

# Implementing Successful MRC Communications & Advocacy Strategies



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# 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





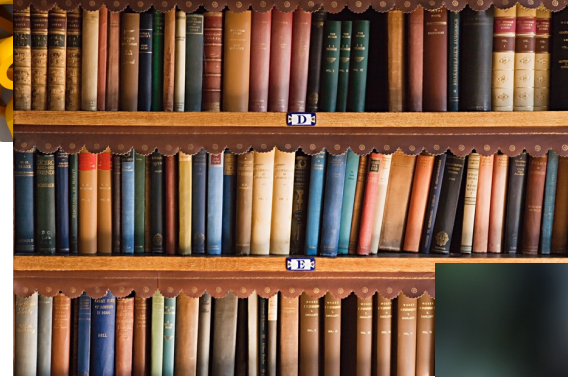
# Share

- 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

# Example

\$132 million in  
workforce savings

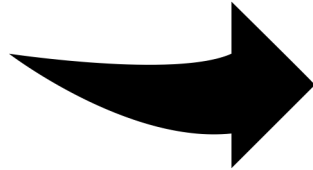




# At Your Table

- Determine a...

- Goal
- Audience
- Action



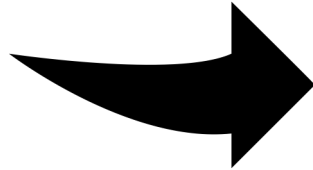
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# Share

- Determine a...

- Goal
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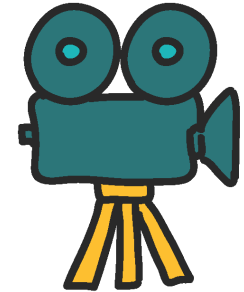


- Craft a Compelling Story

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# 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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