



COMMUNICATE WITH IMPACT

July 30, 2024





COMMUNICATE WITH IMPACT

Welcome

- Katie Allison, *Senior Communications Manager*, NADO
 - Dana Church, *Economic Development Planner*, SWODA (OK)
 - Carrie Kissel, *Associate Director*, NADO Research Foundation
-
- Name, Title, Organization



COMMUNICATE WITH IMPACT

Overview

- Basic Communications Principles
- Communications Planning Tool
- Scenario-based Brainstorming and Practice
- Your Success Stories
- Q & A

MISSION AND VISION

The Why?

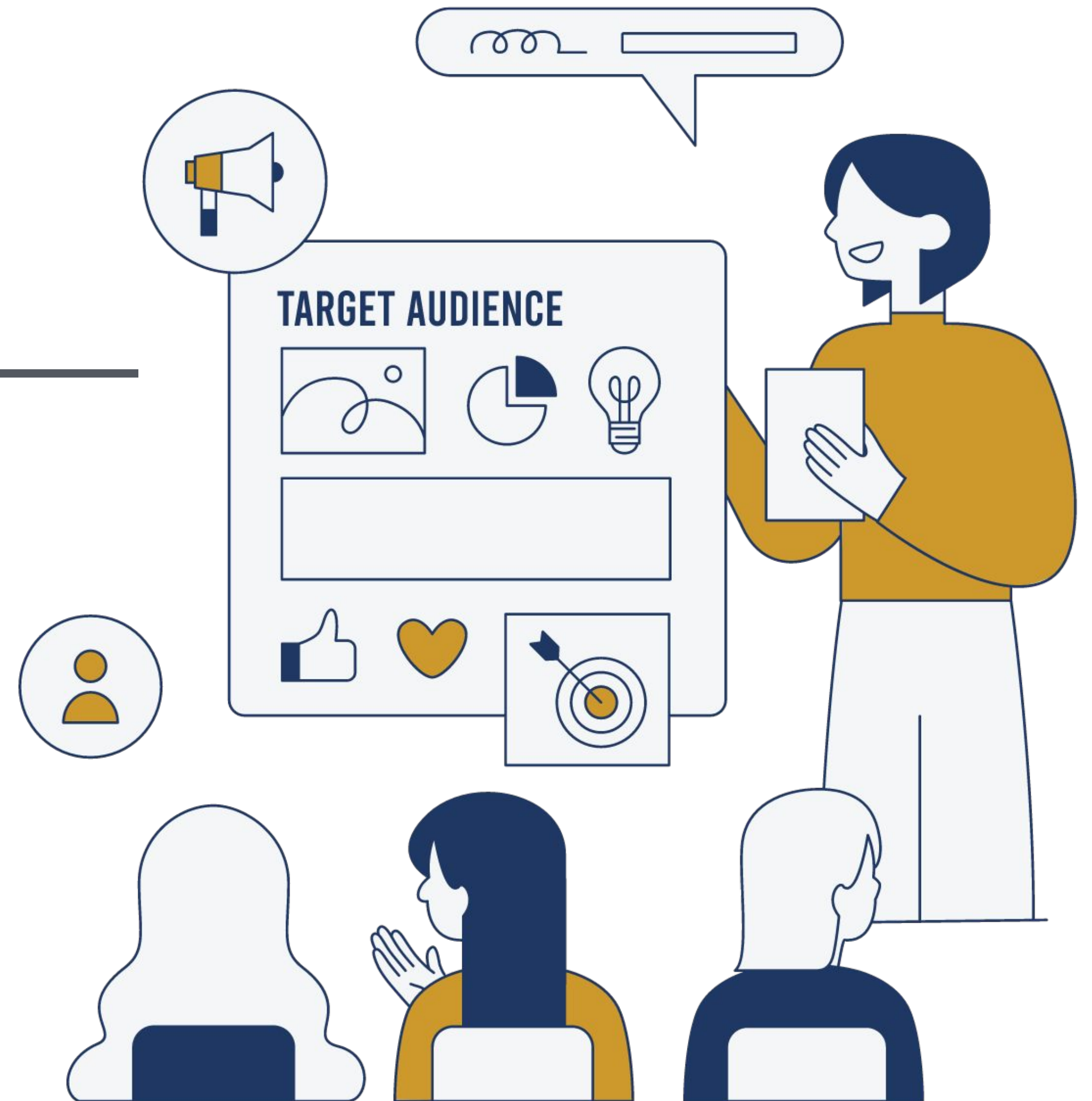
- Values
- Alignment
- Direction
- Motivation



MESSAGE AND TONE

External Presence

- Harmony
- Consistent
- Branded
- Credibility



MEANINGFUL CONVERSATIONS

Developing Dialogue

- Empathetic
- Authentic
- Composure
- Solutions



MINDSET MATTERS

Genuine Positivity

- Approach
- Influence
- Resourceful
- Confidence





**“FUTURE NADO” NETWORK
MARKETING + COMMUNICATIONS PLAN - 2023**

THE PLAN SUMMARIZES GOALS AND TACTICS FOR BUILDING AWARENESS OF AND STRENGTHENING THE MARKETING OF THE “FUTURE NADO” NETWORK.

