

fig&sass

story | culture | strategy



YOUTH CALIFORNIA

**Communicate the Change: Intro to Strategic
Communications for Social Change**
January 24th, 2023

Welcome



Michaela



Meredith



Introductions

Please drop into the chat and share:

- Name
- Organization
- Location
- Favorite piece of media you've encountered so far in 2023 (tv, film, book, music, etc)



Communications Series with Fig + Sass

90 Minute Training Webinars

**Communicate the Change
Today**

**Messages That Move
February 21st**

**Working with Media
March 28th**

**Digital Engagement
April 25th**

**The Power of Story
May 16th**

60 Minute Technical Assistance Workshops

- Small group, hands-on workshop that customize webinar learnings for your organization + context
- Fig + Sass coaching and peer workshopping of your work-in-progress
- Offered at multiple times following each webinar



Today's Agenda

- Welcome & Introductions
- Introduction to Strategic Communications
 - Goals
 - Audiences
 - Why Audience Matters
 - Targeting your Audience
 - Why and How
 - Tactics for Our Times
- Small group breakouts
- Discussion, Wrap up, and Closing



Introduction to Strategic Communications



Please share in the chat:
What is one communications opportunity or challenge your organization faces in 2023?



Introduction to Strategic Communications



Introduction to Strategic Communications: Start with your Goals



The SMARTer the better:
Specific, **M**easurable, **A**chievable, **R**elevant, **T**ime-bound



Introduction to Strategic Communications: What are you trying to do?

ACTIVATE

Objective:

Activate target audiences who are already supportive.

PERSUADE

Objective:

Persuade target audiences who are conflicted.

NEUTRALIZE

Objective:

Neutralize those who will never be supportive today.



Activity: Start with your Goals

Take 2 Minutes to Make a copy of the worksheet and do a quick brainstorm some of your priority goals for 2023

- Number of people served goals
- Fundraising goals
- Advocacy goals
- Policy goals
- Outreach/recruitment goals
- Narrative goals
- Organizational goals

Goals <i>(Specific, measurable goals for the next 12-24 months; what are you trying to achieve)</i>	Outcomes <i>If helpful, include specific, timeline milestones that help you make progress towards the goal/s)</i>	



Determine Your Audience

Who are the specific people without whom you cannot achieve your goal?



Determine Your Audience

And what do you need them to do?



Types of Strategic Audiences

No!

- General public
- The Community
- Voters
- Media

Yes!

A targeted group who represent the types of people without whom you cannot achieve your goal. For example:

- Family Foundations with budgets of \$5 mm and up
- Sacramento City Council members
- Youth ages 14-20 in LA County who could benefit from your programs or services
- Teachers in the Fresno Unified School District



Case Study: Why Audience Matters



**Texas had a
trash problem.**



Case Study: Why Audience Matters



2022 Don't mess with
Texas[®] Scholarship Contest

FOR OVER 35 YEARS, DON'T MESS WITH TEXAS HAS CHanneled TEXAS-SIZED STATE PRIDE TO REMIND TEXANS TO KEEP TRASH OFF OUR ROADS.



Why Audience Matters

~~What do I want to say?~~



What does my audience need to hear?



