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Creating Clear and Compelling Messages

**Sunday, August 16, 2009
3:15 pm – 4:30 pm**

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Fantastic, Fabulous & Free (or Low Cost)!

Communications & Marketing Resources

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**This list is not exhaustive and does not imply endorsement.
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Framing & Communications Planning

- The Just Enough Planning Guide A Roadmap to Help Nonprofits Reach Their Campaign Goals, and The Smart Chart, www.spitfirestrategies.com
- Discovering the Activation Point, Smart Strategies to Make People Act, www.activationpoint.org great communications framework and planning toolkit developed by a team of communications,. Good tool for leading a group through the process of developing a communication plan.
- Frameworks Institute, www.frameworksinstitute.org, fantastic site includes tool kits, online education videos, e-newsletters which detail specific strategies and examples of how to develop effective messages for key public issues. Sample topics include Movement Building Not Marketing and A Five Minute Refresher Course in Framing.
- Hershey Cause Communications, The Communications Toolkit <http://hersheycase.com/clients-cause.php> simply the best free communications toolkit for beginners covering a wide variety of communications basics. Site also provided assess to Why Bad Presentations Happen to Good People and Why Bad Ads Happen to Good Causes.
- The Goodman Center, <http://www.thegoodmancenter.com/downloadsandresources.php> great free communications resource on effective presentations, storytelling and planning great meetings. Be sure to read back issues of Goodman's Free Range Thinking for creative ideas on a variety of topics.
- The Nonprofit Tagline Report, www.gettingattention.org, developed by Nancy Schwartz and covers effective non-profit communications strategies and a comprehensive study of effective non-profit messaging.
- Made to Stick Teacher Guide, free PDF from Chip and Dan Heath based on their best-selling book. www.madetostick.com
- The SPIN Project: Strategic Communications Planning, <http://www.spinproject.org/downloads/StrategicCommunications.pdf> Uses a pyramid model to develop the basics for a plan – great starting point for small organizations. Also see publications American Opportunity: A Communications Toolkit and Words that Work.
- Digital Storytelling Cookbook from the Center for Digital Storytelling www.storycenter.org
- *Strategic Communications Planning*, free e-book by Dave Fleet, <http://davefleet.com/2008/08/strategic-communications-planning-a-free-ebook/>
- *Top Ten Reasons for Communication Planning* <http://www.wkkf.org/Default.aspx?tabid=90&CID=385&ItemID=5000035&NID=5010035&LanguageID=0>

- Communications Toolkit, W.K. Kellogg Foundation website, <http://www.wkkf.org/Default.aspx?tabid=90&CID=385&ItemID=500034&NID=5010034&LanguageID=0> Step by step guide to creating a nonprofit communication plan, complete with template and three sample nonprofit communications plans
- See how other nonprofits are using Twitter at www.Mashable.com

Evidenced Based Communication & Research

- Pew Center for Internet & American Life, <http://www.pewinternet.org/> need to justify investing in developing social media and web delivery systems here is the resources for tracking the growing acceptance and use of the internet.
- Pew Research Center for People and the Press, <http://people-press.org/> respected source for objective polling data on a variety of media related topics and polling related to the public's reactions to key issues.
- The Roper Center, University of Connecticut, www.ropercenter.uconn.edu/ houses the largest library of public opinion in the world and much of the data is available online (for a fee).
- The Gallup Organization, www.gallup.com, sign up for their free Tuesday Briefing emails.
- Nonprofit Technology Network, www.nten.org, 2008 eNonprofit Benchmark Study an Analysis of Online Messaging, Fundraising and Advocacy Metrics for Non-Profit Organizations.
- *Down: Turning Customer Data into Profits with a Spreadsheet*. It's a very good, yet simple, look to using data. Free chapters are available on the author's website at <http://www.jimnovo.com/Custom-Loyalty-more.htm>
- Technology: There are several web-based survey tools at varying price differentials.
 - KeySurvey (www.keysurvey.com) (used by ASAE & The Center)
 - Survey Monkey (www.surveymonkey.com) and sister product Poll Monkey (www.pollmonkey.com)
 - Zoomerang (<https://info.zoomerang.com>)
- The link is to an article from AAPOR (American Association of Public Opinion Research) called *Response Rates-An Overview* <http://www.aapor.org/responseratesanoverview>. The article includes a detailed explanation of response rates and even a response rate calculator.
- Create Twitter Polls: <http://twtpoll.com/>

Messaging

- Five Step Formula to Creating Your Marketing Message, by David Frey, <http://www.marcommwise.com/article.phtml?id=573>
- How to Develop Marketing Messages for your Business, www.marketingmo.com/resources/messaging.aspx

Design/Production

- Logos and branding – good background information, design trends, lots of logos <http://www.logoorange.com/branding-corporate-identity.php> Some free or low-cost do-it-yourself logo resources: www.logomaker.com www.logoworks.com <http://www.logoyes.com>

