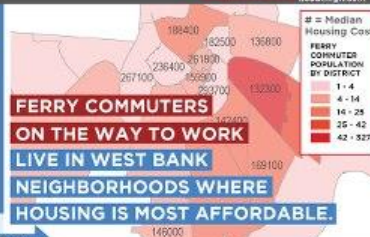
Vine

Quora

Google+

ALGIERS - CANAL STREET FERRY SURVEY RESULTS

Ride New Orleans, a non-profit organization, conducted a survey of **1,575** ferry riders on the Algiers - Canal Street ferry. Twenty volunteers administered the survey at the ferry terminals and on board the ferry on Saturday, April 6 and Tuesday, April 13, 2013. Additionally, **275** surveys were collected online.

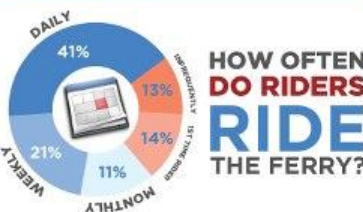


FERRY COMMUTERS ON THE WAY TO WORK LIVE IN WEST BANK NEIGHBORHOODS WHERE HOUSING IS MOST AFFORDABLE.



HOW MUCH MONEY DO FERRY COMMUTERS EARN?

OF THE 23% UNSURE ABOUT PAYING A FARE, 60% COME FROM HOUSEHOLDS MAKING UNDER \$40,000 PER YEAR.



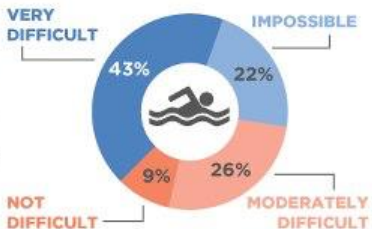
WHAT INDUSTRIES EMPLOY FERRY COMMUTERS?



HOW DO RIDERS CONNECT TO & FROM THE FERRY?



WITHOUT THE FERRY HOW DIFFICULT WOULD COMMUTES BE?



**Like us on
Facebook,
and we will
vaccinate
zero children
against polio.**



We have nothing against likes, but vaccine costs money. Please buy polio vaccine at unicef.se. It will only cost you 4 €, but will save the lives of 12 children.

Paid Media



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COMMUNITY *We'll get there together.*



This billboard supported by these and other individuals through Loudance



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About 62,600,000 results (0.28 seconds)

San Francisco Tenants Union

www.sftu.org/

SFTU Logo. San Francisco Tenants Union 558 Capp Street, San Francisco, CA 94110. Fighting For **Tenants Rights** Since 1970 ...
Hours - Rent Control - Volunteer! - Upcoming Events & Recent ...

Tenants Rights - Housing Rights Committee of San Francisco

www.hrcsf.org/tenant_info.html

Housing Rights Committee offers counseling on **tenants rights** issues in San Francisco only. If you live in another area of California or the country, try using ...

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Tenant's Rights Lawyer

www.sfbar.org/landlord-tenant
(415) 989-1616

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Rental & Tenant Helpline

www.legalhelpnow.org/
Local Rental Attorneys. Free



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DIARY OF A HOMECOMING PRINCESS | BY THE NUMBERS | LOVING THE LAW

LET'S ALL MAKE MORE MONEY IN 2014

TRANSGENDER LAW CENTER'S

AUTHENTIC LIVES



FALL 2013

MEET
the Fabulous Juanita MORE!

CONNECT
with Shawna Virago & Kortney Ryan Ziegler

Because mass transportation
is a human right ▶





GAME PLAN

SMART Goal

AUDIENCE	TAILORED MESSAGE	MESSENGER	CHANNELS TO ENGAGE

WANT TO LIGHT UP
NEW IDEAS?



get free strategy tips, tools, and trainings in your inbox

➤ bit.ly/LBCemailsSignup

The logo features two overlapping, hand-painted style rectangular blocks in a vibrant yellow-green color. The top block is slightly offset to the left and top, creating a layered effect. The text is positioned to the right of these blocks.

LIGHTBOX

COLLABORATIVE

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