Start Date: TBD

End Date: TBD

PLAN OBJECTIVES:

- Increase awareness of “Future NADO” Network among NADO Members, RDOs, and entry to mid-career staff
- Use clear and consistent communication to market “Future NADO” to current NADO members through digital, printed, and personalized channels
- Provide timely and relevant information within that communication to connect and remain engaged with Network members
- Create innovative programming and content for “Future NADO” Network members

GOAL	COMMUNICATION TOOL	AUDIENCE	FREQUENCY
Create first year of programming of “Future NADO” Network	<ul style="list-style-type: none"> ▪ Buildout a section on nado.org to host descriptions of programming, benefits of joining, meeting schedule ▪ Once the above is built, NADO News email 	<ul style="list-style-type: none"> ▪ NADO Members ▪ RDOs ▪ Entry to mid-career staff ▪ General public 	<ul style="list-style-type: none"> ▪ One initial buildout ▪ Updates as needed (as program evolves and grows) ▪ Use existing NADO News mailing list to push program consistently
Formally invite NADO members that attended initial social gathering to join “Future NADO” Network <i>(Thank them for attending gathering.)</i>	<ul style="list-style-type: none"> ▪ Personal mailed pamphlet invitation ▪ Personal email invitation that includes a video ▪ Follow up phone call 	<ul style="list-style-type: none"> ▪ NADO members that attended initial social gathering at Annual Training 	<ul style="list-style-type: none"> ▪ Mailed invite, once ▪ Email invite, once ▪ Phone call, once ▪ <i>(Repeat following year if no response to the above)</i>
Identify and invite entry to mid-career NADO members to join “Future NADO” Network	<ul style="list-style-type: none"> ▪ Personal mailed pamphlet invitation ▪ Personal email invitation that includes a video ▪ Follow up phone call 	<ul style="list-style-type: none"> ▪ Entry to mid-career NADO members 	<ul style="list-style-type: none"> ▪ Mailed invite, once ▪ Email invite, once ▪ Phone call, once ▪ <i>(Repeat following year if no response to the above)</i>

COMMS

Step-by-Step

- Objectives: Using basic communications principles
- Goals:
 - Communication Tool
 - Audience
 - Frequency



PROJECT NAME:
COMMUNICATIONS PLAN

THE PLAN SUMMARIZES THE GOALS AND
TACTICS FOR BUILDING AWARENESS OF:

Start Date:

COMMUNICATIONS PLAN OBJECTIVES:

-
-
-
-

COMMS PLAN

Objectives

- Increase awareness of...
- Use clear and consistent communication to...
- Provide timely and relevant information within that communication to...



GOAL

Establish area of website to hold information about project

COMMS PLAN

Goals

- Communications-specific
- Bring awareness and action
- SMART
- Work with plan objectives



COMMUNICATION TOOL

- Buildout a section on website to host descriptions of programming, benefits of joining, meeting schedule
- NADO News email, stand along email
- LinkedIn, Facebook

COMMS PLAN

Communication Tools

- Wide-array of tools in today's landscape
- Digital options
- Print options
- Social channels
- Budgeting for these tools



AUDIENCE

- NADO Members
- Early career to Mid career staff at EDDs, RDOs
- General public

COMMS PLAN

Audience

- Who needs to get this information?
- Varies from project to project
- Connects to tools and frequency
- Look at what you already have “built-in”



FREQUENCY

- One initial buildout on website with updates as needed
- Weekly in NADO News at launch, standalone blasts prior to events
- Use existing NADO News mailing list to push program consistently

COMMS PLAN

Frequency/Tasks

- How often should identified audiences receive the communication?
- Frequency can be different for each goal and audience
- Use metrics to help steer frequency decisions



Scenario:

