

# ***Te Pūaha Talks***

## **Communications in the Good Times & the Bad**

Kirsten Matthew

## What We're About to Learn

- What Communications Is
- What to Focus On
- How to Harness your Team, Volunteers & Supporters
- Engaging with your Community
- Communications Crises in Charitable Organisations
- How to Survive a Crisis

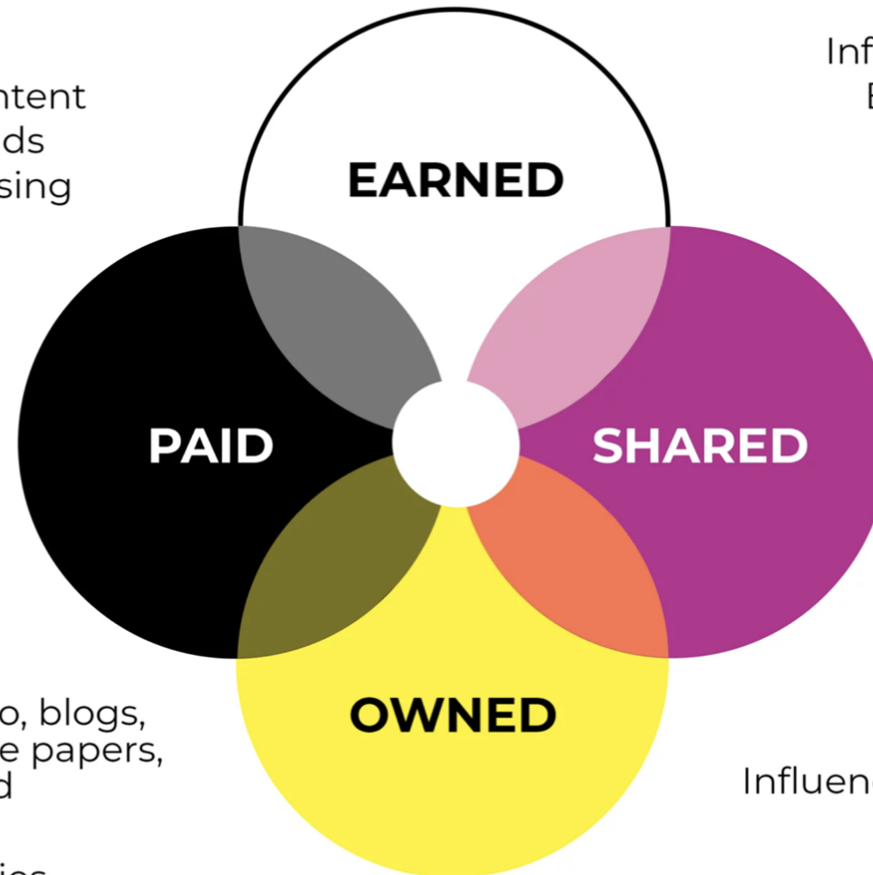
# Communications in a Nutshell

## PAID

- Advertorials
- Boosted posts
- Sponsored content
- Social media ads
- Digital advertising

## EARNED

- Media relations
- Influencer relations
- Blogger relations
- Word of mouth
- Link building



## OWNED

- Website
- Content – video, blogs, podcasts, white papers, user generated
- Newsletter
- Employee stories
- Case studies

## SHARED

- Social media
- Influencer engagement
- Partnerships
- Charity links
- Sponsorship

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# What's the Plan? Begin with...

## **BUSINESS OBJECTIVES**

- ☐ Increase awareness & education around the offering with stakeholders & target communities
- ☐ Increase funding from Government
- ☐ Increase demand with industry professionals & other stakeholders
- ☐ Increase awareness of services
- ☐ Increase implementation and training provision to reach more people in need

## **COMMUNICATIONS OBJECTIVES**

- ☐ Increase brand awareness & reputation within the sector
- ☐ Increase awareness within the community with potential service users & employers
- ☐ Communicate values on all platforms in a more curated way
- ☐ Maximise stakeholder communications on a regular basis

## **BRAND VALUES**

- ☐ Experienced
- ☐ Professional
- ☐ Accessible
- ☐ Ethical
- ☐ Trustworthy

## **AUDIENCE**

- ☐ Funders
- ☐ Service users
- ☐ Non-Governmental organisations
- ☐ Health & Education providers
- ☐ Parents / Arts lovers / Rangatahi / Sports lovers

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## Bear in Mind...