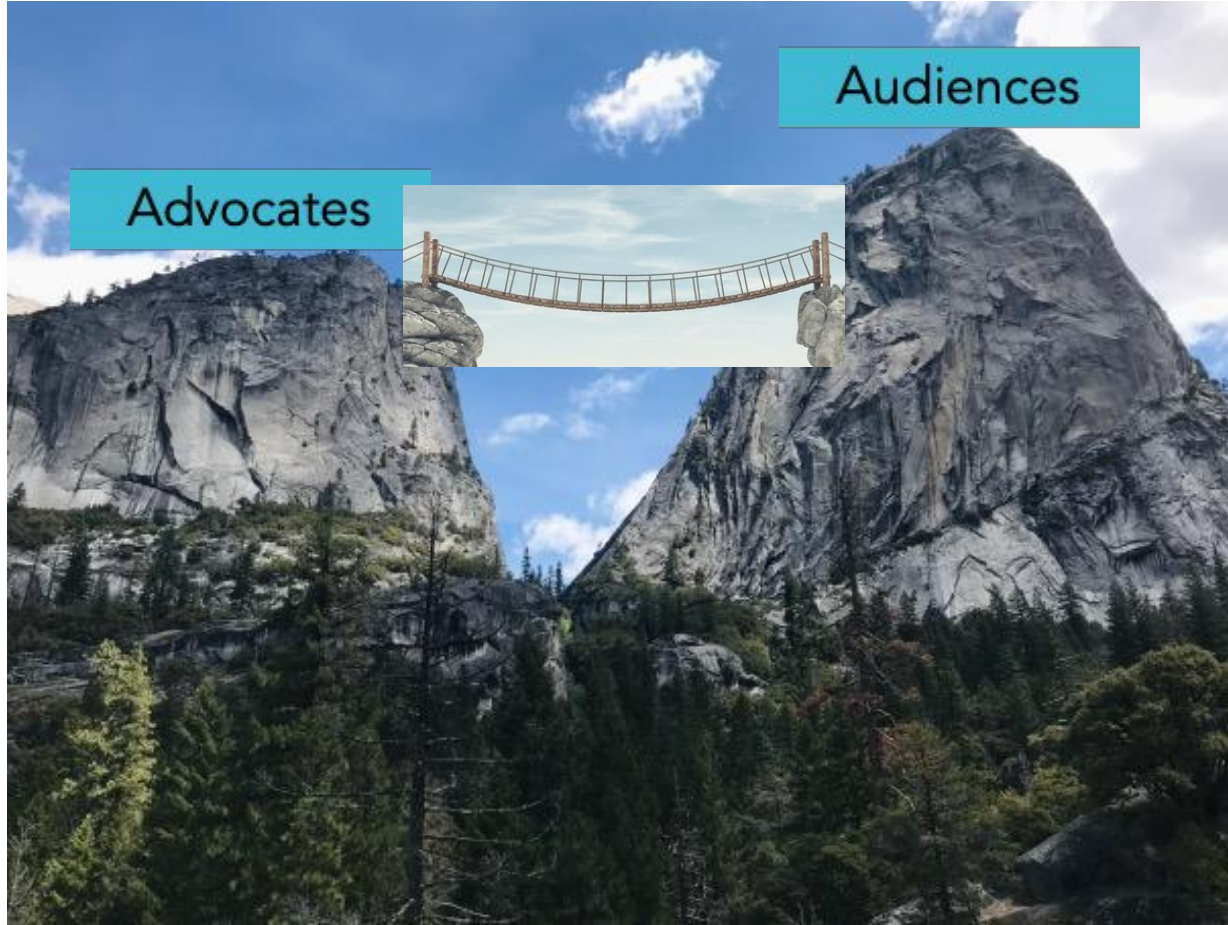
Activity: Determine Your Audience

Take 3 Minutes to Brainstorm your Target Audiences and the CTA for each

Goal	Key Audiences <i>(Max of 3 per goal)</i>	Call to Action for the Audience	Audience Mindset + Targeting Notes	Tactics



