

Communications 101 for Volunteer Leaders

Our school's cross-graded,
multi-ethnic, individualized
learning program is designed
to enhance the concept
of an open-learning program
with emphasis on a continuum

from a letter to parents from a school principal

I haven't the faintest idea what you are talking about. Do you?

.... a parent's response

Communication in a Perfect World



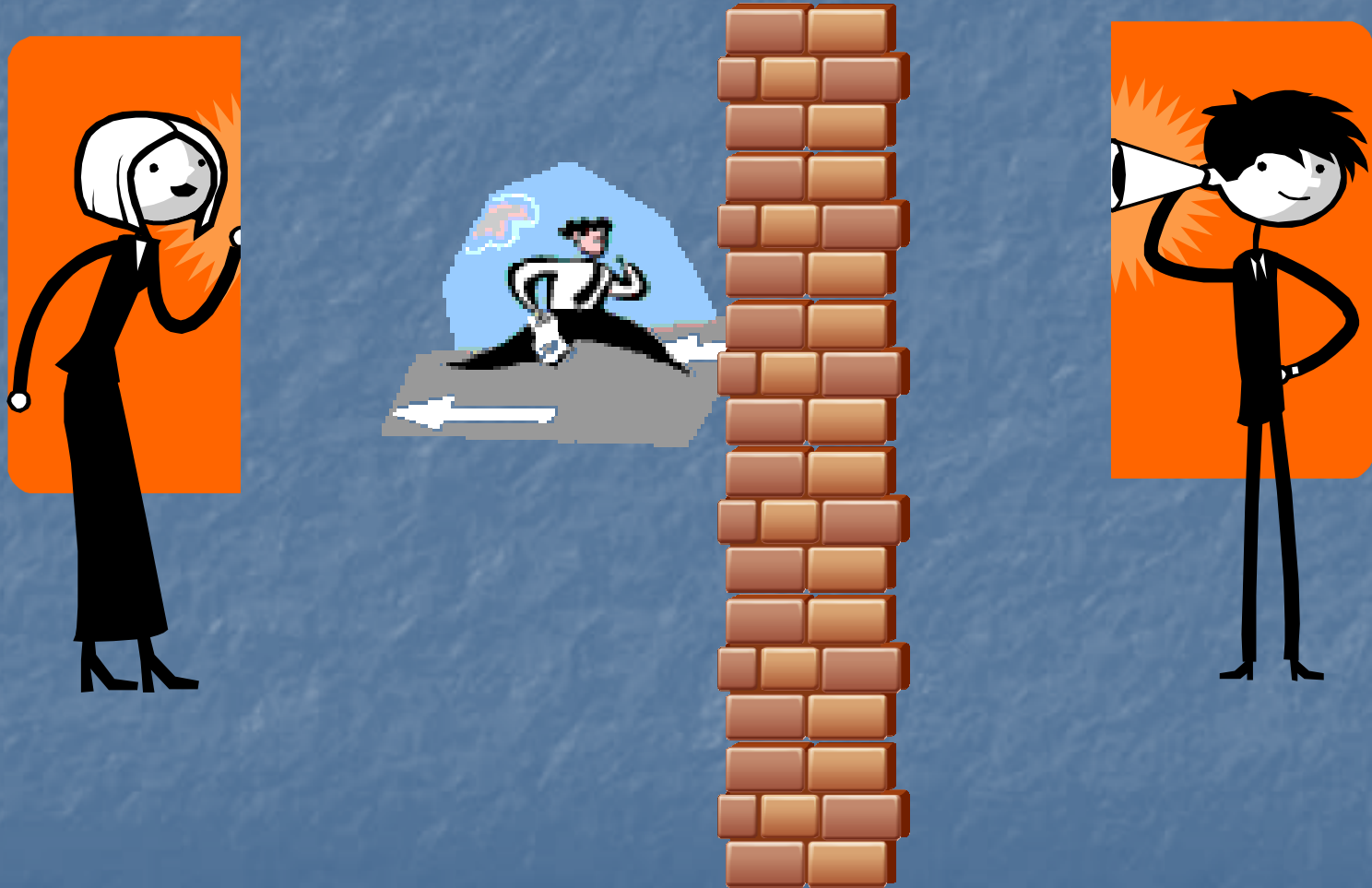