- Freelance sources – looking for a writer, editor or designer? Try www.asaecenter.org and look in their Online Buying Guide and/or Membership Directory. Also post your project requirements free on <http://www.aiwriter.org> or www.elance.com (you can also search talent database)
- Graphic Design tools – visit <http://download.cnet.com/windows/desktop-publishing-software/> to read about and download a wide variety of free and low-cost design tools. Editors and users rate and review tools (downloads are labeled as spyware free) Also designer resources and information including templates and list of typical sizes and dimensions by country for a variety of printed materials can be found at www.designerstoolbox.com/designresources
- Photo tools – free photo editing tools <http://picasa.google.com>
<http://www.gimp.org>

Stock Photography

- www.iStockphoto.com inexpensive professional quality photography (royalty free and managed rights)
- www.shutterstock.com inexpensive professional quality photography (royalty free rights)
- <http://www.fotosearch.com/> clearinghouse for other stock photography sites (royalty free, managed rights)
- Also consider taking your own photographs with a professional quality digital camera
- Check with local college or university design or photography department for student photographers or illustrators
- www.illustrationworks.com stock illustration and artwork (royalty free and managed rights)
- www.theispot.com stock illustration (royalty free and managed rights)
- Consider using a photo editing software application to modify a photo to look like an illustration

Graphic Designers

- Check with the local college or university art or design department for student designers
- Hire unsalaried summer interns experienced in design
- Consider offering a design contest for art/design students to submit finished designs for your initiative

Distribution

- Blogging tools – www.wordpress.org www.blogger.com www.blogmonster.com (free tools)
- Free FTP tool <http://filezilla-project.org>
- Free tool to upload and share your photos <http://www.flickr.com/>
- Free wiki tool: Set up your own organization's wiki <http://pbwiki.com>
- Social networking tools: www.ning.com and www.collectivex.com
- Low-cost mass email tools: www.constantcontact.com; www.icontact.com (both offer free trials); <http://madmimi.com/> (FREE for 100 contacts; \$8 for 500 contacts)

- Fax tools: www.efax.com (offers free trial, send and receive and integrates with email)
- Podcasting tools – free software for editing and recording sounds
<http://audacity.sourceforge.net> ; low-cost podcast player
www.pupuplatters.com/pupuplayer
- “Flip” tool (allows you to create a Flash swf file from any document by "printing" it): www.print2flash.com
- Free website “forward to a friend” tool: www.sharethis.com
- Reporter resources: Sign up to be a source for your specialty on Help a Reporter Out <http://www.helpareporter.com/>

Media Relations and Reform

- Aspen Institute Communication and Open Society Program.
<http://www.aspeninstitute.org/publications/identity-age-cloud-computing-next-generation-internets-impact-business-governance-social> You must be a policy wonk and love to read but great for mining future trends. Check out the latest policy paper on identity in the age of cloud computing as well as The Rise of Collective Intelligence.
- Media Policy 101 and Media Reform Action Guide at www.freepress.net tools tips and techniques for promoting change in the media.

Press Release Distribution Services (many are free or low cost)

- 1888PressRelease.com
- [24-7 Press Release](http://24-7PressRelease.com)
- AddPR.com
- BizEurope.com
- eCommWire.com
- www.erelease.com
- Express-Press-Release.com
- Free-News-Release.com
- Free-Press-Release.com
- Free-Press-Release-Center.info
- FreePressIndex.com
- FreePressRelease.co.cc
- FreePressReleases.co.uk
- i-Newswire.com
- IndiaPRWire.com
- MediaSyndicate.com
- MyFreePR.com
- NewswireToday.com
- PageRelease.com
- PR.com
- PR9.net
- PR-Inside.com
- PRCompass.com
- PRlog.com
- PRurgent.com
- www.PRWeb.com

- PRzoom.com
- PressAbout.com
- PressBox.co.uk
- PressFlow.co.uk
- PressMethod.com
- PressRelease.com
- PressReleasePoint.com
- TechPRSpider.com
- TheOpenPress.com
- www.marketwire.com
- www.internetwire.com
- Target a few free distribution services that reach your audiences
- Send directly by email to your target media list
- Send directly to your local newspapers and business journals
- Add releases to your Web site and blogs; target other blogs for cross-referencing/posting
- Distribute the release as part of your RSS feeds
- Embed links in Twitter, LinkedIn and Facebook social media to your releases

Media Directories (reporter contact information)

- Search publications and media outlets for reporters, editors and producers
- Call media outlets for reporters, editors and producers
- www.gebbieinc.com/index.html lower cost alternative for media directories
- <http://newsdirectory.com/> listing of newspapers and magazines and links to their sites for researching reporters
- <http://www.mondotimes.com/> includes free membership option to access up to 10 media outlets free