- What is Your Offering?
- He tangata, he tangata, he tangata —  
People First
- Content is King
- One Size Does Not Fit All

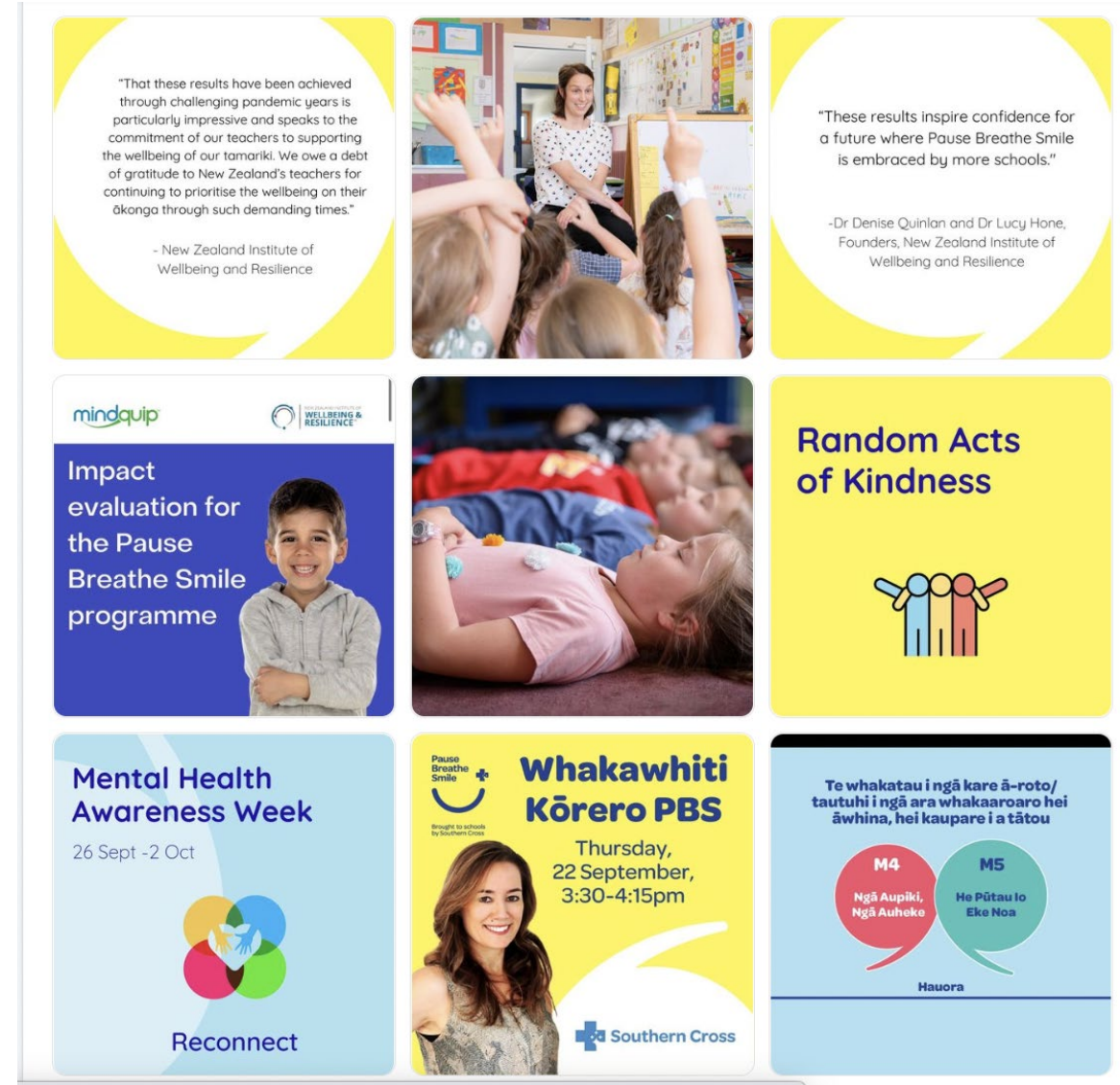


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# The Brand Bible

- Tone of voice
- Language: Examples of words you use & short & long taglines
- Imagery for advertising, social media & website use
- Social media captions & hashtags



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# What's the Difference?



