**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 |

**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