

# Crafting Messaging

## For Stakeholder Engagement

Sept 24, 2019

# Agenda

- **Introductions**
- **Program**
  - Defining stakeholders
  - Why develop a collaborative communications strategy?
  - Talking about collaborative work
  - Storytelling formulas
  - Lessons from other collaboratives
- **Questions**



The background is a solid yellow color. It features several decorative elements: a large light-yellow rectangle in the top-left corner, a light-yellow circle in the top-center, a light-yellow circle in the middle-left, a light-yellow circle in the middle-center, a light-yellow circle in the middle-right, a light-yellow rectangle in the middle-right, a light-yellow circle in the bottom-left, and a light-yellow circle in the bottom-center.

# Defining “stakeholders”

# Defining “stakeholders”

- **Veterans, service members, family, caregivers, and survivors**
- **Veteran Service Organizations (VSOs)**
- **Military Service Organizations (MSOs)**
- **Benefits Providers**
- **Educational Service Providers/Organizations**
- **Employment Service Providers**
- **Financial Service Providers**
- **Healthcare Providers**
- **Housing Services**
- **Legal Services**
- **Volunteer/Nonprofit Organizations**
- **Government Representatives**



The background is a solid bright yellow color. It features several light yellow geometric shapes: a square in the top-left corner, a circle in the top-center, a circle in the middle-left, a circle in the middle-center, a circle in the middle-right, a circle in the bottom-left, and a circle in the bottom-center. A horizontal rectangle is positioned on the right side of the slide.

**Why develop a  
collaborative  
comms strategy**

# Why develop a collaborative comms strategy?

- Guidance is necessary for purpose-driven, and on-message communications
- Layer and share communications resources
- Increase your collective reach
- Advance your collective cause



# What's included in “communications”

- Website
- Email (individual and marketing)
- Social media (Facebook, Messenger, LinkedIn, Instagram, Twitter, Pinterest, Medium, Tumblr, WhatsApp, YouTube, Snapchat, Medium )
- Traditional media
- Printed collateral
- Outreach messaging
- ...And more!



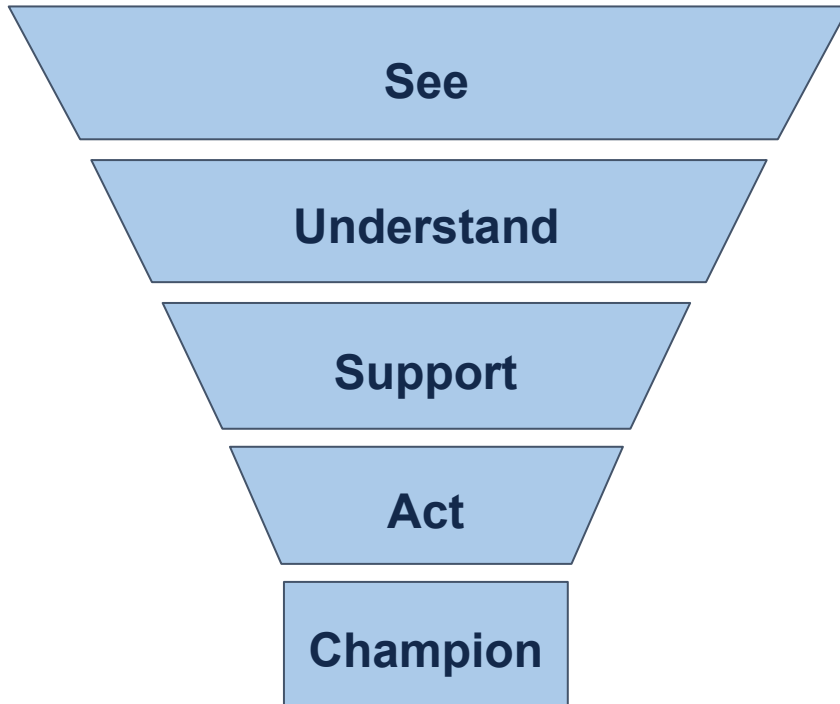
The background is a solid yellow color. It features several decorative elements: a large light-yellow rectangle in the top-left corner, a light-yellow circle in the top-center, a light-yellow circle in the middle-left, a light-yellow circle in the middle-center, a light-yellow circle in the middle-right, a light-yellow circle in the bottom-left, and a light-yellow circle in the bottom-center. A light-yellow rectangle is also present on the right side of the page.

