



Tailoring Messages to Reach Your Audiences

New Americans Campaign Conference
April 28, 2017

Goals for this session

01

Identify the audiences you must reach to succeed in your work and understand what motivates them to take action.

02

Learn how to tap into audience values and overcome barriers through effective messages.

03

Practice using a new messaging tool that will help you activate your audiences.



Step 1: Identify Your Goal for Communicating

Strategy Rules!

Messages should be in service of your program goals and priorities.

01

Increase the number of Lawful Permanent Residents attending our workshops and applying for citizenship.

02

Increase the number of volunteers at our workshops to help attendees navigate the citizenship process.

03

Spark collaborations with more community organizations who can connect us with Lawful Permanent Residents in our community.

04

Something else?



Step 2: Consider Your Audience

Audience Targeting



THINK SMALL

Now...What Do They Care About?

Family

Desire To Travel Freely

Access to Good Jobs

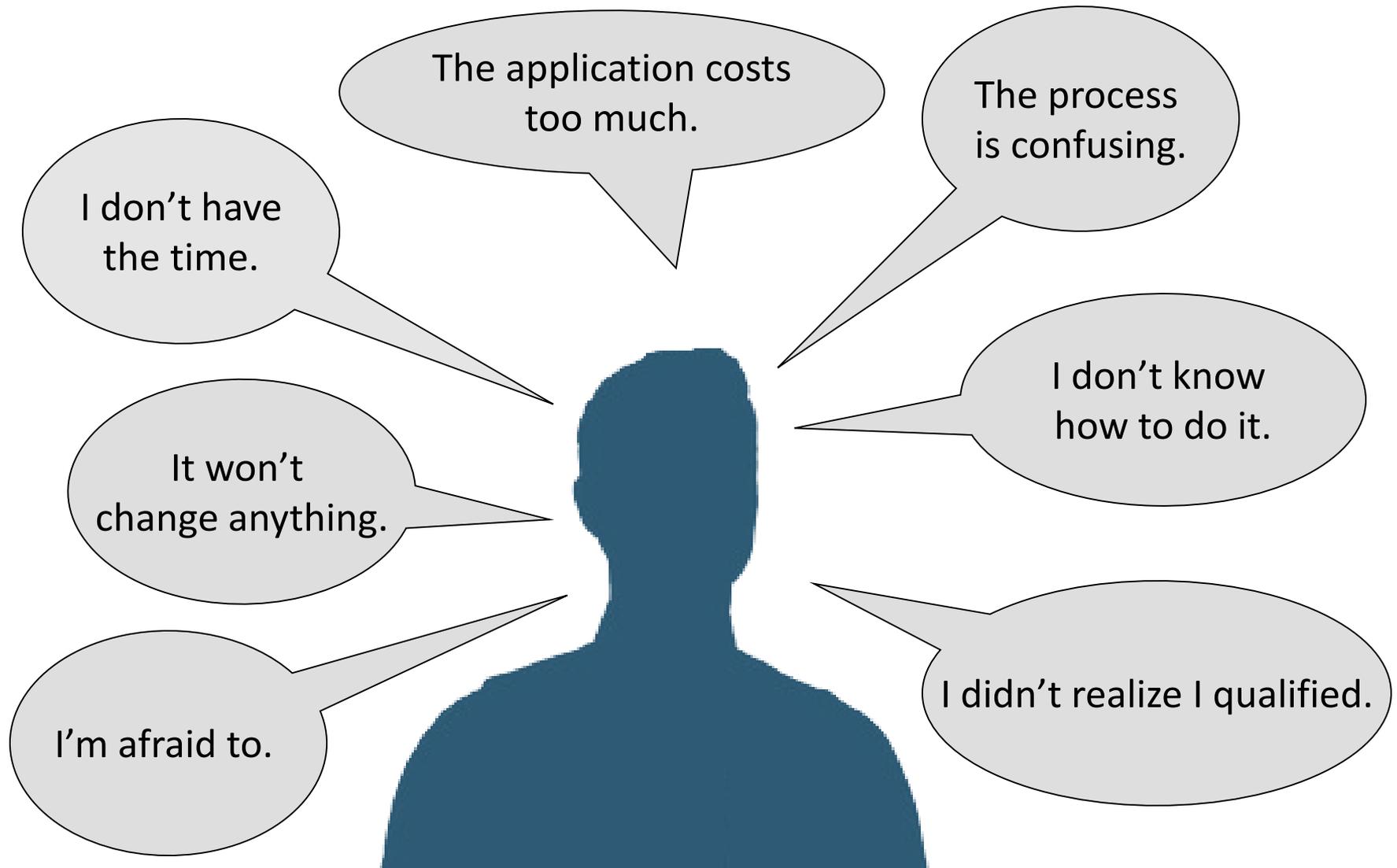
Voting

Fear of Deportation

Something Else?



