Faculty Disclosure

• Faculty Name: Julie Adams
• Conflicts of Interest: None
• Employer: Sigma Theta Tau International
• Sponsorship/Commercial Support: None

• Faculty Name: Michelle Lilly
• Conflicts of Interest: None
• Employer: Sigma Theta Tau International
• Sponsorship/Commercial Support: None
Objectives

• Learn how to use diverse methods to distribute messages

• Understand privacy rules and best practices when communicating with large audiences

• Develop unique messages for multiple audiences
WHY do we communicate?
“An actively engaged member-driven organization has a better handle on the pulse of the constituency it serves and its members receive the kind of support and relevant information they expect from the relationship.”

- “Member Communication and Engagement,” by Results Map
Strategic Plan

Communication

Community and Involvement

Pride & Publicity

Volunteer to Lead

Retention & Recruitment

Your Mission & Values

Strategic Plan

Communication

Community and Involvement

Pride & Publicity

Volunteer to Lead

Retention & Recruitment
“Rule of Seven”

“A prospect needs to see or hear your message at least seven times before they take action.” Why?

– Noise
– They don’t need you … yet
– They are worried about price
– They don’t know or trust you
Diverse Communication Segments

• Students or Potential Members
• Established members
  ➢ New/Transfer Members
  ➢ Retired members
• Inactive members
• Leaders, committee members, volunteers
Diverse Messages

Do you have strong calls to action?
Avoid Scary Terms

What could you say instead of:

• Register for our meeting
• Complete the survey
• Fill the ballot
• Nominate someone for membership
• Volunteer your time
Communication Segments

• Students or Potential Members
• Established members
  ➢ New/Transfer Members
  ➢ Retired members
• Inactive members
• Leaders, committee members, volunteers
Diverse Communication Methods

• Electronic
  ➢ Email
  ➢ Website
  ➢ Social media

• Printed pieces
  ➢ Mail
  ➢ Fliers/brochures

• Word of Mouth
  ➢ Telephone
  ➢ In-person
Okay, sorry for the late notice but as you all are aware spring term is rapidly coming to a close and we need to meet to discuss the plans for inducting new members into our chapter before graduation rolls around. I know its only March but before you know it we will blink and then it will be final exams time and then it will be too late and none of us will have the time to do any planning for the induction meeting.

I’d like to get the chapter together in the SON building next week or this week so we can talk about everything to do with this meeting. We need to find and iron the table banner, make arrangements with campus catering for punch and cookies plus schedule a room and date and time for the actual event so we can reserve the space. I need someone to be in charge of cups plates & napkins and another person to be in charge of cutting the purple ribbons for the pins. Last year I think someone ordered honor cords but in not sure who did this or how they paid for the cords. Where do we go for honor cords?

Anyway, I have to get back to business here in a minute, but I wanted to check to see if any of you would be available. Would you all please email me with a couple of dates and times that work for your schedule so we can pick the best option. I can make sure we have a pot of coffee but if you want snacks you’ll have to bring your own.

Have a good rest of your week, everyone.

Julie J. Adams
Director of Marketing Communications
Omega Theta Tau International
Affordable Email Platforms

• Mail Chimp
• Constant Contact
• iContact
• SendGrid
• Vertical Response
SPAM is a four-letter word

• SPAM is annoying, unwanted emails from organizations you don’t know

• You can be fined up to $300 per email if you're convicted of breaking the law
  • Only send email to people that "want" it
  • Make sure your email has an "unsubscribe" form on it
  • Put your business address somewhere in the email
  • If they unsubscribe, don't email them again
  • Don't buy or sell email lists
Website

DO use small chunks of text with titles
DO use good graphics sparingly
DO highlight general information

DON’T use harsh colors
DON’T cram in all the text you can fit
DON’T just copy your email messages
Social Media

It’s called Social for a reason!
Social Media

1. Choose an easy, memorable name
2. Use your training resources
3. See what others have done well
4. Make sure someone’s in charge
Social Media

- Encourage engagement and conversation
- Use photos or short videos
- Post stories and information from other sources and ask questions
- Post often enough that you don’t look abandoned
Mail

• Electronic communication is great, except when it isn’t.

• Sometimes, there’s no substitute for a real, hand-held letter or invitation.

Fliers/Brochures

• STTI makes available great resources through your SPARKit.

• Check out customization options available.
Telephone and in-person
Develop a Communication Plan

• Schedule of timely and consistent messaging

• Includes:
  ➢ Communication goals established during strategic planning
  ➢ A calendar/timeline of communication, including a list of messages and calls to action
  ➢ Audience for each message
  ➢ Method of communication
  ➢ Who is responsible to deliver
<table>
<thead>
<tr>
<th>Goal</th>
<th>Timeline</th>
<th>Message/Call to Action(s)</th>
<th>Audience</th>
<th>Delivery Method</th>
<th>Responsible Party</th>
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SIGMA THETA TAU INTERNATIONAL
LEADERSHIP CONNECTION
References

• http://www.dexmedia.com/blog/how-to-create-a-powerful-call-to-action/
Questions?
Upcoming Sessions

• What’s in it for ME? How to Provide Membership Benefits

• Harnessing the Power of the Digital Age: Best Practices for Chapter Websites

• Sustainability Skills: Making it Through your First Years as a Chapter

• Five Factors to Foster Board Unity