CRAFTING EFFECTIVE MESSAGES FOR NATIVE ORGANIZATIONS & TRIBAL PROGRAMS
WELCOME!

Your webinar hosts:

Catherine Bryan (Navajo) and Randy Blauvelt - First Nations Development Institute

Tom Elko - Fourth Sector Consulting
Leena Minifie (Gitxaala) - Indigenous Communications Consultant
WHAT WILL WE COVER TODAY?

● A review of strategic communications planning
● Creating an effective message with values
● The importance of visuals in storytelling
● Tips, tricks and tools!
ELEMENTS OF EFFECTIVE MESSAGES

● GOALS OF YOUR MESSAGE
● AUDIENCES (Multiple)
● DESIRED OUTCOME
● MEDIA CHANNELS
● CONTEXT
● PARAMETERS (Inside vs. Outside)
● EFFECTIVE MESSAGING (Values, Actions & Storytelling)
● EFFECTIVE MESSENGERS (You!)
WHY PLANNING?
Aiming for your goals!
Are you trying to raise awareness?
Or get $ donated to a project or.....?

run an auction
participate in a mural
volunteer for a project
volunteer on your board
tell others about Native art
get people to attend an event
get artists to donate art for an auction
develop your membership
influence social change
share traditional skills
Specific, Substantial and Measurable!

** What are you measuring and with what are you measuring?
Don’t forget. You can have multiple audiences.
A press release could also be issued for a different audience – the media – so that they can show up and do a story on your exhibit.

This poster is asking the public to attend an art gallery opening. What else could you use for a different audience?....
Deciding on an Audience

- Who are the primary and secondary targets?
- What is their role in relation to your objectives?
- What are their key values?
- To whom do they listen?
- What is the desired reaction from audience?
A great reaction from an audience...
...is different from desired reactions from your audience.
IDENTIFY WHAT CHANNELS FOR WHAT AUDIENCE...
Medium: Audience

Mainstream Newspapers: General audience

Local Tribal Newsletter: Home community

Radio Station: Could be general or tribal community

Mailing list: Those that have signed up already

Social Media Ad: Locally, nationally or internationally

Posters: Locals in vicinity of your place

Fax Campaign: Local tribes that have limited internet
Differing channels can be broken down further ...

- **Earned Media**
  - You made the news for your awesome work, or for a feature on an awesome person.
  - You accessed the moccasin telegraph, your community learned about your work.

- **Paid Media**
  - You have the budget to select targeted media ads.

- **Personal Communications**
  - You have a small audience and clear targets you can reach out to directly.

- **Social Media**
  - You have a social media plan, and boy you’re going to use it.
Context

= 

A chance to frame
...everything!

Credit: Alexander Mueller
“Half a Century of Resiliency Means Every Native Vote Counts”

Charnayn Elrige, Navajo Nation
Haskell Indian Nations University Student

Only 1% of college students are American Indians.
You can change that.

DONATE NOW
Who is the MESSENGER?
Well... WHO are your CHAMPIONS?
Be mindful of factors that influence planning

- Budget $
- Financial Resources
- Human Resources
- Time Available
- Competing/Similar Projects
- Media Contacts
- Current Events
- Geography/Weather
- Timing
- Community Needs
MESSAGE
Incorporating values into your messaging matters
This person powered by moose meat
NOT COAL
SacredHeadwaters.com

Saving the Sacred Headwaters
Triumphs and Challenges in the battle to protect Canada’s northern wilderness

A presentation by Tahltan Central Council President Annita McPhee

Monday, November 11, 2013
6 pm – 7 pm
Ramsey Wright Building, University of Toronto (25 Harbord St.)
Room 110

What are the values represented here?
A Clear Call to ACTION
Another example:

SAVE BRISTOL BAY

SHOW YOUR SUPPORT
1. Give visuals the same thought + consideration you would words.

2. Pair pictures w/ words! Capture values & actions.

3. Be authentic.

4. Take pictures + videos you know matter to your audience.

5. People convey emotion & activate mirror neurons in others.

6. Close ups! (Also interview snippets for storytelling) are a sure fire way to grab attention today.
There are lots of good reasons to get your Pap!

Pap Awareness Week is Oct 23-29, 2011
Find a clinic and get involved at
LACEcampaign.com

#Pap11

~ A VISION FOR THE FUTURE ~

ABORIGINAL YOUTH SUMMIT

WE NEED YOUR HELP!

Join Aboriginal youth from all over Ontario as we gather to learn, have fun and create ways to reduce our traditional, sacred, healthy relationship with tobacco, and to protect our communities from the devastation caused by cigarettes.

Calling Aboriginal Youth!
This event is for First Nations, Métis and Inuit youth in Ontario. The summit combines tobacco cessation, traditional teachings from Elders, interactive involvement through music, arts and action planning. Be a part of this energetic and informing weekend. Help define the future.

Space is Limited, So Act Now!
Summit travel sponsorship is available for a limited number of Aboriginal youth between the ages 15 and 21. To register or get more details on the Summit, visit either www.bccancer.bc.ca or www.aboriginalcancer.ca/cf or call Summit Coordination (C.A.P. Resources) at 1-844-576-2034 or email tapawene@bcitnet.ca

MARCH 29-31, 2007
FOUR POINTS SHERATON
TORONTO AIRPORT, ONTARIO

THIS SUMMIT IS HOSTED
BY THE ABORIGINAL
TOBACCO STRATEGY
aboriginal cancer care unit
Sometimes it is what you leave out:

YOU’RE SEEING LESS THAN HALF THE PICTURE

WITHOUT THE VISION OF WOMEN ARTISTS AND ARTISTS OF COLOR.

Please send $ and comments to:
Box 1056 Cooper Sta, NY, NY 10276
Guerrilla Girls, Conscience of the Art World
Or the message is flipped!

You would expect a post to tell you to ‘LIKE’ a facebook page. You would not necessarily expect a post to say “that is not enough, please do more than that, donate too.”
Building a Message

What story does your audience need to hear to help you achieve your goal? That story is your message! Use this worksheet to develop a strong message to support your advocacy goal.

**GOAL**
What do you want to have happen?

**DECISION MAKER / AUDIENCE**
Who can help make it happen?

**VALUES**
What does your audience care about, what are the values you share with them?

**THREAT OR PROBLEM**
What is the problem or threat?

**SOLUTION**
What is the solution?

**CALL TO ACTION**
What would you like your audience to do?

**MEASURABLE OUTCOME**

**YOUR MESSAGE**
Now bring together your shared values, compelling threat, simple solution and call to action in a single message.
Remember, have fun! People will remember how you make them feel and humor goes a long way.
Questions & Comments?

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THANK YOU!