# **Stakeholder engagement funnel**

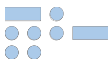


# Stakeholder Engagement Funnel

Turn community members into collaborators

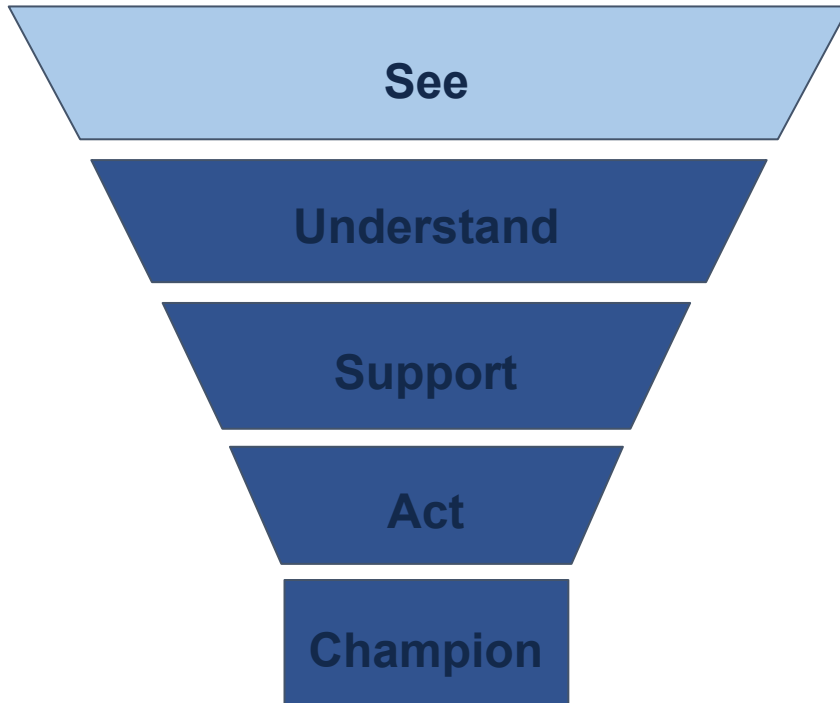


- Your comms help move stakeholders to action
- Stakeholders make a decision or take an action to move between levels
- You have to make the call to action clear & compelling
- Desired action will vary based on stakeholder