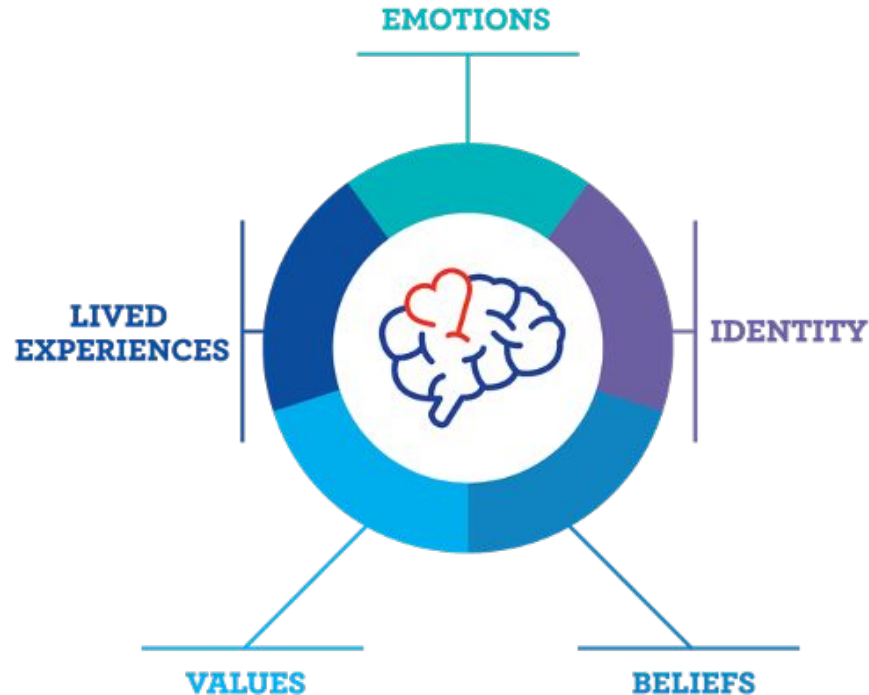
Target Your Audience



Target Your Audience

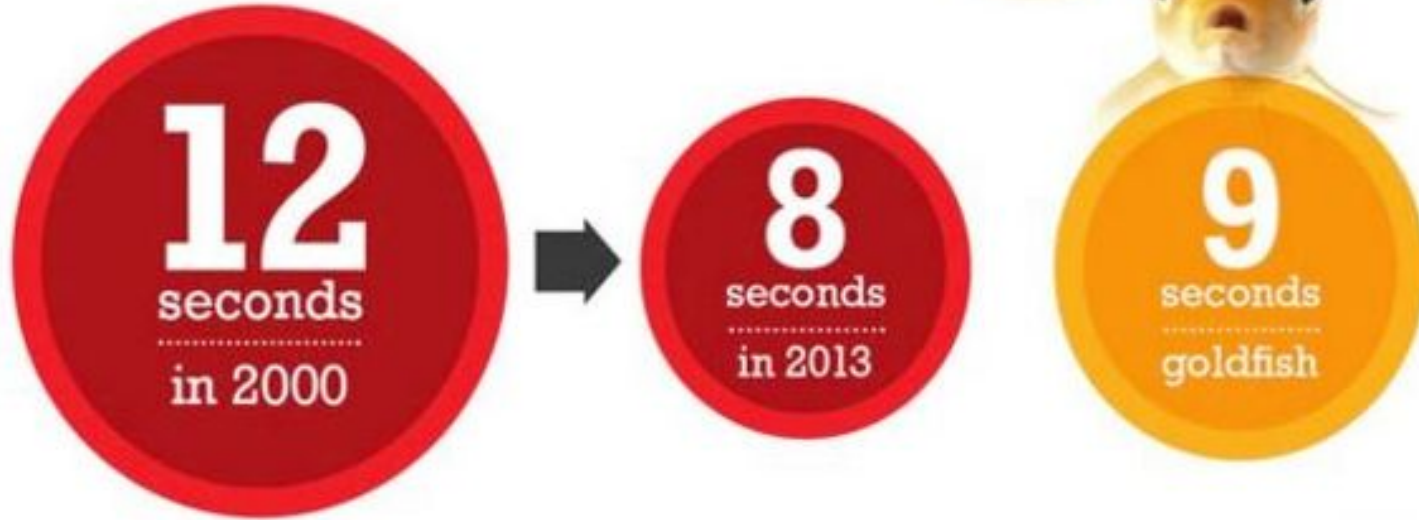
Humans are Heartwired

(Thanks to Robert Perez and Amy Simon for this concept)



