

Communications IS part of your conservation strategy
2014 Marine Aggregation, Monterey, CA

THE PANEL

Session Leads:

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- **Tom McCann** – Communications Director, Marine, Global Communications

Contributors:

- **Jordan Jobe** – Network Manager, Reef Resilience
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STRATEGIC COMMUNICATIONS CHECKLIST

- **Articulate** – our realistic conservation/policy goal (given resources, competition, timeline)
- **Identify** – who specifically makes that goal a reality (individual, agency, industry, mix of decision makers)
- **Research** – who or what influences these decision makers (partners, spokespeople, other pressure points)
- **Strategize** – how can we use this information to achieve our conservation/policy goals (strategies and tactics)
- **Measure** – how should we measure success (votes, measures in place, reports on bio/social/econ health)

AUDIENCE. AUDIENCE. AUDIENCE.

- Who are you talking to?
- What do they want to know?
 - Why do they want to know it?
- What do you want them to know?
 - Why do they need to know it?
- How do they receive their information?
- Who do they trust? Believe?
- What do you want them to do?

Problem - Solution

- What problem are we solving / attempting to solve?
- What happens if we don't solve it? [what's at stake?]

COMMUNICATIONS TOOLS & TRICKS

- Know your audience
 - What do they care about?
 - What scares them?
 - What motivates them?
- Learn to ask the right questions
- Listen to the answers
- Identify the best messengers
- Rinse and repeat.

TOOLS & LINKS (Your mileage may vary)

Smart Chart from Spitfire Strategies

Message creation, thinking through your audiences

- <http://www.smartchart.org/>

Charting Impact (National Council of Nonprofits)

Tools for measuring progress

http://www.independentsector.org/charting_impact#sthash.aOygQr4v.dpbs

Nonprofit Resource Center

Landing page with social media tools, online survey tools, tools for making infographics

<http://www.nprcenter.org/marketing-communications>



MISSION

To conserve the lands and water on which all life depends

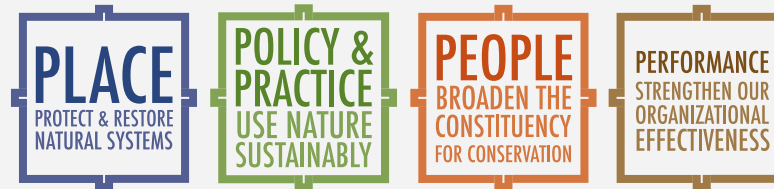
VALUES

Integrity Beyond Reproach • Respect for People, Communities and Cultures
Commitment to Diversity • One Conservancy • Tangible, Lasting Results

GLOBAL CHALLENGES



GLOBAL PRIORITIES



STRATEGIES