# Stakeholder Engagement Funnel

Stakeholders see you

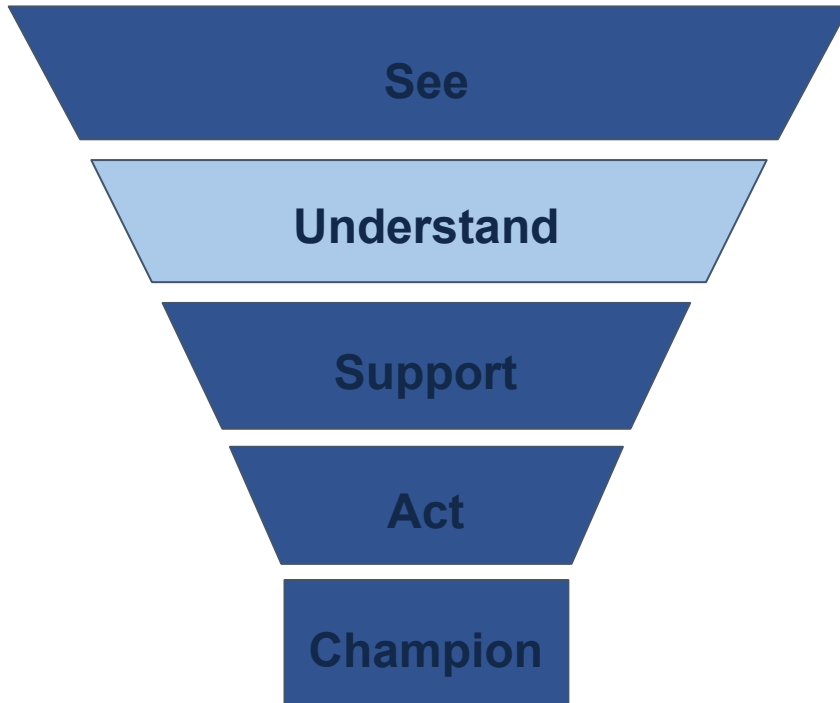


- **GOAL:**  
Awareness (a.k.a. stakeholders see you)
- **HOW:**
  - Social media
  - Traditional media
  - Business cards
  - Outreach
- **CALL TO ACTION:**
  - “Learn more...”
  - “Get to know us...”
  - “See how we...”



# Stakeholder Engagement Funnel

Stakeholders understand you

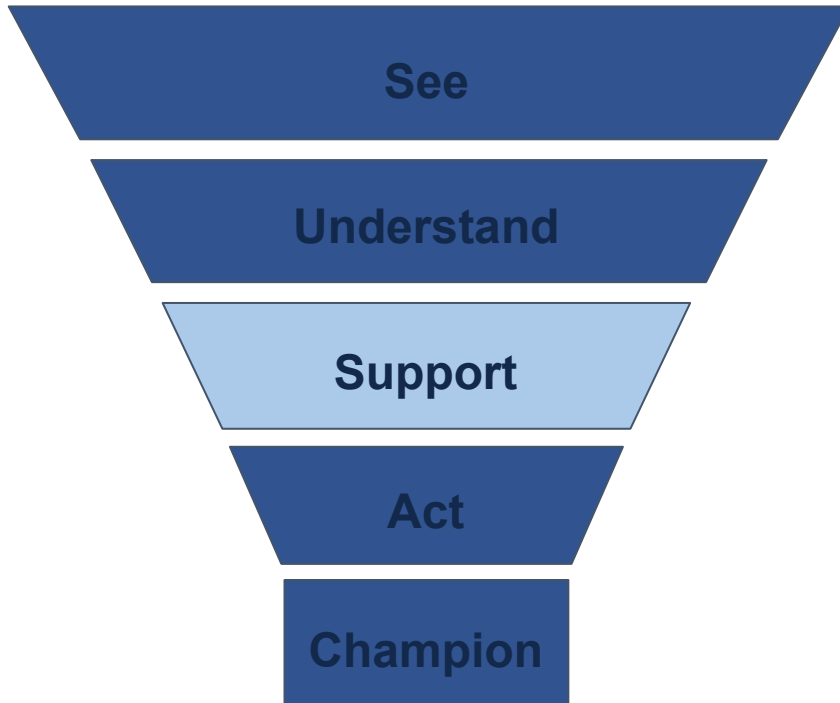


- **GOAL:**  
Stakeholders understand issues & your work, give permission to stay in touch
- **HOW:**
  - Website
  - Blogs
  - Outreach
  - Forwarded emails
- **CALL TO ACTION:**
  - “Keep in touch...”
  - “Like/Follow our page...”
  - “Share...”