Communication: What's Really Going On



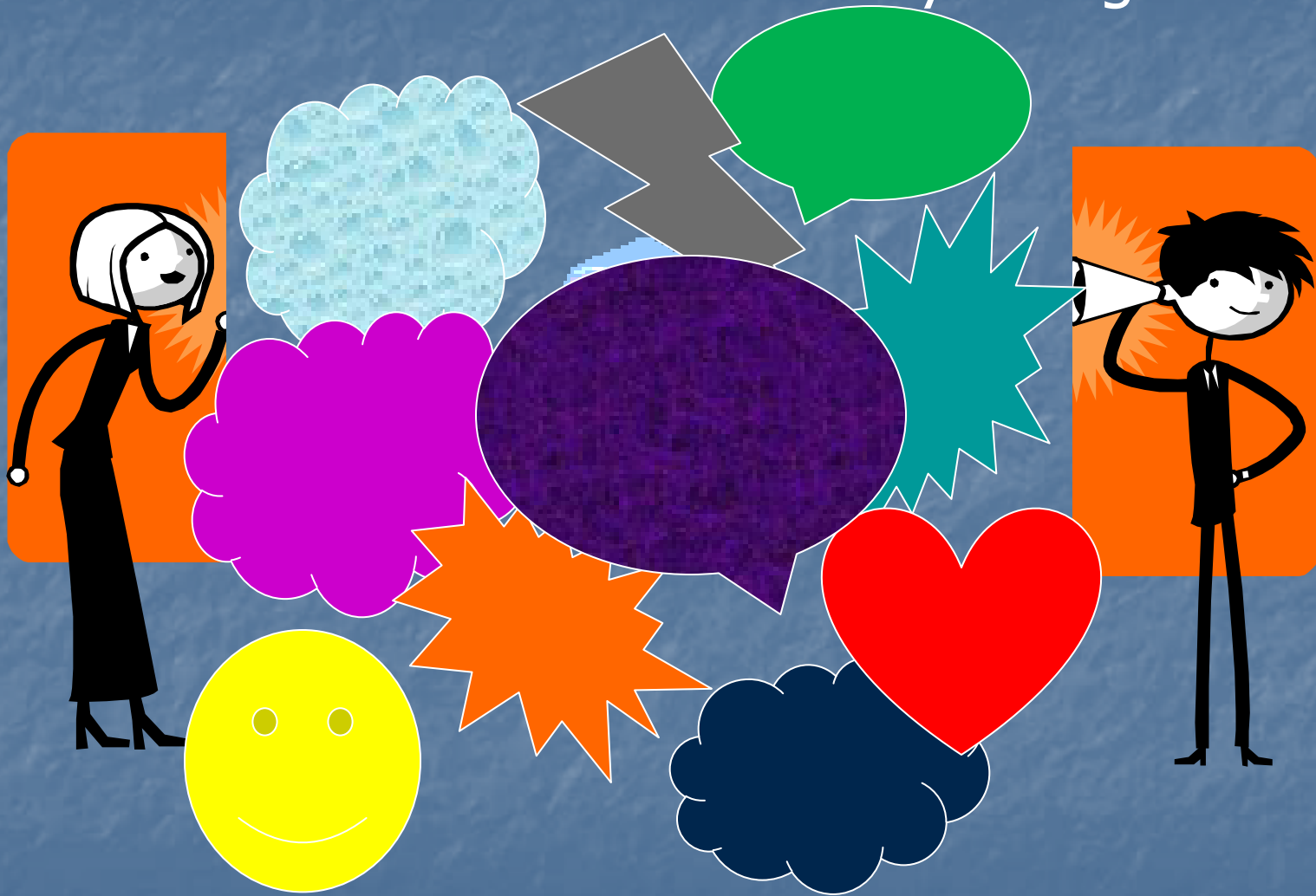
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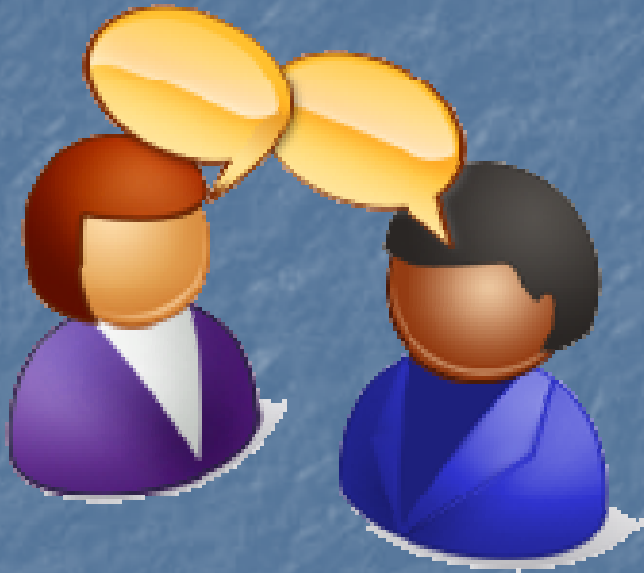


Communication: What's Really Going On



Communication: What You Aim For





Planning for Communication

The Four-Step Public Relations Process



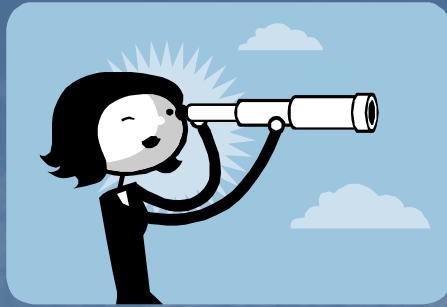
Goals and Objectives

- What do we need to accomplish?
- How will we know when we're there?



