

CREATING PUBLIC AWARENESS CAMPAIGNS THAT WORK

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CREATING PUBLIC AWARENESS CAMPAIGNS THAT WORK

Presented by
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Our Agenda



- Defining Public Awareness Campaigns
- Timing of Campaigns
- Four C's of Successful Campaign Development and Implementation
- Q&A

The Objectives of a Public Awareness Campaign

- Influence policy-makers
- Increase support and knowledge from allies and unlikely allies
- Get your message out
- Defy negative perceptions
- Reframe the conversation



A Public Awareness Campaign is *NOT*:

- Press releases
- Brochures
- Ad campaigns
- Events
- News conferences
- Direct mail



These are techniques and methodologies to build awareness and are NOT ends in and of themselves.

When Should You Create a Public Awareness Campaign?



Successful Campaigns Employ the 4 C's

- ❑ Careful Planning
- ❑ Compelling Messaging
- ❑ Campaign Tool Chest
- ❑ Coordinated Grassroots
Engagement and Advocacy

The 4 C's of Public Awareness Campaigns



CAREFUL PLANNING

Where to Start

- Who are you trying to influence?
- What do you want to make happen?
- Who stands to benefit and who stands to lose?
- What do they already know about you and your issue?
- Who or what is in the way?
- Who's on your side? How active are they willing to be?
- What is your issue's "unique selling proposition"?
- Why are you credible?



Work Inside Out First

- Defining your issue begins with you.
- What is important about your issue that you want others to think is important?
- What do you stand for?
- What do you all agree on?

Then Work Outside In

- How do legislators and other influencers perceive you?
- “Eat your own dog food”!
- How will you listen? How will you get and absorb feedback and information from the outside?



The 4 C's of Public Awareness Campaigns



C OMPELLING MESSAGING

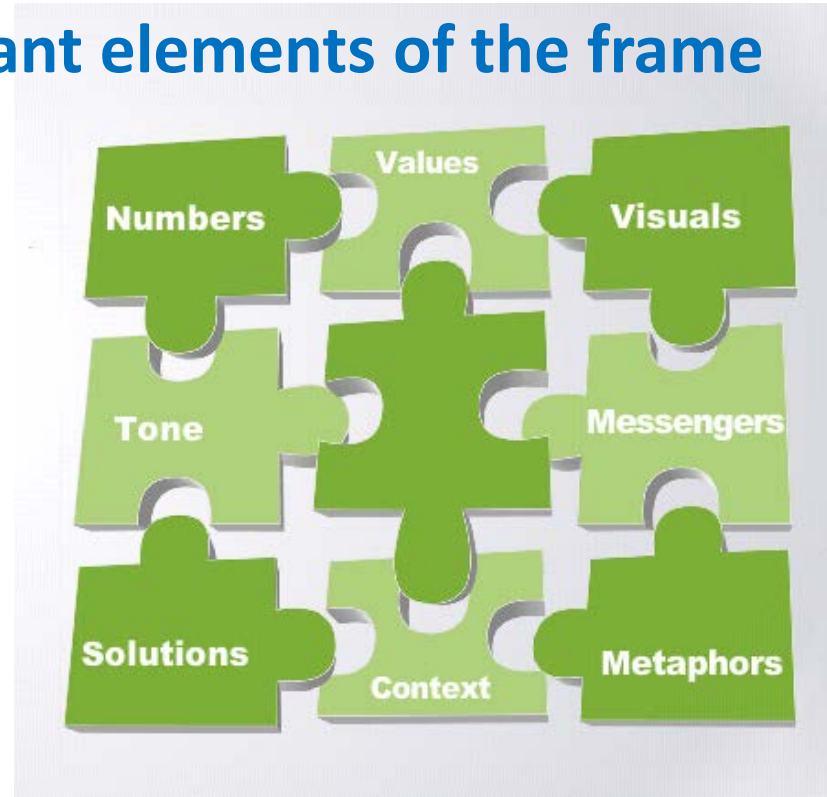
Messaging: Your Ultimate Weapon



- Good messaging helps you engage your target audiences in your issues
- Good messaging motivates, inspires and energizes
- Good messaging is simple and memorable—sticky
- Bad messaging confuses people
- Bad messaging causes people to ignore you or worse want to work against you