# Stakeholder Engagement Funnel

Stakeholder support you

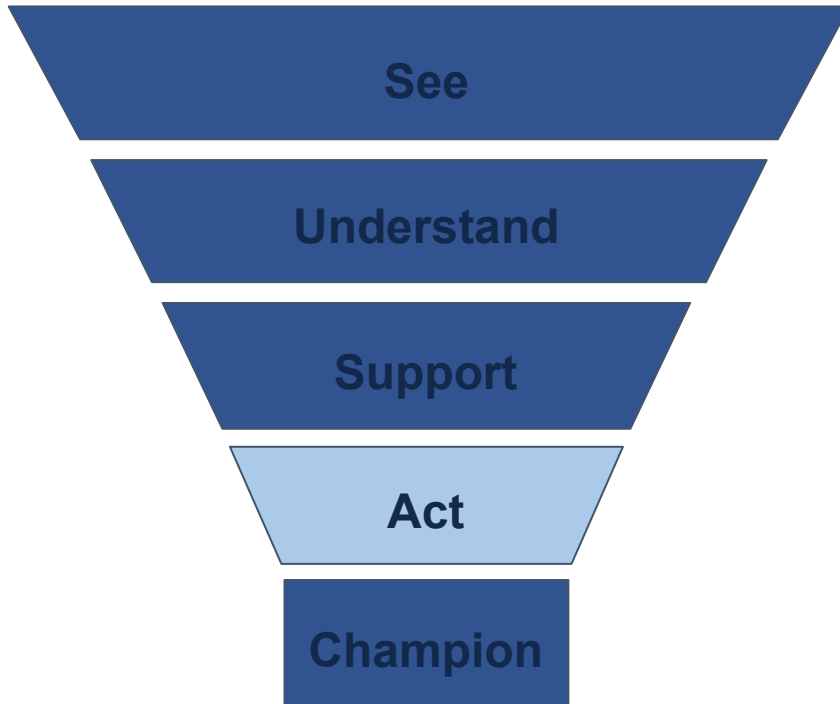


- **GOAL:**  
Build momentum from ideological support to action
- **HOW:**
  - Create engaging content
  - Engage with followers
  - Email opportunities & value-added content
  - Build community
- **CALL TO ACTION:**
  - “Volunteer...”
  - “Donate...”
  - “Join us...”



# Stakeholder Engagement Funnel

Stakeholders take action

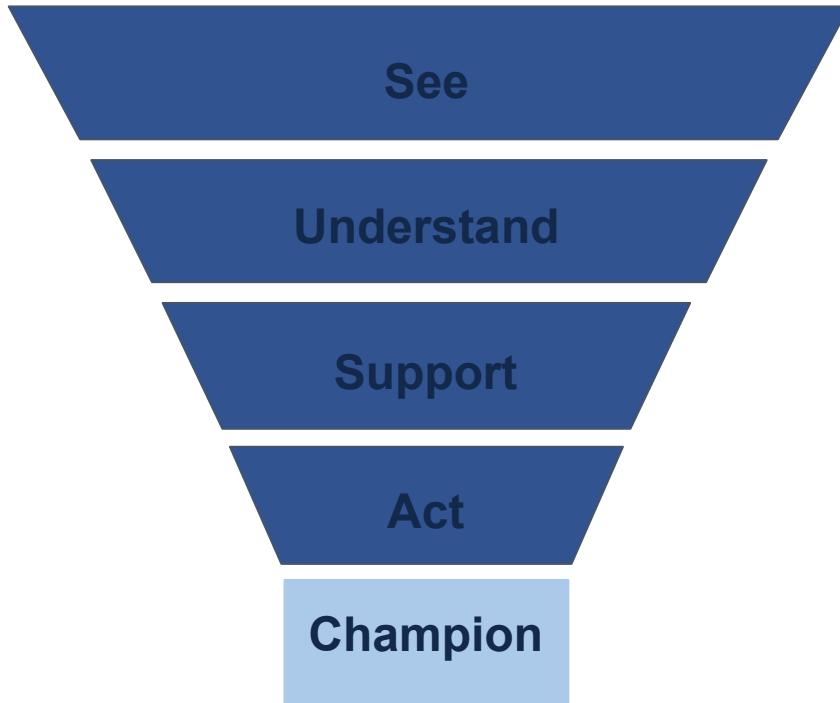


- **GOAL:**  
Cultivate stakeholders into champions of collaboration
- **HOW:**
  - Email nurture campaigns that
    - Illustrate impact
    - Highlight potential
  - Thank you letters/certificates
- **CALL TO ACTION:**
  - “Collaborate with us...”
  - “Become a partner...”

