Communications IS part of your conservation strategy
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THE PANEL

Session Leads:
- **Cara Byington** – Associate Director Marketing, North America, Oceans & Coasts Conservation
- **Tom McCann** – Communications Director, Marine, Global Communications

Contributors:
- **Jordan Jobe** – Network Manager, Reef Resilience
- **Cherie Wagner** – Program Assistant, Reef Resilience
- **Chris McGuire** – Marine Program Director, Massachusetts
- **Gondan Renosari** – Marine Program Director, Indonesia
- **Jenn Greene** – Marine Scientist, North America
STRAEGIC COMMUNICATIONS CHECKLIST

• **Articulate** – our realistic conservation/policy goal (given resources, competition, timeline)
• **Identify** – who specifically makes that goal a reality (individual, agency, industry, mix of decision makers)
• **Research** – who or what influences these decision makers (partners, spokespeople, other pressure points)
• **Strategize** – how can we use this information to achieve our conservation/policy goals (strategies and tactics)
• **Measure** – how should we measure success (votes, measures in place, reports on bio/social/econ health)
AUDIENCE. AUDIENCE. AUDIENCE.

• Who are you talking to?
• What do they want to know?
  – Why do they want to know it?
• What do you want them to know?
  – Why do they need to know it?
• How do they receive their information?
• Who do they trust? Believe?
• What do you want them to do?
Problem - Solution

• What problem are we solving / attempting to solve?
• What happens if we don’t solve it? [what’s at stake?]
COMMUNICATIONS TOOLS & TRICKS

• Know your audience
  – What do they care about?
  – What scares them?
  – What motivates them?
• Learn to ask the right questions
• Listen to the answers
• Identify the best messengers
• Rinse and repeat.
TOOLS & LINKS (Your mileage may vary)

Smart Chart from Spitfire Strategies
Message creation, thinking through your audiences
  – http://www.smartchart.org/

Charting Impact (National Council of Nonprofits)
Tools for measuring progress
  http://www.independentsector.org/charting_impact#sthash.aOygQr4v.dpbs

Nonprofit Resource Center
Landing page with social media tools, online survey tools, tools for making infographics
  http://www.nprcenter.org/marketing-communications
MISSION
To conserve the lands and water on which all life depends

VALUES
Integrity Beyond Reproach • Respect for People, Communities and Cultures
Commitment to Diversity • One Conservancy • Tangible, Lasting Results

GLOBAL CHALLENGES
- Conserving Critical Lands
- Securing Freshwater
- Restoring Our Oceans
- Reducing Impacts of Climate Change

GLOBAL PRIORITIES
- Place Protect & Restore Natural Systems
- Policy & Practice Use Nature Sustainably
- People Broaden the Constituency for Conservation
- Performance Strengthen Our Organizational Effectiveness

STRATEGIES