Target Your Audience

The average human
attention span



Target Your Audience: Bring People In



Target Your Audience: Focus



Target Your Audience

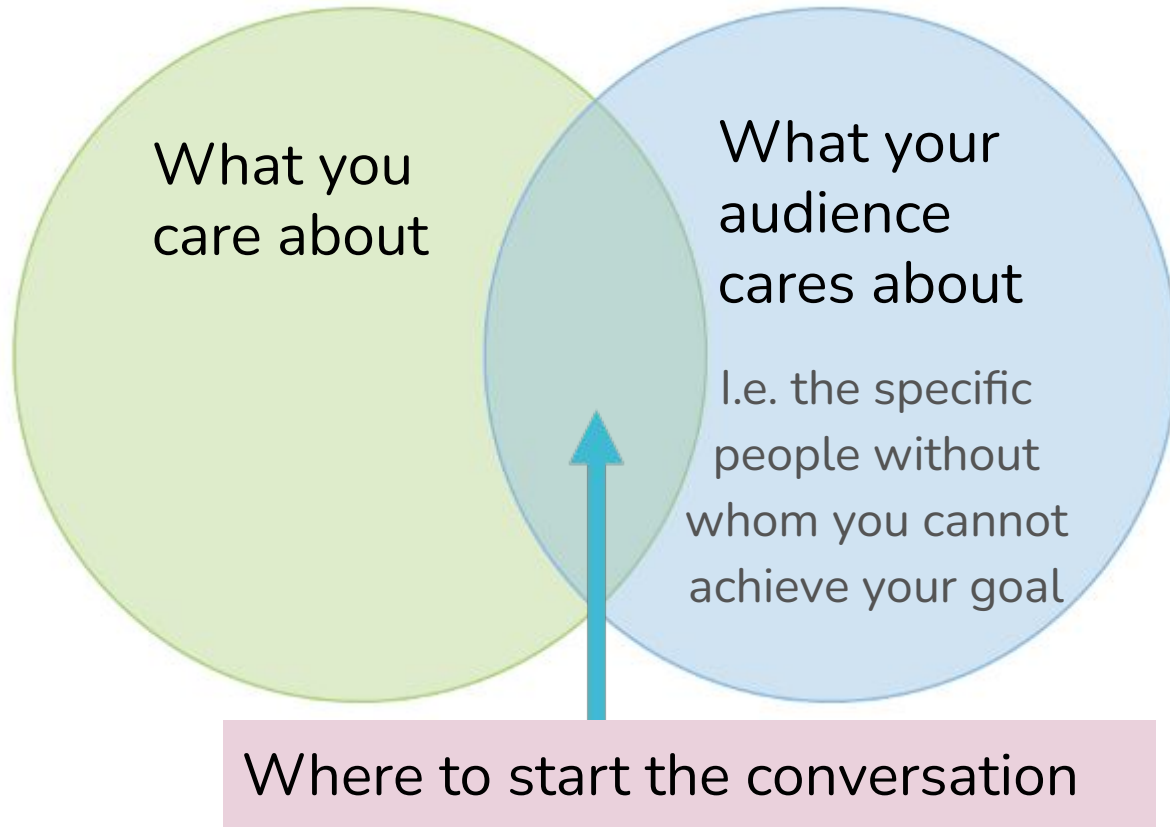


**"I've learned that people will forget
what you said,
people will forget
what you did,
but people will never forget
how you made them feel."**

-Maya Angelou



Target Your Audience: Appeal to Shared Values



Target Your Audience- Who do you need?



- What do they care about?
- What could be their blocks?
- Who influences them?
- Where do they get their information?
- Who will they identify with?
- What cultural, social, or political frameworks do they have?
- What are they feeling when they interact with your content? What do they need to feel to take the action you need?



Target Your Audience- Be a sleuth



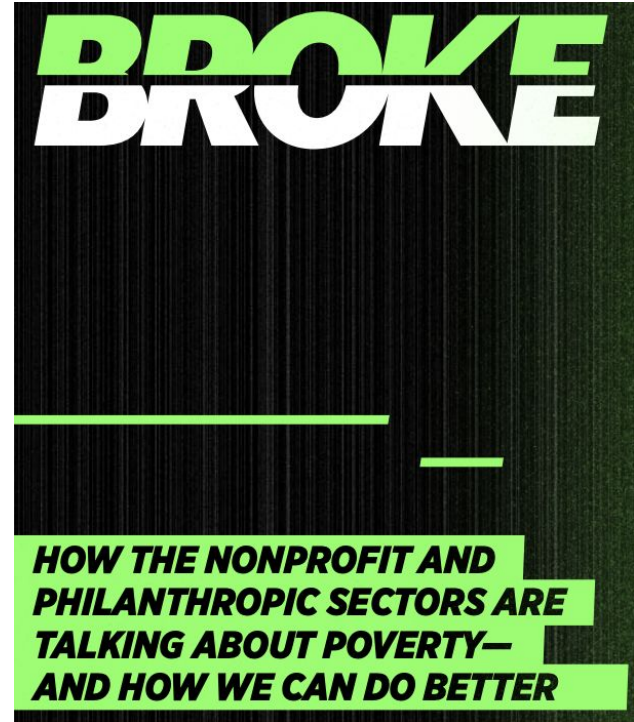
Narrative Observatory

For Poverty & Economic Mobility @ Harmony Labs

People are steeped in stories. They're constantly moving through media, giving rise to a terrain of deeply held narratives about how the world works, what matters, and what's possible. So how do we reach and resonate with the right audience now? To find out, we're analyzing the media behaviors of over 50,000 people in the U.S. and all the content they interact with, across platforms and devices.