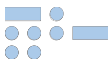


# Stakeholder Engagement Funnel

Stakeholders champion your work



- **GOAL:**  
Champions build awareness in their network
- **HOW:**
  - Champions leverage influence via networking, email, social media
  - Champions contribute content for blog, email, social & traditional media
- **CALL TO ACTION:**
  - “Run for chairperson...”
  - “Lead a committee...”



The background is a solid yellow color. It features several decorative elements: a horizontal rectangle in the top-left corner, a circle in the top-center, a circle in the middle-left, a circle in the middle-center, a horizontal rectangle in the middle-right, a circle in the bottom-left, and a circle in the bottom-center. The text is positioned in the lower-right area of the slide.

**Talking about  
your work**

# Talking about your work

Start with why

## 1) Why

Why are you convening across sectors to solve a problem?

## 2) What

What is the improved future that you envision?

## 3) How

How does your collaborative intend to get there?





# Considerations

- You can't message everyone with a single post / speech / email
- Demographic diversity
- Differentiate your message



# Equity in messaging development

“Nothing about us without us”

- Ensure representation during the ideation and development process
- Inclusive representation can bust stereotypes
- Avoid pity
- Tell real-life stories (with permission)
- Celebrate “small wins”



# Framing

## Asset-based vs problem-based

### Problem-based framing

- Fixing
- Problems
- Challenges
- Limited solutions

### Asset-based framing

- Building together
- Strengths
- Opportunities
- Infinite possibilities



The background is a solid yellow color. It features several light yellow geometric shapes: a rectangle in the top-left corner, a circle in the top-center, a circle in the middle-left, a circle in the middle-center, a circle in the middle-right, a rectangle in the middle-right, a circle in the bottom-left, and a circle in the bottom-center.