Evaluation

- The Logic Model Workbook, The Evaluation Plan Workbook and The Theory of Change are publications sponsored by the Anne E Casey Foundation and developed by The Innovation Network, www.innonet.org great resources for developing and measuring strategic plans.
- Measuring Effectively White Paper on the VMS website, http://www.vmsinfo.com/pdf/Measuring_Effectively.pdf (registration required to access)
- Institute for Public Relations, http://www.instituteforpr.org/research/measurement_and_evaluation, has a section on measurement filled with white papers and more information
- Alerts and Searches to track your online coverage: <http://search.twitter.com/>, <http://www.tweetgrid.com>, <http://tweetbeep.com/>, <http://www.google.com/alerts>
- Google Analytics for tracking Web site and other online activity: <http://www.google.com/analytics/>
- Radian6 and Gnip –tracking tools for social media (twitter, blogs, comments, etc.) <http://www.radian6.com/cms/home> <http://www.gnip.com/>
- Are We There Yet? A Communications Evaluation Guide http://comnetwork.org/knowledge_research

Fantastic Facilitation Resources

- The Art of Powerful Questions, <http://www.theworldcafe.com/articles/aopq.pdf> , free publication on how to inspire strategic and open conversations. This site also provides the basics on how facilitate meetings using the world café methods.
- International Association of Public Participation, www.iap2.org, check out the Spectrum of Public Participation, http://www.iap2.org/associations/4748/files/IAP2%20Spectrum_vertical.pdf and the Public Participation toolkit, http://iap2.affiniscap.com/associations/4748/files/06Dec_Toolbox.pdf which are great tools for developing marketing communications plans for nonprofits.
- A Guide to Training Public Dialogue Facilitators and good resources on creating Study Circles, <http://www.everyday-democracy.org/en/HowTo.aspx>

Advocacy Strategies and Evaluation Efforts

- A Guide to Measuring Advocacy and Policy, <http://www.aecf.org/upload/PublicationFiles/DA3622H5000.pdf> , developed by the Anne E. Casey Foundation to help organizations make the best use of funding to create and measure efforts to promote public policies. Also A Practical Guide to Documenting and Leverage in Making Connections <http://www.aecf.org/upload/publicationfiles/cc2977k439.pdf> .
- The Harvard Family Research Project, <http://www.hfrp.org/evaluation/the-evaluation-exchange> great resources for staying current with latest research on effective advocacy programs.
- Speaking for Themselves http://www.innonet.org/client_docs/File/advocacy/speaking_for_themselves_w_e_b_enhanced.pdf, what advocates think about evaluation programs. Developed by the Anne E. Casey foundation

Inspiration for eLearning and Developing Great Presentations:

- www.beyondbulletpoints.com Beyond Bullet Points a site that contains tips for taking your presentations to the next level:
- www.slideshare.net The YouTube of PowerPoint presentations. A place to learn and be inspired you can search for great presentations on a variety of topics. Start with a search for the slide show call "Shift Happens."
- www.changethis.com Sign up now for this monthly email of inspiring manifestos on a variety of business, marketing and just great ideas. Site was started by Seth Godin and is now maintained by CEO reads. Read the latest concepts from some of the best selling business books soon to be published. This is one of my favorite emails.
- The Insiders Guide to Becoming a Rapid E-learning Pro and the Rapid eLearning Blog <http://www.articulate.com/rapid-elearning/> fantastic blog on how to develop creative and attention keeping online learning.
- www.ideabook.com a great resource for links to design sites on the web and great free articles and samples of how to produce clean effective marketing materials:

- www.flickr.com in addition to uploading personal photos, conference photos to share you can search for royalty free images to use in developing PowerPoint presentations.
- www.tedtalks.com download these inspiration podcast that feature presentation by thought leaders on technology, education and design.

Grantmaking

- Practical Wisdom for Grantmakers, www.grantcraft.org, fantastic PDF resources on a variety of topics that will help you to write and develop more effective grant proposals.
- Grantmakers for Effective Organizations, <http://www.geofunders.org/publications.aspx> variety of PDF downloads on topics that include organizational assessment, collaboration and strategic grant making.

ASAE & The Center Online Resources

- Communication Section Council Core Competencies
<http://tinyurl.com/09ComCoreComp>
- 2009 Edition Gold Circle Award Effective Practices
<http://tinyurl.com/09GCAEffectivePractices>
- Communication Council Information
<http://www.asaecenter.org/PeopleGroups/content.cfm?ItemNumber=15993>
- Online Vignette: Getting Your Point Across: Communication Basics for Nonprofit Professionals (discount for members)
<http://www.asaecenter.org/Marketplace/BookstoreDetail.cfm?ItemNumber=41505>
- Articles on Market Research/Strategy:
 - Association Market Research:
<http://www.asaecenter.org/PublicationsResources/AMMagArticleDetail.cfm?ItemNumber=5203> "Using market research to make strategic decisions," Association Management, June 2001
 - <http://www.asaecenter.org/PublicationsResources/EUArticle.cfm?ItemNumber=1471> "Getting research right," Executive Update, May 2005
- Member Surveys:
 - <http://www.asaecenter.org/PublicationsResources/EnewsletterArticleDetail.cfm?ItemNumber=18602> "Survey says," Technoscope, June 2006