Goals and objectives
need to be measurable.

For a plan to be successful, you
need to know **UP FRONT** what
you intend to accomplish.



Research

- What do we know about our situation?
- Who are our key audiences and what do they think about this issue?
- What other data do we have that will impact our plan?
- What is the most effective approach to creating **awareness, attitude change** and **action**?

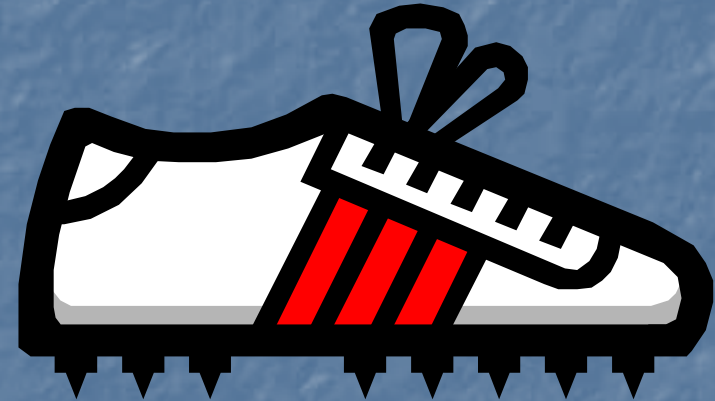
Planning

- What are we going to do?
 - Identify your key messages
 - Identify your key audiences
 - Identify tactics and strategies
 - Establish a budget (\$ or other resources)
 - Establish a timeline
 - Assign responsibilities



Communicating

- Put the plan into action



- Monitor and adjust if necessary

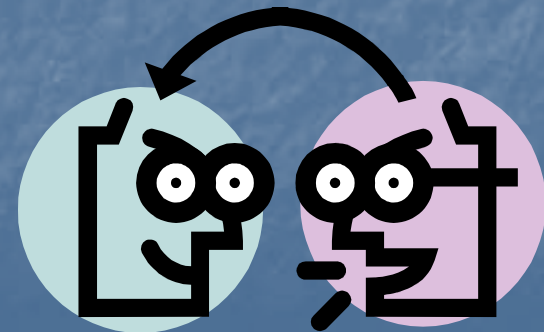
Evaluation

- Did the plan do what it set out to do?
- Evaluation is not a “gotcha.”
- Helps you make the most of invaluable **time** and **resources** next time.
- Share what you’ve learned. Keep your successor from starting at Square 1.



Keep asking yourself ...

- ❑ What do people **NEED** to know about our volunteer program?
- ❑ What do people **WANT** to know about our volunteer program?
- ❑ What is the best way to make the connection?



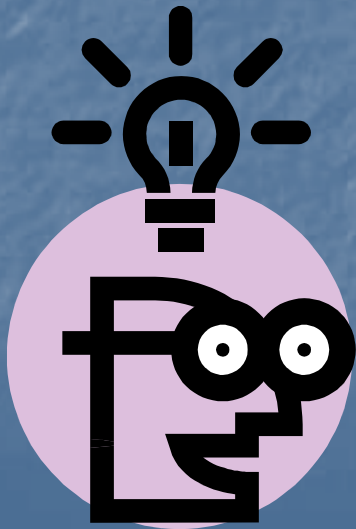
Every communications interaction has a **ripple effect**

- The grapevine
- Social media (blogs, Facebook, My Space, Twitter, etc.)
- Bystanders/meeting participants

Pick an event that will take place
at your campus this year.

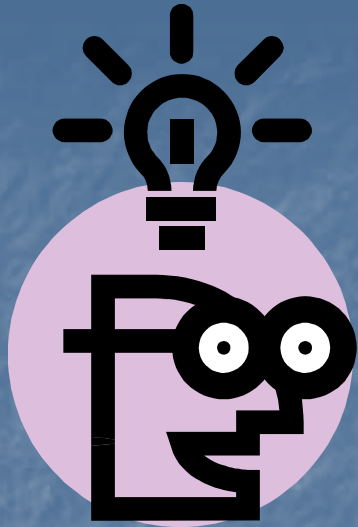
How can you let people know about:

- volunteer opportunities?
- resource needs?
- the event itself?



Did you think about?

- Parent and staff newsletters
- Fliers
- E-news
- Calendars
- Web pages (school and teacher)
- Fact sheets and brochures
- Automated phone messages
- Marquees
- Bulletin boards
- School walls
- Newspapers
- Letters



What else?

Planning for Communication

- must be:
 - intentional
 - written
 - timelined



Time to plan

- Go back to the event you selected
 - Identify your key messages
 - Identify your key audiences
 - Identify tactics and strategies
 - Establish a budget (\$ or other resources)
 - Establish a timeline
 - Assign responsibilities