I Hear A Symphony: Managing the Instruments of Communication

CORA Webinar

January 21, 2015

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symphony

noun

“... anything characterized by a harmonious combination of elements”
Integrated Communications

“... a well-coordinated use of different promotional methods that are intended to complement and/or reinforce each other”
Sections of a Symphony

- **Strings**
  - Violin, Viola, Cello, Bass

- **Woodwinds**
  - Clarinet, Flute, Oboe, Bassoon

- **Brass**
  - Horn, Trumpet, Trombone

- **Percussion**
  - Drums, Cymbals, Bells, Timpani

- **Online**
  - Website, Email, Eventbrite

- **Social Media**
  - Facebook, Twitter, Google+, LinkedIn, Instagram, YouTube

- **Print**
  - Postcards, Flyers, Banners

- **“Old School”**
  - Face-to-face, Telephone calls, Handwritten notes
Assemble the Orchestra:

An Introduction to Integrated Communications
Integrated Communications

- Help folks understand why your club exists
- Engage alumni in your region
- Generate interest in your club’s activities
- Drive attendance for a specific event
- Increase the number of dues-payers
- Cultivate new volunteers
- Promote your club’s successes!
Questions to Ask

- What are you trying to achieve?
- What (re)action are you trying to elicit?
- Who are you trying to reach?
- What do you want to say?
- What instruments are available to you?
  Can you learn to play new ones?
- How will you keep your instruments in tune and playing in harmony with the others?
Communications Objectives

- Identify your organizational goals
- Align organizational goals & communications objectives

<table>
<thead>
<tr>
<th>Organizational Goal</th>
<th>Communications Objectives</th>
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<tbody>
<tr>
<td><em>Increase dues-paying membership by 10%</em></td>
<td>Increase constituent reach</td>
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<tr>
<td></td>
<td>Explain purpose of club</td>
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<td></td>
<td>Clarify how dues are utilized</td>
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<td>Demonstrate club successes</td>
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Measure Goals & Results

- Choose *measurable* goals to determine the success of your plan

- Other Examples:
  - *Increase the number of volunteers from 6 to 8*
  - *Increase attendance for this event from 16 to 25*
  - *Increase awareness to exceed last year’s attendance*

- Goals create direction and encourage *measurable* results
What’s the Challenge?

- Communicate the right message in order to elicit the (re)action/result you’re looking for
- Determine the communications challenge before crafting the message
- Some examples:
  - Lack of understanding for why the alumni group exists/misperception that it’s not for me
  - Lack of understanding of the benefits of engaging for alumni
  - Lack of awareness about the organization or event
Identify Your Audience

- Do you know who your constituents are?
- Use Harris Connect to run reports:
  - By class years (e.g., young alums)
  - Undergraduate vs. graduate alumni?
  - By gender or other affiliation
  - By location within your region
- Are you targeting everyone in your region? Or specific segments only? Ivy Plus?
Use Harris Connect Query Builder to create custom email recipient lists
Identify Your Audience (cont’d.)

Use TigerNet Advanced Search to quickly identify individuals who fit criteria you specify (including your region)
Compose Your Message

- What do you want to say?
- Your message should reflect your goals, challenges & audience mindset
- Keep messages simple, clear & motivating

Tips:
- Tap into Princeton loyalty
- Tap into a need: career networking, academic interests, social gathering, or civic contribution
- Be explicit about benefit(s) to your recipients (have a clear mission or “ask”)
## Compose Your Message

- Remember to align your organizational goals and communication objectives
- Key messages should reflect goals, challenges & audience mindset

<table>
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<tr>
<th>Audience</th>
<th>What They Need to Know</th>
<th>Key Messages</th>
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<tr>
<td>Potential Volunteers</td>
<td>We are a volunteer-run org; service is important to us</td>
<td>Why we serve as volunteers</td>
</tr>
<tr>
<td></td>
<td>We offer different service opportunities</td>
<td>What service opportunities we currently offer</td>
</tr>
<tr>
<td></td>
<td>How to get involved</td>
<td>What our volunteer needs are &amp; when opportunities are available</td>
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<tr>
<td></td>
<td>We could offer new service opportunities with their help</td>
<td>We need your support to thrive</td>
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Which Instruments to Use…

- Engage alumni via the media of *their* choice – cover your bases
- Look at [other RA sites](#) for ideas/inspiration
- Time communication for maximum impact

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<th>Key Instruments</th>
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<td>Potential Volunteers</td>
<td><em>Why we serve as volunteers</em></td>
<td>Website</td>
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<td></td>
<td><em>What service opportunities we currently offer</em></td>
<td>Website; email; Facebook; Twitter</td>
</tr>
<tr>
<td></td>
<td><em>What our volunteer needs are &amp; when opportunities are available</em></td>
<td>Website; email; Facebook; Twitter; LinkedIn</td>
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<tr>
<td></td>
<td><em>We need your support to thrive</em></td>
<td>Website; email; Facebook; Twitter; print; other</td>
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Many resources are available to you:

- **Goals** of Princeton’s social media strategy
- Regional Officers’ Handbook – **Regional Communications**
- The major social media sites **explained**
- **Best practices** for Facebook & Twitter
- **Web Tools for Regional Associations** (presentation focused on Facebook, Eventbrite & Unbounce)

Remember... **spelling counts**!

Designate a point person, but make sure multiple people know how to login/use tools
Resources & Inspiration

Regional Volunteer Resources

Thank you to all of our regional officers and volunteers for all that you do to engage Princetonians in regions around the world. Whether you are planning an event, reaching out to fellow alumni, handling financial matters, or looking for examples and tools - here are some helpful resources to support you in your efforts.