Framing the Message

The most important elements of the frame



Elements of the Frame

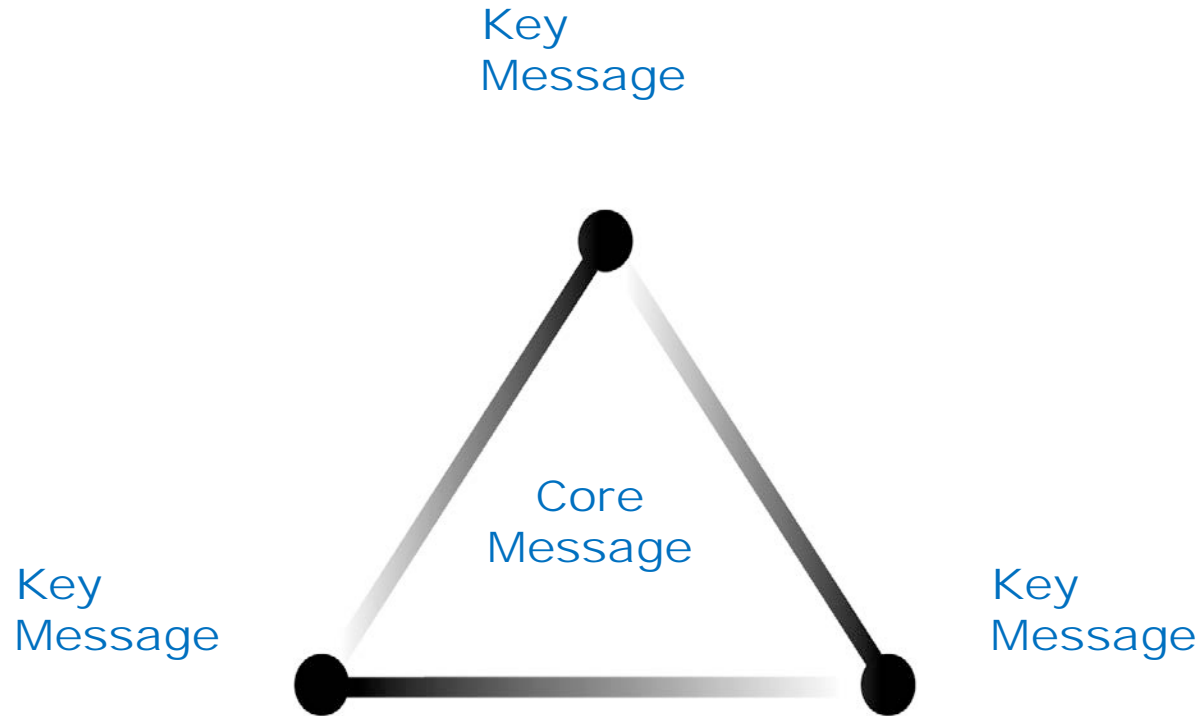
“When the facts don’t match the frame, it is the facts that get thrown out.”

– Susan Bales, Frameworks Institute

Lead with Values	Research shows people reason on deeply held moral values
Metaphors	Simplify Complex Issues
Messenger	Match the Messenger to the Message
Tone	Style, Mood, Manners or Philosophical Outlook on Communication
Visuals	Picture Worth 1,000 Words
Solutions	What Can We Do Concretely?
Context	What else is going on?
Numbers	Hard Data Proof

COMPONENTS OF MESSAGING

THE MESSAGING TRIANGLE



The 4 C's of Public Awareness Campaigns



CAMPAIGN TOOL CHEST

Campaign Tool Chest: Relationship-Building



- Understand your target, whether it's a reporter or a blogger or a politician
- Research: With the Internet there is no excuse for not knowing your target
- Focus: Don't try to reach everyone; reach the folks who really matter
- People help other people

Campaign Tool Chest: Media



- Understand the medium and what works best for your effort
- Leverage various media and opportunities
 - Traditional Media (Radio, TV, Print)
 - Blogosphere
 - Op-Ed Pieces
 - Social Media (Twitter, Facebook)
 - Town hall meetings

What Gets Media Attention?



- “News is what you don’t want to tell; everything else is advertising”
- The unusual – “Man Bites Dog”
- The “est” – Biggest, First
- Controversy
- Celebs and known influencers
- Heart-wrenching stories and story-tellers

The 4 C's of Public Awareness Campaigns



Coordinated Grassroots
Organizing and Engagement



Coordinated Organizing & Engagement

- Everyone who comes in contact with you is a promoter of your cause
- Make sure everyone involved understands your messages and can express them clearly and succinctly
- Get others to carry the water

Engagement:

Events



- Provide a “hook” for people to get involved
- Provide a way to draw people to your cause
- Provide a way to thank people
- Provide a way to tell real-life stories
- Need a good concept – should express something about your cause or organization
- Need a plan with budget for both \$\$ and staff time
- Need a solid list of sponsors and clear sense of benefit to sponsors

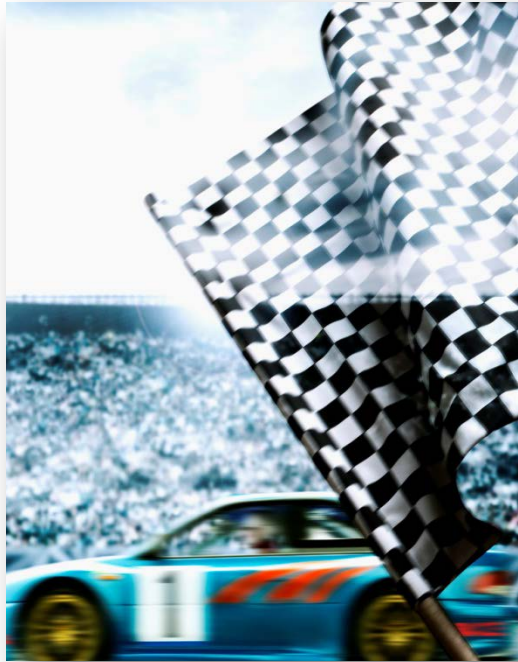
Engagement:

Policy and Lawmaking



- Identify Legislators
- Make appointments; show up even without appointments
- Present your case
- Follow up
- Email
- Write Op-Eds and other Influence Articles
- Use Twitter, Facebook, and Blogosphere (including comment opportunities) to enlist support
- Have people affected by your issue tell their stories

Start Your Public Awareness Campaign



- What is it that you are working toward?
- What are your common goals?
- What are your common values?
- How is the world different if people understand, hear, and act on your messages?
- Is there a campaign in the making in this group?

If you build it...



- Think big. Think CAMPAIGN.
- Connect the dots – events can be tied to media outreach tied to direct mail follow up to....
- Go viral,
- Leverage, leverage, leverage.
- Don't stop! Persistence pays.

Effective Campaigns That Hit The Target



- Dove's Campaign for Real Beauty
- Mothers Against Drunk Driving (MADD)
- CNHED (Coalition for Nonprofit Housing and Economic Development)
- VOICE (Virginians Organized for Interfaith Community Engagement)

CASE STUDY: MADD

The *Campaign to Eliminate Drunk Driving* kicked off in November 2006 with the goal of eliminating drunk driving permanently.

The campaign had four essential objectives:

- **Mandatory ignition interlocks** for ALL convicted drunk drivers
- **Increased law enforcement** efforts including holiday crackdowns, sobriety checkpoints and saturation patrols
- **Advanced vehicle technology** to make it impossible for a drunk person to start a vehicle
- **Public support** led by concerned citizens nationwide

Since 2006, the campaign has achieved:

- **18 states** have **mandatory all-offender ignition interlock laws**.
- **Ignition interlocks** of some form are now the law in **all 50 states**.
- **Advanced in-vehicle alcohol detection technology** is in its second phase of development.



CASE STUDY: VOICE

In 2011, 250 religious leaders and Prince William County homeowners launched a Foreclosure & Subprime Lending Accountability campaign to:

- **Reverse predatory lending and foreclosure practices**, including robo-signing
- Help desperate homeowners **modify home loans**
- Establish and fund **nonprofit housing counseling**



Through unified action, lawmaker visits, opinion/editorial writing, social media, repeated lending institution visits, demonstrations, letter-writing, town meetings, and other actions, VOICE achieved:

- Endorsements and bipartisan participation from U.S. Senator Mark Warner, Secretary of Housing Shaun Donovan, key state lawmakers, Virginia's attorney general and major lending institutions, including Bank of America
- \$1.67 million for **nonprofit housing counselors**
- \$25 million invested in **neighborhood stabilization & affordable housing**
- \$100+ million in **principal & debt reduction** through the Natl. Mortgage Settlement
- Lending institution commitment to a **pilot credit restoration and new loan program** for 2,500 families
- Bipartisan support and \$8 million for creating the **Virginia Housing Trust Fund**

CASE STUDY: CNHED

CNHED is a coalition of nonprofit community development groups working to ensure that low and moderate income people in the District of Columbia have housing and economic opportunities.

CNHED was recently instrumental in winning a big victory with the DC Council, securing millions of dollars for housing in the FY'14 budget. Through a year-long advocacy campaign, CNHED and Housing for All were able to maintain the funding proposed by the Mayor and push the council to appropriate additional funding.

Housing Funding proposed by Mayor Gray

- \$20 million dollars to permanently end transfers from the Trust Fund to pay for the Local Rent Supplement Program
- \$5 million for Project and Sponsor Based Local Rent Supplement Program to develop affordable housing for people with very low incomes
- Full funding for the Home Purchase Assistance program which restored \$1 million originally removed from the program

Housing Funding added by the Council

- \$2.2 million to the Permanent Supportive Housing Program for chronically homeless households.
- \$1.75 million to the tenant based Local Rent Supplement Program to eliminate housing burden for 130 extremely low income households.

Additional Housing Funds dedicated in the FY'13 Supplemental Budget

- \$63 million dollars for the Housing Production Trust Fund (passed on May 7)

Suggested Reading

- *Meatball Sundae: Is Your Marketing Out of Sync?*
by Seth Godin
- Frameworks Institute www.frameworksinstitute.org
- *The Story Factor:
Inspiration, Influence, and Persuasion Through the Art of Storytelling*
by Annette Simmons
- *Made to Stick:
Why Some Ideas Survive and Others Die*
by Chip Heath and Dan Heath
- *Words that Work:
It's Not What You Say, It's What People Hear*
by Frank Luntz
- *Don't Think of an Elephant*
by George Lakoff and Haydn Reiss





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