👤 Explore Audiences

🗨️ Explore Narratives



Target Your Audience: Remove their Blocks + Call out Elephants



Target Your Audience: Cue their Identity

Is your Audience (Donor) a cat person or dog person?



Target Your Audience: Don't Assume they Know

Can your audience “see” it?
Do they know what you mean?



Family-friendly policies



Support for new immigrants



Increasing student success



Civic engagement



Paid sick leave, affordable child care



English classes and job skills training



Tutoring and mentoring so kids graduate



Everyday people solving community problems – like expanding bus service



Target Your Audience: Show vs Tell



"COLAGE has given me an incredible community to fall back on, no matter what. The kindness of everyone involved and their ability to empower themselves and others has shaped me into who I am today, and their guidance has given me the ability to self advocate which in today's society is incredibly useful."

JEAN, YOUTH ACTION
BOARD MEMBER



"The work that (the FFP) does makes you feel that you are not so alone in this country. I think many women now have more courage to speak and not remain silent."

-Amalia Mejia Diaz, former farmworker
who FFSC helped with a sexual assault case (2015) ²⁸



Target Your Audience: Case Study







First Place for Youth was founded in 1998 to equip transition age foster youth with resources to help them become successful adults. It is recognized as a model program for its innovative, results oriented approach to service delivery. Last year the organization served over 2,000 youth across California with a budget of \$10.1 million and a staff of 70.



Target Your Audience: Case Study



For the more than 25,000 young people across the United States who transition out of foster care into adulthood each year, the future can be perilous and uncertain. Having gone without the consistent support of a family to guide them in developing life skills and building a foundation for success, foster kids too often fall prey to homelessness, unemployment, and poverty.

-  40% of former foster kids will experience homelessness
-  25% will be arrested or incarcerated
-  50% will not graduate high school on time
-  Fewer than 5% will earn a bachelor's degree

However, with the right support, **more is possible for foster kids**. At First Place for Youth, we help foster kids beat the odds. Our programs provide vulnerable young people with the tools they need to reach their full potential in school, work, and life.

WHAT WE DO

We Support Foster Youth as They Learn to Support Themselves

We envision a world in which involvement in the foster care system does not limit the opportunity to thrive in adulthood.



Build Your Strategy

Activity: Take 3 minutes to continue building your strategy by adding notes about audience targeting -How might your target YOUR audiences?

Goal	Key Audiences <i>(Max of 3 per goal)</i>	Call to Action for the Audience	Audience Mindset + Targeting Notes	Tactics



Target Your Audience: Tactics

How will you reach your priority audience/s?



Target Your Audience: Tactics

Which Tactics Connect you with Your Audience?



- **WHO** do you want to engage?
- **WHERE** does your audience get their information?
- **WHY** does this tactic make sense for your goals?
- **WHAT** content and resources do you have to use this tactic?
- **WHEN** will you need them to take action?



Target Your Audience: Tactics



Cultivate Your Audience

- Your audience is people
- Communication is a **two-way** street
- Build relationships **over time** that inspire your audience to take action
- Tactics are not a field of dreams
 - Engagement matters
- Quality is key over quantity



Target Your Audience: Tactics

Adapt your message for audience + tactic



Target Your Audience: Tactics

Adapt your message for audience + tactic: EXAMPLE



AB 392: California Act to Save Lives

Author: Assemblymember Shirley Weber (D-San Diego)

What you should know: AB 392 will save lives, advance racial justice, and prevent tragedies. The bill will:

- Replace vague standard that police can use deadly force whenever "reasonable" with a higher "necessary" standard.
- Establish that police can use deadly force "only when necessary" to defend against threat of death or serious bodily injury.
- Hold officers accountable for using deadly force that is not necessary.

PROBLEM

For decades, California families and communities have been shattered by police violence.

