

Your LAFCo Story: Don't Let Someone Else Tell it!

CV STRATEGIES

Creating, adopting and maintaining an outreach strategy is a key component for organizations with a culture that values efficient and effective communication as a foundation for all internal and external efforts.

An outreach strategy is designed to create a cohesive and consistent approach on communications for all departments within an organization. It creates clear protocols for flow of information to maintain awareness among all staff and to stakeholders.

By building long-term, strategic policies and objectives, staff and elected officials will be positioned as knowledgeable, proactive communicators for the organization.



ACTIONS

- » *Visualize the end product first*
- » *Account for resources available*
- » *Consider who will be involved*
- » *Seek necessary approvals*
- » *Review/obtain research (survey, focus group, etc.)*
- » *Conduct SWOT analysis*
- » *Outline your strategy*
- » *Define objectives, goals and approach*
- » *Ensure plan aligns with values, mission and vision*
- » *Introduce strategy*
- » *Implement strategy*
- » *Regularly check that new projects and team members are aligned with goals*
- » *Repeat approximately every 3-5 years*

NOTES

Defining Your Story

What does LAFCo do?

.....

.....

.....

What is your mission statement?

.....

.....

.....

Name your top five stakeholder groups.

1	2	3
4	5	

.....

What successes has your LAFCo had in the last five years?

.....

.....

.....

What has your LAFCo done in the past to communicate with stakeholders?

.....

.....

.....

What media organizations do you have active and positive relationships with?

.....

.....

.....

Are there individual reporters who you trust and work with regularly?

.....

.....

.....

Which media outlets have presented challenges in the past, and how?

.....

.....

.....

Are there any individual reporters that you encounter difficulty with?

.....

.....

.....

In communicating your message, does your LAFCo use:

- | | | |
|---|---|---|
| <input type="checkbox"/> Newsletters | <input type="checkbox"/> Websites and updates | <input type="checkbox"/> Community events |
| <input type="checkbox"/> Advertisements | <input type="checkbox"/> Video | <input type="checkbox"/> Industry events |
| <input type="checkbox"/> Earned media | <input type="checkbox"/> Collateral | <input type="checkbox"/> Strategic partnerships |
| <input type="checkbox"/> E-blasts | <input type="checkbox"/> Public meetings | <input type="checkbox"/> Other |

What are the most effective communications outlets in reaching your stakeholders?

.....

.....

Who do you have established strategic partnerships with (please list and describe):

Industry organizations

.....

Public agencies

.....

Private companies

.....

Cities

.....

What investments do you make in training your staff on communications efforts?

.....

What personnel and programs does your LAFCo have dedicated to outreach?

.....

Name 3 brand champions in your LAFCo.

1 2 3

Where does communication rank in the minds of your commission members?

.....

What issues rank ahead of communication for commission members?

.....

What communications challenges directly affect your district? (i.e. multilingual outreach, demographic or geographic considerations)

.....

Telling your Story

DOs

- ✓ Be proactive
- ✓ Base analysis on factual findings
- ✓ Involve all staff and electeds on some level
- ✓ Remember to include internal communications
- ✓ Consider a streamlined strategy if budget is an issue
- ✓ Create a safe place to share ideas
- ✓ Evaluate culture and tolerance
- ✓ Include all stakeholders in the strategy
- ✓ Remember that outreach strategies are unique to an organization
- ✓ Create SMART Goals
- ✓ Implement roll-out policies
- ✓ Designate staff time to oversee goal implementation
- ✓ Share the outreach strategy with new employees
- ✓ Repeat over time and with major organizational shifts

DON'Ts

- ✗ Be reactive
- ✗ Let emotions lead the building process
- ✗ Let anyone feel excluded or uninformed
- ✗ Make the strategy be solely about the Communications Department
- ✗ Let limited budget stop you from being creative
- ✗ Create full campaigns within the outreach strategies
- ✗ Assume everyone will be on board
- ✗ Be too specific in objectives
- ✗ Get caught in a template mentality
- ✗ Make goals too lofty or unattainable
- ✗ Finalize the policies before input is received
- ✗ Assume individuals will adhere to the outreach goals
- ✗ Forget about the goals on a shelf
- ✗ Sweep losses under the rug

If you would like to receive this presentation or have it presented to your staff, we invite you to connect with us!

Please contact Leah Curatalo, Account Specialist – email: leah@cvstrat.com | ph: 760.776.1766 | cell: 909.938.8221