Handbook
The Regional Officers’ Handbook is a searchable document that provides information about regional association leadership, membership, communications, event programming, operation notes, finances and legal considerations. Helpful examples are also included.

Communications
- How to send an email or create a mailing list with TigerNet Administrative Tools
- How to manage your website (PDF) with TigerNet Administrative Tools
- Chapter Pages
- Printing and Mailing Services for Alumni Groups

Communication Samples:
- Print Newsletter (PDF)
- Email Newsletter (PDF)
- Sample Membership and Activities Survey (PDF)

Events & Programming
Resources for planning and reporting regional events, including Speaker’s Bureau and Book Award Programs. Learn more.

Financial and Insurance Matters
- 2013 Regional Association Financial Report (XLS)
- Financial Report Instructions (PDF)
- Alumni Organizations Suggested Accounting Procedures (PDF)
- Insurance Policy for Officially-Related Groups
- Insurance for Officially-Related Groups FAQs (PDF)

Committee on Regional Associations Links
- Regional Officers’ Network
- Teleconference webinar schedule and notes from past sessions

ADDITIONAL RESOURCES
List of Regional Associations and their websites
Update your Regional Association directory listing
Princeton Tigers Away Athletics Schedule (PDF)
Submit an event to be posted in the Alumni Association Calendar.
Let The Music Play:

Create/Implement Your Communications Plan
Communication Plan

Plan should include:

- Goals for the effort
- Strategies for crafting effective messages and communicating them to the target audience(s)
- Required resources to carry out effort
- Timeline and budget
- Evaluation plan
Communication Instruments

Online:
- Websites
- Emails & E-newsletters
- TigerNet discussion groups
- Teleconferences/webinars

Social media:
- Facebook, Twitter, LinkedIn, Google+, Instagram, Pinterest, YouTube, Vine, etc.
- Videos
- Mobile SMS/text messaging
Communication Instruments (cont’d.)

- **Print:**
  - Direct marketing: postcards, letters, brochures
  - Ads: University publications, local media, industry publications
  - Signage: posters, banners, branded event signage

- **Old School:**
  - Face-to-face, telephone calls, handwritten notes

- **Media relations:**
  - Local, regional, national newspapers, magazines, electronic news sources
Evaluate Your Program

Learn from program & improve future efforts

- Qualitative tools:
  - Feedback and/or surveys of your target group
  - Word-of-mouth report—document this

- Quantitative tools:
  - Google analytics
  - Attendance, participation rates, etc.
  - Benchmarking
    - Establish metrics for efforts to provide foundation for measuring future efforts and initiatives
Communications Plan: Princeton Prize in Race Relations

- **Goal:**
  - Increase the number of PPRR applicants

- **Strategies:**
  - Use integrated online and print communications to directly reach target audiences
  - Engage alumni volunteers in one-to-one outreach and database maintenance support
Tactics:

- Create operating manual and distribute to local committee heads in 24 regions
- Mail marketing materials to high school teachers, guidance counselors, and community leaders (Q: 30,000; three mailings)
- Leverage social media: Facebook, Twitter, YouTube
- Organize personal outreach by alumni volunteers in each region; help update database
- Coordinate media relations with University
Communications Plan: Princeton Prize in Race Relations

- **Results:**
  - Marketing materials with references to social media sites, text messaging.
Communications Plan: Princeton Prize in Race Relations

- Results:
  - Leveraging social media

Facebook page: 1,685 likes*

YouTube page: 11,805 views*

* as of 1/18/2015
Are You Playing in Harmony?

Branding: Consistent Look & Feel
Maintain Your Brand

Maintaining the brand reinforces previous messages, creates continuity, and enhances awareness.

- **Brand**: Reinforcing a consistent theme in everything you say and do
- **Branding**: Providing a consistent look and feel across all communications
- Make sure everything feels like Princeton
- See *To @ or to #?*
Maintain Your Brand

Event for Princeton Club of San Diego - Hosted by Beverly R....

Saturday, September 20, 2014 at 11:00am
University of San Diego
8938 Alcala Park, San Diego, California 92110

Join the Princeton Football Association, Princeton Varsity Club and PCSD for a pre-game tailgate and enjoy great food, beer & wine, entertainment, and much more! There will be activities for the entire family, including face painting. Our tailgate area is between the Jenny Craig Pavilion and Fowler Field (a short 2-minute walk to the stadium).

Be sure to wear orange and black and come cheer on our reigning Ivy League Champion Tigers in their 2014 season-opening game as they take on USD’s Toreros! Kickoff at 1:00pm.

BE SURE TO PURCHASE YOUR GAME TICKETS ($10 each, not included with tailgate registration) available through the Princeton Ticket Office, (609) 258-477X.

For more details and to register for the tailgate, please visit http://alumni.princeton.edu/events/sandiego

RESULTS FOR #TIGERSTACKLESANDiego

Princeton Varsity Club @PVTIGERS - Sep 20
Over 500 Princeton Fans gathering for the Princeton pre-game tailgate. #TigersTackleSanDiego #PFA...instagram.com/p/tLia2HlNQ/

PAW | Princeton @pawprinceton - Sep 19
RT @PCoFSD: It’s finally here... Welcome to America’s Finest City!!! @PUTigerFootball #TigersTackleSanDiego

Princeton Club of SD @PCoFSD - Sep 11
@PrincetonUBand: Your friends @PCoFSD can’t wait to welcome you all to America’s Finest City! #TigersTackleSanDiego

Princeton Club of SD @PCoFSD - Sep 11
@PUTigerFootball @PrincetonUBand coming to SD in 9 days... join us! alumni.princeton.edu/events/sandiego #TigersTackleSanDiego
THANK YOU!

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