We can all agree that police should never take a human life when they have other options. While this seems like a common-sense standard, it isn't the current practice in California. Right now, police officers can use deadly force even when they have other options. Police can fire even if they kill people who are Black and Latino than they are people who are white.

SOLUTION

Police should never use deadly force unnecessarily.

The California Act to Save Lives provides a clear standard for when officers can use deadly force. The bill makes sure that police only use deadly force if there is an immediate threat of death or serious bodily injury, requiring police in California to use other techniques as an excuse to justify deadly force whenever possible.

AB 392 became law because police departments can discipline or fire officers who use deadly force that is unnecessary, and in some situations, local District Attorneys could file criminal charges.

The bill incorporates best practices to better preserve life. Under President Obama, for example, the U.S. Department of Justice helped many cities adopt similar policies, including San Francisco and Seattle. Seattle's federal monitor data showed that Seattle Police Department's use of force policy change resulted in a decline in serious use of force without any negative impact on officer public safety.

This year, as part of its investigation into the police killing of Stephen Clark, the California Department of Justice announced that the Sacramento Police Department also adopt similar policies in AB 392, specifically recommending that they more clearly define when force is authorized and require that officers use deadly force only when necessary.

If passed and signed into law, AB 392 will transform California from a state with one of the most permissive use of force laws, to a state with one of the strongest laws in the country.

JOIN THE CAMPAIGN TO PASS AB 392.

E-mail LetUsLiveCA@gmail.com | www.billyletuslive.ca

Use of Force By The Numbers

- In 2017 officers killed 112 people in California, half of whom didn't have guns. Police kill more people in California than in any other state.
- Of the 112 people killed in 2017, nearly 90% were Black or Latino.
- In 2017 Black people in California were 3.2 times more likely to be killed by police than white people.
- California's officer kills people at a rate 37% higher than the national average per capita.
- A 2018 report found that police in five of six cities killed more people per capita than in any other U.S. city.
- Nationwide, almost half of people killed by police have a disability or mental illness.

Adrienna Wong @Adrienna_W · Jun 13, 2019

When shooting a sleeping person 55 times is deemed "reasonable," it's time to stop using "reasonable" as the legal standard for when police can kill. #AB392 #LetUsLive

Guardian news @guardiannews · Jun 12, 2019

Police fired 55 times at Willie McCoy. An investigation called it 'reasonable' theguardian.com/us-news/2019/jun-12/mccoy

צדק צדק תרדף

JUSTICE, JUSTICE YOU SHALL PURSUE (Deut. 16:18)

Jewish tradition teaches us it is our duty to pursue justice, not just for ourselves, but for the whole community. California's epidemic of police violence is tragic and unjust. Under current law, few families are able to pursue justice for their loved ones who are killed by police.

The California Act to Save Lives - AB 392 - will save lives, prevent tragedies and make every neighborhood safer. It updates California's outdated use of force standard to ensure that police officers avoid using deadly force at every possible opportunity.

AB 392 is a common-sense bill endorsed by a broad coalition across California, including:

- THE ANTI-DEFAMATION LEAGUE
- KOREAN COMMUNITY STRATEGIC RESPONSE
- THE JEWISH PUBLIC AFFAIRS COMMITTEE OF CA
- REVEREND TOMMY BENNETT

Assemblymember Jesse Gabriel and Senator Ben Allen as leaders of the Jewish Caucus, our communities are counting on you to pursue justice and support the California Act to Save Lives.

Vote yes on AB 392!

Let California's legislative Jewish Caucus leaders know you support AB 392 - call today!

Assemblymember Gabriel at (916) 904-0448
Senator Allen at (916) 708-6996

Text Supporters to (202) 799-1796 to sign a petition in support.

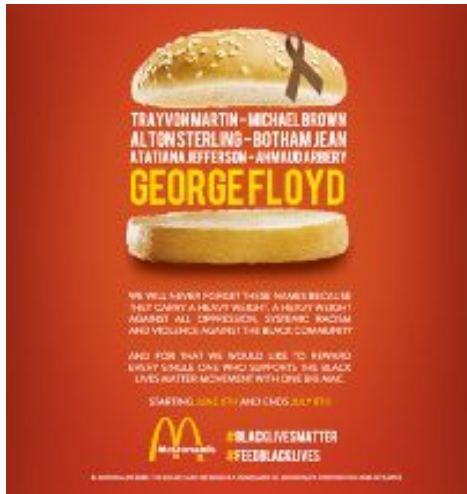
Assemblymember Jesse Gabriel
Senator Ben Allen





Communications Tactics for Our Times

W.A.I.T. (Why am I talking?)



