



Communications

Are you going to keep the secret or
spread the word?



Back to Basics

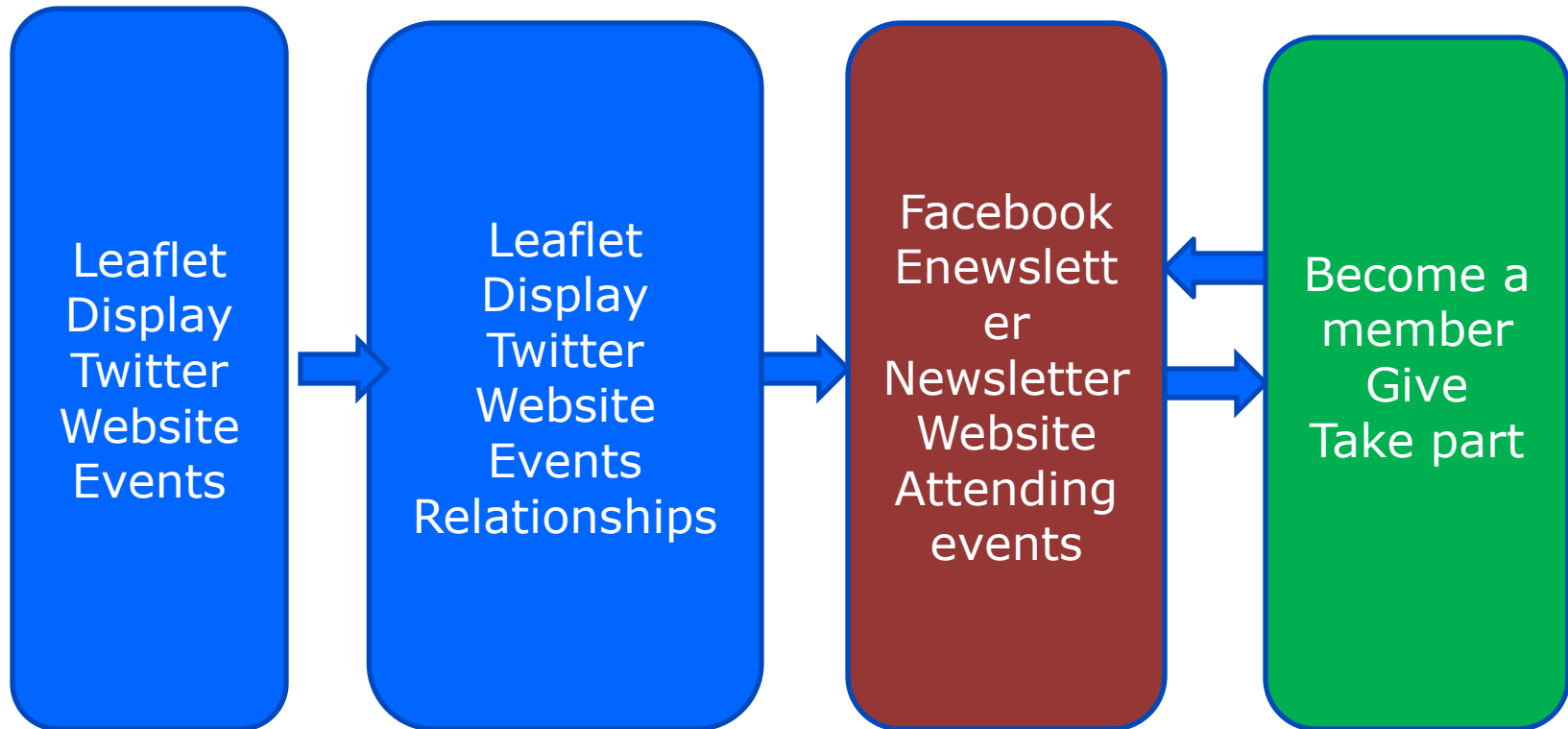
- Who do you want to talk to and why?
- What do you want to say to them?
- How do we want them to respond?
- How are you going to say it?

So what about new media?



Communications journey

Initial recognition – second level – building relationship – taking action



So what is the key to using new media??

- Links, links, links
- Action, action, action
- Sign up, sign up, sign up

What media to use?

- Tell members about a diocesan council meeting.
- Advertise a diocesan fundraising event.
- Promote significant success on the Bye Buy Childhood campaign.
- Advertise the General meeting.

Back to relationships

Good communication comes back to relationships