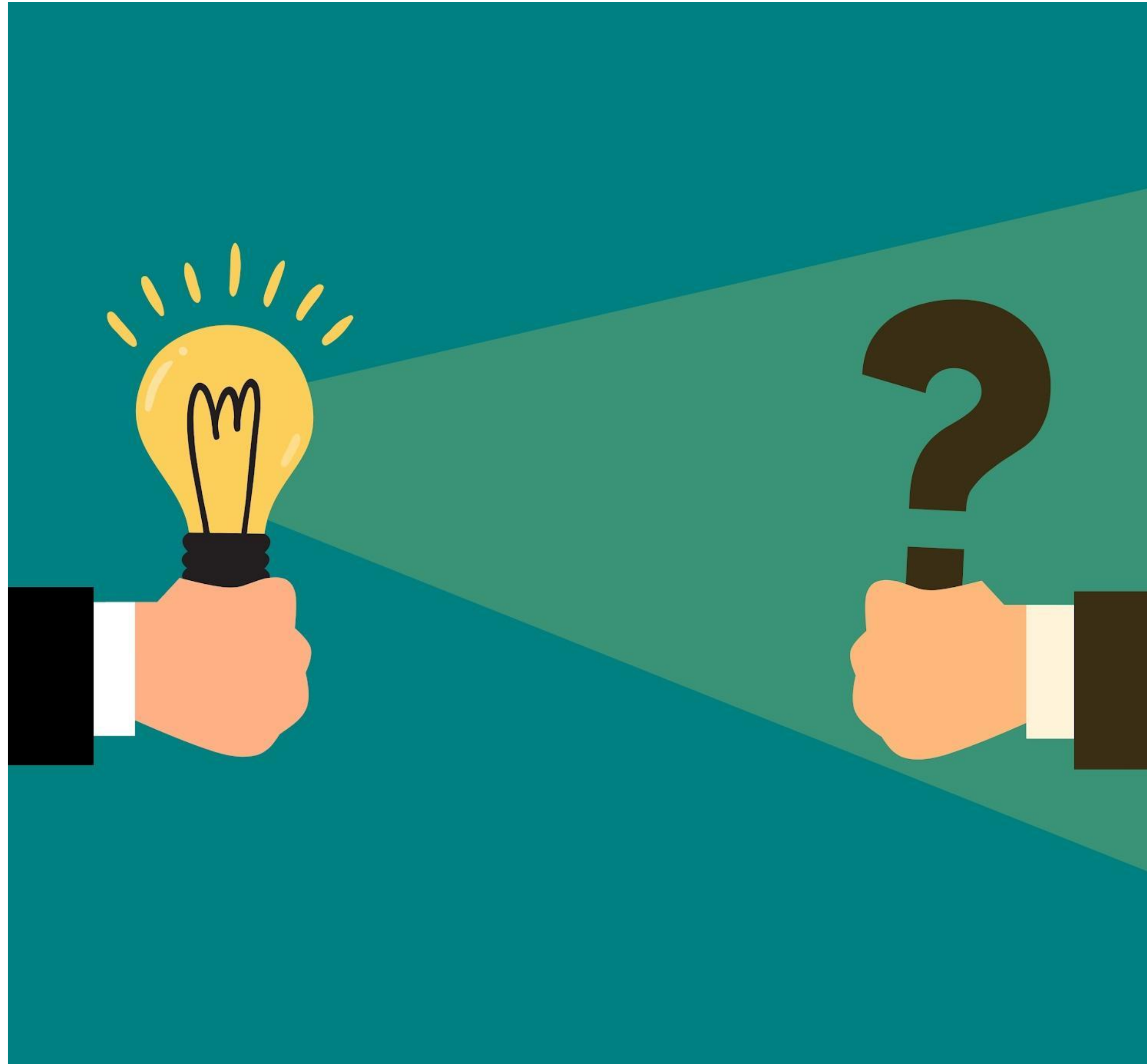
An established, multi-county Regional Transportation Planning Organization (RTPO) is developing a 20-year multi-modal transportation plan that aims to increase safety, preservation, quality of life, the local economy, and the environment. The organization wants to obtain input from the public to aid in project identification and prioritization for the 20-year plan.

Prompt:

Create a communications plan that outlines the project's objectives, as well as the steps the RTPO will need to complete to successfully inform the public of the request for input and then obtain that input.

Or Use Your Own Project!





Q + A

and Successes!

Do you have a communications / public engagement success story or helpful hint for your peers?





NADO

Resources

Marketing and communications resources are available on NADO's website through *Stronger Districts, Stronger Regions*, a national Economic Development District (EDD) capacity building initiative.



Elevate Your Communication Skills



OPT IN to the Communications Working Group (CWG) to join in on discussions and activities designed to improve communication, receive valuable feedback, and solve communication challenges together.





122 C Street, NW, Suite 830 | Washington, DC 20001

202.921.4440 | NADO.ORG

info@nado.org

Katie Allison | kallison@nado.org

Dana Church | dana@swoda.org

Carrie Kissel | ckissel@nado.org