Implementing Successful MRC Communications & Advocacy Strategies
Empowering You
Thinking Strategically
Identify a Goal: Get Specific

• Volunteer retention
• Volunteer recruitment
• Sustaining new partnerships
• Building new partnerships
• Funding
• Advocacy
Who will help you reach your goal?
Inspire Action
Share at Your Table

• Goal
• Audience
• Action
• Goal
• Audience
• Action
Craft a Compelling Story

• Number
• Story
• Image
Example

• Goal: Encourage investment in the MRC
• Audience: Senators for my state
• Action: Financial support for MRC in next fiscal year’s budget
$132 million in workforce savings
At Your Table

• Determine a...
  • Goal
  • Audience
  • Action

• Craft a Compelling Story
  • Number
  • Story
  • Image
Share

- Determine a...
  - Goal
  - Audience
  - Action

- Craft a Compelling Story
  - Number
  - Story
  - Image
Tools to Deliver Your Story
Next Steps

• Identify what you have already, what’s missing, and how you will collect new information in a systematic way.

• How can you repurpose your story?

• How can you use your story in advocacy?
Wish List

What communications tools, resources, trainings, or other support would help to accomplish your goal?
Celebrate Your Unit

Share your unit’s successes and accomplishments—“big” and “small.”
Thank You!

Questions? Stories to share?

Let’s connect!

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