# **Storytelling formulas**

# Before - After - Bridge Formula

Make your stakeholders part of the solution

**Before:**

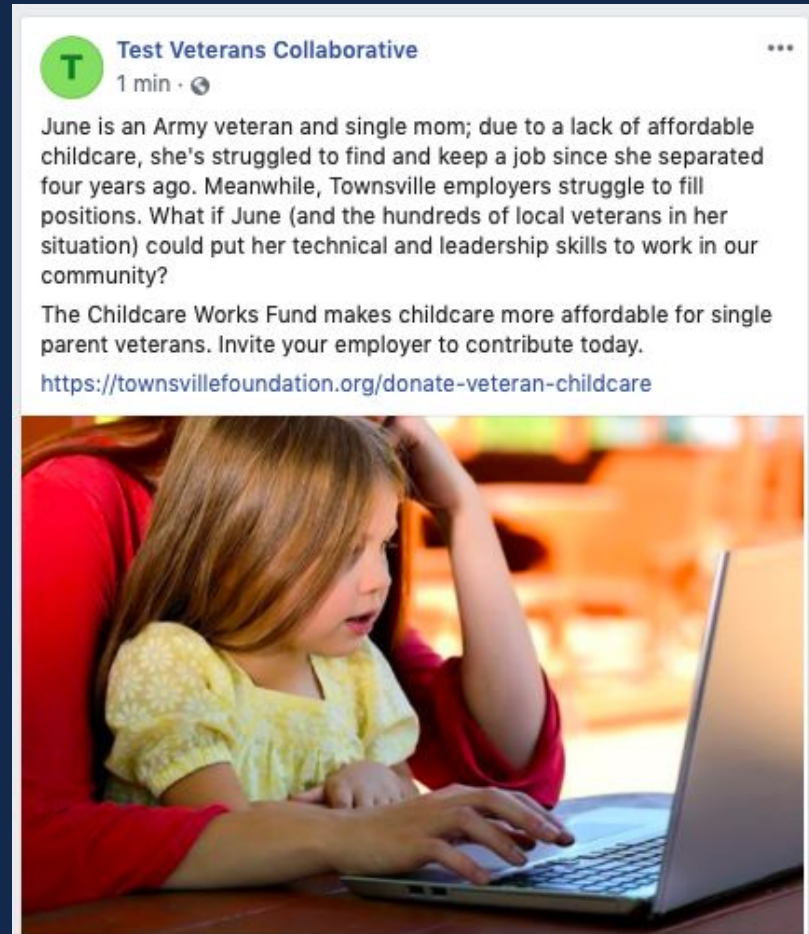
The world with X problem

**After:**

The world with X problem  
solved

**Bridge:**

This is how we get there



# Simon Sinek's "Golden Circle"

Start with "Why"

- 1) **Why** are you convening across sectors to solve a problem?
- 2) **What** is the improved future that you envision?
- 3) **How** does your collaborative intend to get there?



# The Carnegie Formula

How to win friends and influence stakeholders

- 1) **Incident** - relate a personal experience
- 2) **Action** - share what you do to solve or avoid a problem
- 3) **Benefit** - share the benefits of the action you took



# The “V” Formula

From columnist, storyteller, and playwright Dave Lieber

- 1) **Introduce** your main character
- 2) Take the story to its **lowest point**
- 3) Conclude with a **happy ending**

**T** Test Veterans Collaborative  
Just now · 🌐

Pete had it all: an Army career he loved, a supportive spouse, and two young boys.

Then, an IED blast left Pete with a traumatic brain injury severe enough to keep him from doing his job. After his medical retirement, Pete became depressed and withdrew from his wife and kids. Worried for her husband who normally loved staying busy, Pete's wife begged him to come to an open house at Townsville Stables.

Pete connected with Lightning right away. In addition to working with his VA doctor and therapist, Pete enrolled in the Townsville Stables equine therapy program, which he said gave him "peace and purpose." Today, Pete is active as peer educator at the stables and a tee-ball coach for his kids' team.





# The Story Spine Formula

A Pixar favorite from playwright Kenn Adams

Once upon a time there was \_\_\_\_.

Every day, \_\_\_\_.

One day \_\_\_\_.

Because of that, \_\_\_\_.

Because of that, \_\_\_\_.

Until finally \_\_\_\_.

And ever since then, \_\_\_\_.



The background is a solid yellow color. It features several decorative elements: a large light-yellow circle in the top-left corner, a smaller light-yellow circle in the top-center, a light-yellow rectangle in the top-right corner, a light-yellow circle in the middle-left, a light-yellow circle in the middle-center, a light-yellow circle in the middle-right, a light-yellow rectangle in the middle-right, a light-yellow circle in the bottom-left, and a light-yellow circle in the bottom-center.

# **Lessons from other collaboratives**

# Lessons from other collaboratives

## Strive Partnership, Cincinnati

### “Focus on the ultimate goal you seek to achieve”

- Strive started by talking about adults involved with the effort
- Transitioned to talking about the kids:
  - “Better results in education for every child, every step of the way, cradle to career”
- Strive Partnership noted increased understanding and excitement following this shift



# Lessons from other collaboratives

## United Way of Greater Cincinnati

**“Don’t assume everyone understands or supports your cause”**

- You and your partners are informed and invested
- Be prepared to share an entry-level introduction to what you do

**“Just when you’re getting tired -- people are finally getting it so you have to double down”**

- Prepare to re-engage stakeholders
- Progress updates



The background is a solid yellow color. It features several decorative elements: a light yellow circle at the top center, a light yellow rectangle at the top left, a light yellow circle on the left side, a light yellow circle in the middle left, a light yellow circle in the middle center, a light yellow circle in the middle right, and a light yellow rectangle on the right side. The text is centered in the lower half of the image.

**What questions do  
you have?**