## MARKETING VS PUBLIC RELATIONS

WHY KNOWING THE DIFFERENCE MATTERS?

WE ARE A GREAT COMPANY!

THEY ARE A GREAT COMPANY!

**FOCUS ON MARKET TRENDS AND REVENUE**

The Marketing's role is to be on the lookout for the constantly evolving market trends through research, to monitor the varying behavior of the target consumers, and to make sure the advertising collaterals are in place.

**FOCUS ON BRAND AWARENESS**

The PR's role is to create awareness about your brand and build relationship among target groups – the public, the media and the community influencers who will aid in promoting and maintaining that brand awareness.

**ONE IS IMMEDIATE**

The return on investment (ROI) of your marketing campaign is immediate and apparent. It holds marketing campaigns based on factors like consumer behavior, age, gender, and income, to name a few.

**ONE TAKES TIME**

The impact of your PR campaign will require a great deal of patience as it takes some time to be in effect. It organizes activities that will get the attention of the media, something that will initiate a multimedia coverage.

**BEST WHEN BOTH ARE USED TOGETHER**

Knowing the differences between Marketing and PR is making that first step towards understanding and turning these differences into opportunities. In fact, the collaboration of these two vital areas of business has helped launch successful brands, and yours could be the next.

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## Volunteer Roles & Responsibilities

- Social Media: 3 posts a week; 15-20 hours a month, including responding to comments & messages, setting up Facebook events
- Newsletters: 7-10 hours each edition; 15 hours a month total
- Public Relations: 20 hours a month
- Website: on an ad-hoc basis