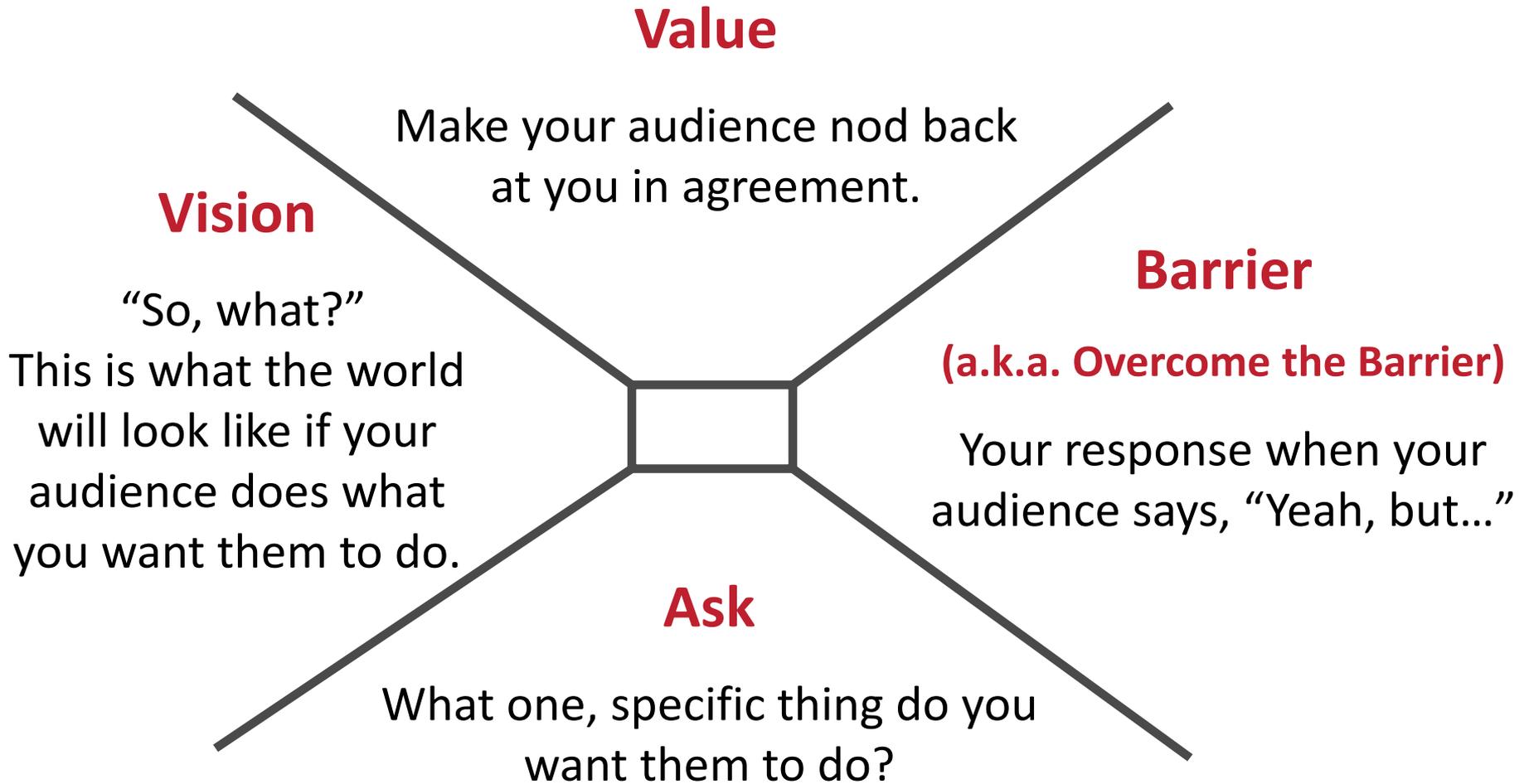
We All Have Barriers To Action





Step 3: Craft Your Message!

Message Box



Don't Repeat the Barrier!

MYTH

SNAP creates a dependency.

FACT

Receiving benefits from the Supplemental Nutrition Assistance Program (SNAP formerly food stamps) hardly enables anyone to live well. The average benefit equates to roughly \$1.40 per day per meal. In most cases, the money runs out before the month ends—typically after only three weeks—forcing families to rely on charity to eat.

Source: Mazon, *8 Myths About Hunger in America*

Message Box

You love visiting family in Mexico and going to Las Fiestas every year.

Then you can easily visit family and listen to mariachi bands until the cows come home.

Becoming a citizen is easy – your brother just did it and he's just as fluent!

I'll go with you so you can apply!

Four Sins of Messaging

MEGO

The Richard B. Russell National School Lunch Act requires the information on this application. You do not have to give the information, but you may choose to provide it to help us determine if you are eligible for free or reduced price meals. You may also choose to provide information to help us determine if you are eligible for the Supplemental Nutrition Assistance Program (SNAP), Temporary Assistance for Needy Families (TANF), or Food and Nutrition Assistance (FNA). We may share your eligibility information with education, health, and nutrition programs to help them evaluate, fund, or determine benefits for their programs, auditors for program reviews, and law enforcement officials to help them look into violations of program rules.



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Four Sins of Messaging

MEGO

Literal Sclerosis



Four Sins of Messaging

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Literal Sclerosis

Statistical Overload



Four Sins of Messaging

MEGO

Literal Sclerosis

Statistical Overload

Lack of Narrative

Evidence indicates that, adjusting for variation in family income, children with health coverage have better outcomes on standard developmental indicators than do children without such coverage, controlling for environmental factors and adjusting for access to primary care providers.



Your turn!

Thank you



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