

**IL-NET**

CIL-NET · SILC-NET

# Public Relations and Marketing Workshop for Centers for Independent Living

## *Honing Your Message*

September 18, 2013

11:30 – 12:30

Presenter:

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# Prepare to Hone

- SWOT analysis can be helpful (strengths, weaknesses, opportunities, threats)
- List vision(s)
- List Goal(s)
- List Objectives

# Background: Goals and Objectives

- Access throughout region is goal
  - Objective is accessible businesses in CIL's neighborhood
- Full Olmstead enforcement is goal
  - Objective is 12 people a year out of institution
- Cross disability peer counseling is goal
  - Objective is ILPs for 24 consumers

# Unabashed Benefits List

- Write list of benefits!!!
  - Extensive list of how your CIL benefits people and the world
  - Do not skip this step!
  - Comprehensive list
  - List becomes tool for
    - Honing message
      - Creating themes
      - Creating memes

# Honing Your Message

- Why Hone?
- Big Hairy Audacious Goals are achieved one roll or step at a time
- The BHAG of “Full Societal Inclusion for PWD’s in Your Region and the whole universe” doesn’t fly as a tagline or brochure title
- Avoid scattershot approach or being all things for all folks
- Know audience(s) and play to them

# Content not Conversation

- Narrow down from goals and visions
- What's the core of what you do?
- Conversation not content is common mistake in social media world (superficial mention everywhere)
  - Your message leads to relationships and content gets you there

# What's Your CIL's Core Content?

- Individual Choice
- Supports and Services
- Access
  - Education
  - Communication
  - Public accommodations
  - Transportation
  - Housing
  - Health care

Add examples from your CIL

# Vision Leads to Your Message

- Underlying Vision: choice for each person w/disability in all aspects of life (housing, education, employment)
- Objective: Stop Medicaid Cuts and get 12 people a year out of nursing homes and into their own homes
- Objective: Make businesses in neighborhood accessible to wheelchair riders



# Define Audiences

- Who will your message reach
  - Consumers and allies
  - Partners
  - funders
- Structure themes and find memes that reach all
- Find messages audience connects with
  - Inclusive of cultural competence
  - Aware of age/generation

# Partners/Funders Message

- Prepare for lunch meeting with Pfizer pharma rep
  - Message content
    - Independent lifestyles
    - Active participant
    - Tell story of a male with SCI  
(Why? Pfizer makes Viagra)

# Messaging Consumers

- Present at community health fair
  - Attendees from nursing homes, MDA camp, “special school”
  - Attendees are health care workers

What is your message content?

- Independent living means choice
- Home is where the heart is (Meme)

# Theme

- Clearly understood theme (or tag) line
- Who are you in 7-10 words?
- Examples:
  - Helping others with disabilities build independent lives
  - Each one reach one—peers support disability independence
  - Promoting independence and civil rights for people with disabilities
  - Add Examples/Theme ideas from your CIL

# Well Known Themes

- Caring for our 391 parks (National Park Foundation)
- Change a life, save a life (Red Cross)
- Helping people with disabilities gain greater independence (Easter Seals)
  - P.S. thought thread: How does your CIL differ from Easter Seals?

# The Meme

- Idea about your organization
- Main benefit/behavioral message about your CIL expressed visually or verbally
- Catchy to viral:

Only you can prevent forest fires

Take a bite out of crime

This is what disability looks like

Disability is natural

Humans with disabilities (play on humans of NY)

# Looking for Memes in All the Right Places

- Techniques to find creative ideas that lead to meme:
  - Understand problems faced by your target audience
  - Look at ways your CIL solves their problems
  - Study your benefits list
  - Think about what is the inherent drama of your message
  - What are the unique aspects of your CIL?

# Work Backwards in Theme/Meme Hunting

- Think of the end result
- Envision audience response
- Scratch people where they itch: what belief, desire, and motivational buttons does the theme push



# Themes Last

- Your theme will stick around for decades
- What response or behavioral change does it elicit?
- Visualize benefits to individual audience members when they “Buy in.”
- Test response
  - Formal/informal focus groups

# Not just Themes, Memes, Taglines

- Honing the message is a key skill used throughout marketing work.
- If your CIL has theme and graphic collaterals, you will hone messages for campaigns, objectives, and programs.
- My Medicaid Matters campaign is example of honing a message for the purpose of stopping states from cutting Medicaid.

# My Medicaid Matters Campaign

- Started by ADAPT, joined by NCIL, AAPD, NDRN
- Goal was Stop Medicaid Cuts
- Message Developed and Honed
  - Video library of individual stories
  - MMM Rally
  - Media Campaign
  - Facebook and Web Pages
    - <http://mmtx.org>
  - State based campaigns

# Changing Worlds of Marketing

- What and how message is used changes
- Be creative in using honed message
  - Develop photo, video libraries
  - “white papers” on key issues
    - Keep to 1 page

# Placement

- Where will you use your message?
  - Social/conventional media
  - Ads
  - Trainings, workshops
  - Media
  - Community meetings

# Contact Information

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