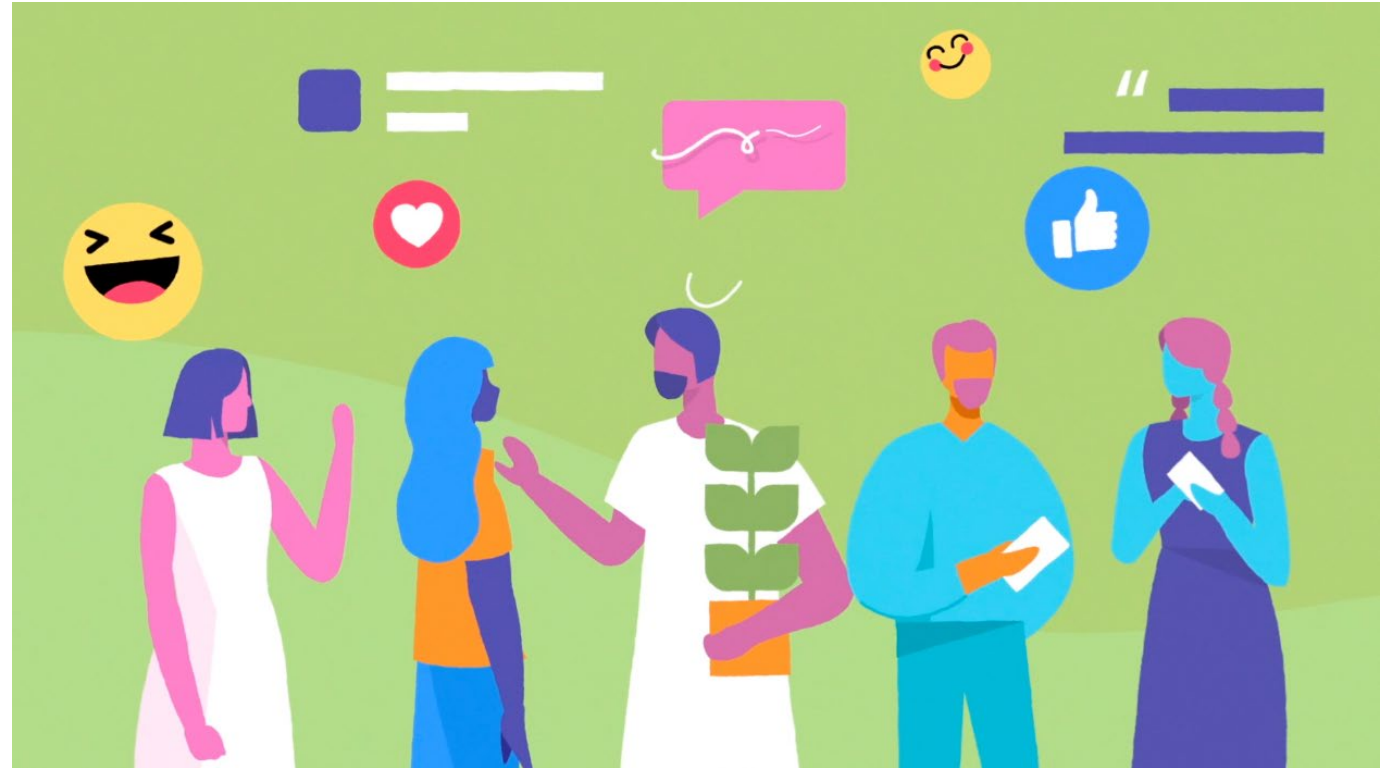


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## Be A People Person

- Understand what motivates them to be with you
- Be clear about their responsibilities
- Give them time to do their work
- Check in regularly
- Show gratitude



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## Influencers & Ambassadors

- Investigate any possible problems of being aligned with the ambassador
- Have a straightforward conversation
- Create a contract
- Include number of social media posts
- Include number of appearances
- Include firm timings around when to post
- Share the brand bible

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# Communicating About Fundraising


## Help ease the load these holidays

I'd like to make this donation

Once

Monthly

Please select a donation amount



Provides clean laundry and a warm shower for a friend doing it tough

\$26

\$52

\$295

\$

Other Amount

Donate \$26

*juliette hogan*

SHOPNEWCOMING SOON

## JH X CPAG PARTNERSHIP

Child Poverty Action Group (CPAG) is an independent charity working to eliminate child poverty in Aotearoa New Zealand so that all children can thrive. CPAG is committed to ensuring all children in New Zealand have the chance to flourish.

Their work produces research on the causes and effects of poverty on children and their whānau and families, and use this to inform public discussion and promote evidence-based responses.

Their activities and decisions seek to honour the principles of Te Tiriti O Waitangi and are underpinned by the values encapsulated in the United Nations Convention on the Rights of the Child.

### OUR COMMITMENT

Juliette Hogan is proud to align with CPAG New Zealand, pledging a minimum annual donation of \$10,000 as well as commitment to help raise awareness for this important organisation.

One-off Donation

Regular Donation

Please choose your Christmas gift amount:

I would like to donate:

Gift a delicious and memorable Christmas Day meal at Haeata, our community dining room.	\$12
Help fill the thousands of food parcels distributed in the lead up to Christmas.	\$25
Provides a table of food for five people at the Mission on Christmas Day.	\$60
Gift a complete food parcel to feed a family, including ingredients for a Christmas Day family meal.	\$138
Food parcels to feed 3 families of 4, for four days	\$414
Other	\$

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## Communicating About Fundraising, Cont'd

# HELL RAISING \$66,666 FOR NEONATAL TRUST – WITH YOUR HELP



From 1 September 2020 - and for the rest of the month - \$2 from every Unholy Donut sold will go to the Neonatal Trust, which has lost more than \$100,000 in fundraising and donations due to Covid-19.

Each year the Neonatal Trust supports 5,000 families with babies in intensive or special care units, and when they've gone home. They also work closely with all 23 of the neonatal units in New Zealand.

10% of all babies are born early (before 37 weeks' gestation), and the

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## Planning for a Crisis

- Make a list of all possible scenarios
- Create a protocol and checklist for each scenario
- Convene a crisis response team who will work together if a crisis eventuates
- Elect a media spokesperson
- Organise media training for them, if necessary
- Revise crisis protocols each year, adding in new possibilities and refining team and plans



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## Thank you