

A STRATEGIC COMMUNICATIONS APPROACH






STRATEGIC ISSUE

"Our members don't understand the value our association delivers."




STRATEGIC GOAL

"Our association will plan and execute relevant and effective communications with proven, systematic approaches."





Relentless
FOCUS on the
member

-  A system focused on your most important customers
-  Relay how you best serve your members
-  Solve their problems, not yours





An honest
REVIEW reveals
what needs to change

-  Member-focused content; not *look-at-us*
-  Specific and value based copy; not generic
-  Clear, simple and consistent messages

Diligence to
GAUGE progress
towards your goals

-  Use data to learn their preferences
-  Review quarterly using a dashboard
-  Experiment with headlines and subject lines
-  Establish frequency and quantity standards

PLAN
ahead annually

-  Put a system in place that you will follow
-  Update communications goals
-  Set goals for each communications channel
-  Communicate your plan with leaders and staff

BALANCE the art
and science of communications

-  Set and use your rules
-  Get member input annually
-  Step back to make sure you're making progress

Assess your communications; then establish a plan to help you reach your goals.

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