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?
Share at Your Table

• Goal
• Audience
• Action
Craft a Compelling Story

• Number
• Story
• Image
• Action
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

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

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

• Craft a Compelling Story
  • Number
  • Story
  • Image
  • Action
Tools to Deliver Your Story
Goal: Involve MRC in planning and response to weather emergencies
Audience: Emergency management and LHD officials
Action: Meet to plan for possible deployment

Sample newsletter article:

Medical Reserve Corps Units Respond to Severe Weather
From late December 2022 into January of this year, California residents felt the impact of atmospheric rivers and “bomb cyclones” that brought heavy rains over multiple days. This resulted in mudslides, flooding, and road closures. In some areas, strong winds also brought trees down on cars, houses, and across roadways. Volunteers from seven Medical Reserve Corps (MRC) units in both Northern and Southern California responded. See how they got involved and contact Beth at bhess@naccho.org to see how your local MRC unit can be a partner in your weather emergency planning and response.
The Elements in Use: Facebook

**Goal:** Recruit youth into MRC
**Audience:** Parents and those leading youth groups
**Action:** Contact us to learn more about volunteering

**Sample Facebook post:**

Did you know high school students can volunteer with the Medical Reserve Corps? While only a handful are involved currently, with your help we can engage the next generation. As an MRC unit leader in Albuquerque said: “I’m so inspired by my students and their excitement for medicine and community health.”

Find out how individual youth ages 14-17 or student groups can get involved. Contact Beth at bhess@naccho.org
Next Steps—Check the Back of Your Worksheet for Suggestions

• 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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