Luxury fashion called out for hypocrisy on Black Lives Matter, racism and diversity, and accused of paying lip service

- Fashion and beauty brands have been showing their solidarity with the Black Lives Matter campaign
- However, they are facing a backlash from models and insiders, who accuse them of double standards

Communications Tactics for Our Times

Invest in Imagery



Communications Tactics for Our Times

Email



Stand with Youth Leaders & Build a Brighter Tomorrow



Dear Meredith,

Thank you for your support for the Youth Justice Fund! We thank everyone who has donated, we are 46% of the way towards our \$10,000 goal, and we could not have done it without you.

At Californians for Justice, we know we need to uplift the young leaders we need now more than ever to challenge systems of racism and poverty in this moment of COVID-19 and continued state violence against our communities.

To support our youth and communities, we've created the Youth Justice Fund to help alleviate the needs of the moment. We have raised over \$4,500 but still have ways to go of our **our goal is to raise \$10,000 to support youth leaders and their families as they continue using their voices and flexing their leadership to shape the future of learning and create the communities we need.**

Will You Invest in Youth Voice Today?

- You own and can control the list
- Opt-in nature
- Ability to personalize and segment your list to target your audience/s
- Some audiences are more comfortable with email fundraising than social media giving



Communications Tactics for Our Times

Website



TEXT SIZE: A- A A+

@ GET UPDATES

SELECT LANGUAGE▼



ABOUT

WHAT WE DO

NEWS

RESOURCES

TAKE ACTION

DONATE

REGISTER YOUR GSA

trans and queer youth uniting for racial and gender justice

OUR WORK

Train Youth Leaders

GSA organizing is making schools safer, changing communities, and building power for the next generation of LGBTQ+ youth.

Support Youth Organizing

We support LGBTQ+ youth organizers across the country to take action and create change at all levels, from school-based campaigns that impact individual school districts to national days of action that unite GSAs for racial and gender justice.

Build the GSA Movement

Through our Regional Organizing strategy, we infuse staff capacity and technical expertise in these regions in order to strengthen local organizations and increase trans and queer youth of color leadership development and engagement.



Communications Tactics for Our Times

Social Media



- 70% of Americans are active on social media
- Data on usage aids in strategic choices
- People spend a lot of time online. Digital content contributes to attitude and behavior shifts over time.
- You can personalize calls to action
- You and all your people = influencers
- Targeting functionality allows you to be more strategic
- Online fundraising is growing

Stay tuned for our Digital Engagement Session in April



Communications Tactics for Our Times

Materials



We are a vibrant community of Latina immigrant women who support one another unconditionally through our triumphs and challenges. At Prospera, we use entrepreneurship as a powerful vehicle for personal transformation, economic empowerment, and social change.

When women arrive to this country, we will do anything to build a better life for our families. We are resilient, innovative, and powerful beyond measure. Latinas are important contributors to social and economic growth in our state and nation. In the past five years, alone there has been an 87% growth in Latina-owned businesses.

Women emerge from our programs with the skills, connections, and determination to launch co-ops and small businesses. Most importantly, we build a loving community that helps us break through the obstacles we face as immigrant women.

With Prospera we have built a powerful network of passionate women who turn business dreams into reality. Prospera helps us achieve our dreams, make life-long friends and empower our families. Si Se Puede.

— Nancy Rosales
Prospera Entrepreneur

PROSPERA

PROSPERA, MUCH MORE THAN AN INCUBATOR



STRENGTH. Latina women play a significant, powerful role in our families and communities. The challenges we face as immigrant women become our greatest source of strength and resilience. At Prospera, we help women tap into that power and use it as fuel to launch effective businesses.



COOPERATION. Isolation is a big part of the immigrant experience. Our programs and the co-ops we build allow us to reclaim cooperative values from our home countries, find meaningful connections with other immigrant women, and build businesses that balance work and family.



