**Sustainability Training**

**Communications Strategies**

**Informal External Communications Opportunities**

* Word of mouth
* Church bulletins
* Flyers
* School, church and business marquees
* School and organization newspapers, newsletters
* Mailers
* Group texts
* Networking whenever possible
* Agency name tags
* Report card inserts
* Banners at athletic events and ball fields
* Community events – manned booth/table or sharing in an open forum
* Attending meetings of other organizations
* Inserts in bank and utility statements
* Parent mail outs
* School PSAs
* Community newspapers, newsletters, online Patches (if they are still around)
* Brochures & flyers
* Twitter
* Facebook posts
* Office letterhead & business cards
* Social media cards (like business cards, but with all your agency’s social media info
* Logowear, slogan wear
* Speaking engagements
* Attending community meetings
* One-on-one, face-to-face meetings with leaders
* Forums
* Town Hall Meetings
* Survey Monkey – sharing results
* “Ladies’ Lunch”
* Coalition – “Bring a Friend”
* Weekly “what’s up”, “tips’
* Provide updates at coalition meetings
* Thank you letters/notes
* Drawings for prizes

**Formal External Communications Opportunities**

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| **Low Tech** | **High Tech** |
| * Flyers
* Newspaper article
* Yard signs
* Events
* Meetings
* Attending City Council meetings
* Pledge cards
* Window clings
* Speaker
* Billboards
* Print newsletters
* Annual report
* Memos
* Proclamations
* Advocacy Day
* Telephone calls
* Bumper stickers
* Place mats
* Messages on car rear windows written w/glass markers, directing people to your website or other online locations
* Church, school & sports programs
* Health fairs
* Letters to editors
* Church fans
* T-shirts, caps
* Live presentations, guest speakers
* Personal visit
* Community leaders’ breakfast
* “Ask me about…” buttons
* Posters
* Street team
* Informational, educational displays set up in public places, events
* Invitations
* Incentives
 | * Movie theatre ads
* Website
* Social media
* Digital billboards
* TV spots, news coverage, PSAs, ads
* News feed
* Podcast
* Digital magazine
* Commercials
* Instant Messaging groups
* E-newspaper articles
* You Tube
* Blogs
* Digital (email) newsletters, Constant Contact
* Radio (ads, interviews)
* Text messages
* Group text
* Mobile billboards (trucks, buses, MARTA trains)\_
* Closed circuit TV (ads, PSAs, interviews, news coverage
* Infographics
* Smart phone apps
* Robo-calls
* QR code that takes users to your website or other online location
* Place an ad on another agency’s website
* Talk show
* Highway message boards
* TV ads at the DMVs (tag offices) or other public places
* Uber ads
* RSS feeds
* Videos
* Live streaming meetings
* Chat rooms
* Online forums
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**Internal Communications**

* Email
* Shared calendar, Google calendar
* Staff meetings, scheduled regularly
* Record meetings
* Online staff meetings
* Performance reviews
* Intranet
* Conference calls
* Telephone calls
* Walkie talkies
* One-on-one, face-to-face meetings
* Sticky notes
* Surveys, evaluation
* Focus groups
* Yammer – internal social media
* White boards/bulletin boards
* Shared supplies orders (i.e., Office Depot)
* Staff retreat
* Sharepoint
* WOW! Board celebrations
* Memos
* Team building activities, retreats
* Lunch & learns
* Trainings for staff & volunteers
* Texts
* Agendas
* Minutes
* Sign-in sheets
* Web meetings
* Survey Monkey
* Google Docs
* Celebrating milestones
* Dropbox
* Face Time
* Skype
* Fuze webinars
* Go To Meetings
* Note board in high traffic office areas
* Suggestion box