IMAGINATION. Women often lack the support we need to launch our wildest entrepreneurial dreams. At Prospera, we take tools from traditional business incubator programs, infuse them with culture and love, and make them accessible for Latina immigrants. We begin to see the possibilities, open doors for each other, and dream bigger!



TRANSFORMATION. With a community of women who have your back and believe in you, Latina immigrants are unstoppable. Together, we feel safer and more confident to take risks, flex our leadership, and see ourselves as catalysts for community change.



PROSPERITY FOR LATINAS. PROSPERITY FOR ALL.

Prospera is growing! In the last four years we have touched the lives of more than 825 Latinas, and now have 18 businesses in incubation and 7 cooperatives in operation.

Invest in Prospera. Join us in creating a future where all women have the leadership skills and the community of support to create our own fulfilling work and become changemakers.



DONATE TODAY! Go to Prosperacoops.org or mail your check to Prospera

c/o homsey 1232 Fruitvale Ave, Oakland CA 94601

PROSPERA

[f /Prosperatoday.com](https://Prosperatoday.com)
[t /Prosperacoops](https://Prosperacoops.org)
[i /Prosperacoops](https://Prosperacoops.org)



Communications Tactics for Our Times

Traditional Media



KQED



La Opinión



LA WEEKLY

Come to our deep dive on working with media in March!



Communications Tactics for Our Times

Traditional Media- Editorial

THE SACRAMENTO BEE sacbee.com

Another View: Don't repeal campaign limits – strengthen them

Special to The Bee

Published Sunday, Jul. 08, 2012

Derek Cressman, the Western regional director of Common Cause and author of "The Recall's Broken Promise – How Big Money Still Runs California Politics," is responding to Dan Walters' July 2 column "Legislators could opt for sanity." In his column Walters advocated to "repeal campaign contribution limits, allow anyone to give anything they wish to anyone they wish, and require full and immediate disclosure of all such transactions."

Dan Walters' suggestion to eliminate limits on how much money California elected officials can raise from special interests would weaken disclosure, increase the power of wealthy donors, and take us back to the days of huge campaign contributions that led to the recall of Gov. Gray Davis.

It is true that some donors evade contribution limits to candidates by giving unlimited checks to independent campaigns. We need to stop this, but eliminating a law to stop people from sidestepping it makes no more sense than legalizing burglary in an effort to deter shoplifting.

California's current disclosure laws need improvement, but they already require the largest donors to identify themselves in the names of independent committees that appear directly in any ad. If the same donor could write the same sized check to a candidate, they would go unmentioned in the committee name and be hidden in the outdated electronic campaign finance filing system that few voters ever see. Voters should be supporting the California DISCLOSE Act and an upgrade to our Cal-ACCESS database if they want to ensure that money is transparent, not encouraging the hiding of funds in candidate coffers.

Come to our deep dive
on working with media
in March!

Letter to the editor: 'Violations of the public trust' are harmful

Posted Thursday, July 7, 2022 5:00 am



We appreciate the hard work of both the grand jury and the trial jury.

We are both angered and saddened by the betrayal of the public trust that is evidenced by the conviction of the auditor for conflict of interest (nepotism), structuring contractor payments to avoid procurement rules and official misconduct.

Delawareans shouldn't have to wonder whose interests our elected officials serve. We deserve to have confidence that our tax dollars are being well spent

and that our government officials are serving our interests, not the interests of themselves, their families or their cronies.



Build Your Strategy

Activity: Take a final 2 minutes to continue building your strategy by adding notes about tactics

Goal	Key Audiences <i>(Max of 3 per goal)</i>	Call to Action for the Audience	Audience Mindset + Targeting Notes	Tactics



Pair + Share

- How is this approach to communications strategy landing?
- What ideas, aha's, or questions does it spark?
- What is top of mind as you think about your communications strategy for 2023?



Discussion - Q & A



Next Steps & Closing



Please share in the chat:

- *What is one idea or aha that you will take with you from this session?*



Next Steps & Closing

- Communications Strategy Workshops this week!
 - Build your communications strategy
 - Discuss questions, challenges, and opportunities
- Next Session: Messaging that Move - 2/21/23
 - Why messaging matters
 - Messaging best practices
 - How to target your audiences with words (and images)
 - Messaging tools to create message platforms and frameworks



Next Steps & Closing



THANK YOU!

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fig&sass