

Messaging and Communication Tools to Reach Your Audience

April 18, 2024

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Working together for literacy

Today we will discuss

- What are your communication goals? Why are you communicating?
- Who is your audience?
- How do you communicate?
- Why you should and how to connect with government?
- What tools should you use?
- How do you know they are working?
- How do you measure success?

Goals

- Raise awareness
- Inform
- Educate about your cause and impact
- Advocate & influence others to advocate
- Increase resources



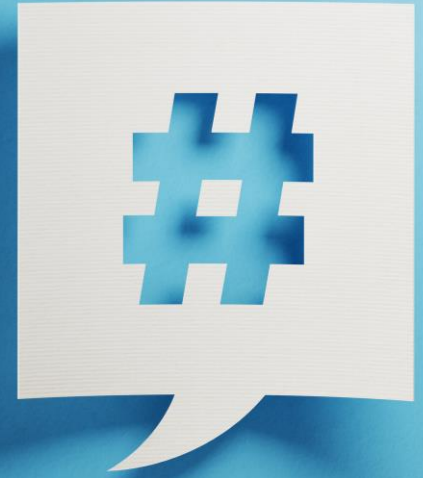
Who are your audiences?

- Media
- Funders
- Policy setters
- Advocates
- Potential partners
- Clients/Learners
- Schools and teachers
- Other nonprofits with similar clients/audiences



How do you communicate?

- Mainstream media
- Letter-writing campaigns
- Targeted outreach
- Social media
- Website
- Blog and/or newsletter
- Print



All communications should include:

- Clear language & design
- Appropriate voice & tone
- Appealing graphics
- Contact information
- Where to learn more
- Call to action

Join the Team Trivia Challenge

Help support literacy programs in B.C.

Wednesday, September 27, 6:30-8:30 p.m. (doors open 5:30 p.m.)



Butcher & Bullock Public House
911 W. Pender Street.

Form your team (2-6) players.
Register online at decoda.ca.

#LiteracyConnectsUs
#PutOnYourPurple

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VANCOUVER

Goals, Audience, Communication example

Brainstorm your organization's goals, audience, call to action and the communication methods and content you might use.

- **Goals:** What are your priorities?
- **Audience:** Not just who you are reaching, but who do you want to reach? What do they want to see? Think about ages, occupations, interests, literacy levels, partner organizations.
- **Communication method:** What is the best way to reach these audiences?
- **Content:** Do you need to create new materials or do you have available relevant content? (Stories, photos, program info)

Goals, Audience, Communication example

Goal	Audience	Call to Action	Content	Communication Method	Target Date
EXAMPLE: Recruit volunteer tutors during school hours	<ul style="list-style-type: none"> • Seniors • At-home parents • Companies and organizations who support volunteering • People looking to gain experience for resume 	<ul style="list-style-type: none"> • Learn more • Sign up to volunteer 	<ul style="list-style-type: none"> • Past stories about tutors • Photos of tutoring in progress • Facts and figures on impact of tutoring • Testimonials / quotes from tutors, parents, teachers • Video (eg. ONE-to-ONE has a beautiful video about being a tutor) 	<ul style="list-style-type: none"> • Print posters • Social media • Newsletter • Have school include in their newsletter • In-person presentation at PAC, Rotary Club, Lions, Seniors Centre • Submit an impact story to local newspaper, profile current tutor • Paid ad in newspapers & community newsletters 	August (before September programs begin)

Working with Governments

- Local Government
- Provincial Government
- Government of Canada
- Indigenous Leadership
- Local government advocacy organizations



Why Communicate with Governments?

- Raise awareness
- Inform
- Seek resources
- Influence policy

Literacy Matters | Fact Sheet

“Literacy is the ability to identify, understand, interpret, create, communicate and compute, using printed and written materials associated with varying contexts. Literacy involves a continuum of learning in enabling individuals to achieve their goals, to develop their knowledge and potential, and to participate fully in their community and wider society.”

- UNESCO 21

Literacy in British Columbia

- More than 700,000 British Columbians have significant challenges with literacy.¹⁹
- 45% of British Columbians aged 16 to 65 may have difficulty understanding newspapers, following instruction manuals, reading health information and other daily living tasks.¹⁹
- 52% of British Columbians aged 16 to 65 may have difficulty calculating interest on a car loan, using information on a graph, calculating medicine dosage and other daily living tasks.¹⁹

In Canada, some groups are more likely to experience literacy challenges. They include:

- Canadians with fewer years of schooling²⁰
- Immigrants^{10, 20}
- Indigenous peoples^{8, 10}
- Older Canadians^{6, 19}

At home

- Literacy matters for health. Canadians with stronger literacy skills enjoy better health.¹⁰ Literacy skills help people find, understand and use health information.¹⁶
- Literacy matters for managing personal finances. Numeracy is a key factor in financial literacy.^{2, 18}
- Literacy matters for understanding rights and responsibilities. It helps people understand what to do in legal proceedings.⁷
- Literacy matters for inclusion in our digital society. Digital literacy helps people access programs and services, and bolsters social connections.¹⁵

At work

- Literacy matters for employment. Strong literacy skills are connected to being employed.^{19, 20}
- Literacy matters for earnings. Stronger literacy skills are associated with earning higher wages.^{15, 20}
- Literacy matters for health and safety. Understanding and following health and safety instructions can be critical for personal safety.⁵
- Literacy matters for success at work. Improving literacy skills can increase efficiency and accuracy at work and can decrease work-related stress.¹²
- Literacy matters for employers. Employers need digitally literate employees to increase productivity, boost sales, offer better services and generate revenue.³
- Literacy matters for adult education. People with stronger literacy skills are more likely to participate in adult education and job-related training.⁹

In the community

- Literacy matters for community participation. Canadians with stronger literacy skills are more likely to volunteer.¹⁰
- Literacy matters for political involvement. Canadians with higher skills are more likely to feel they can influence government.¹⁰
- Research indicates that literacy skills may be an important factor in interpersonal communication, community participation and inclusion.¹⁰

Communicating effectively with governments

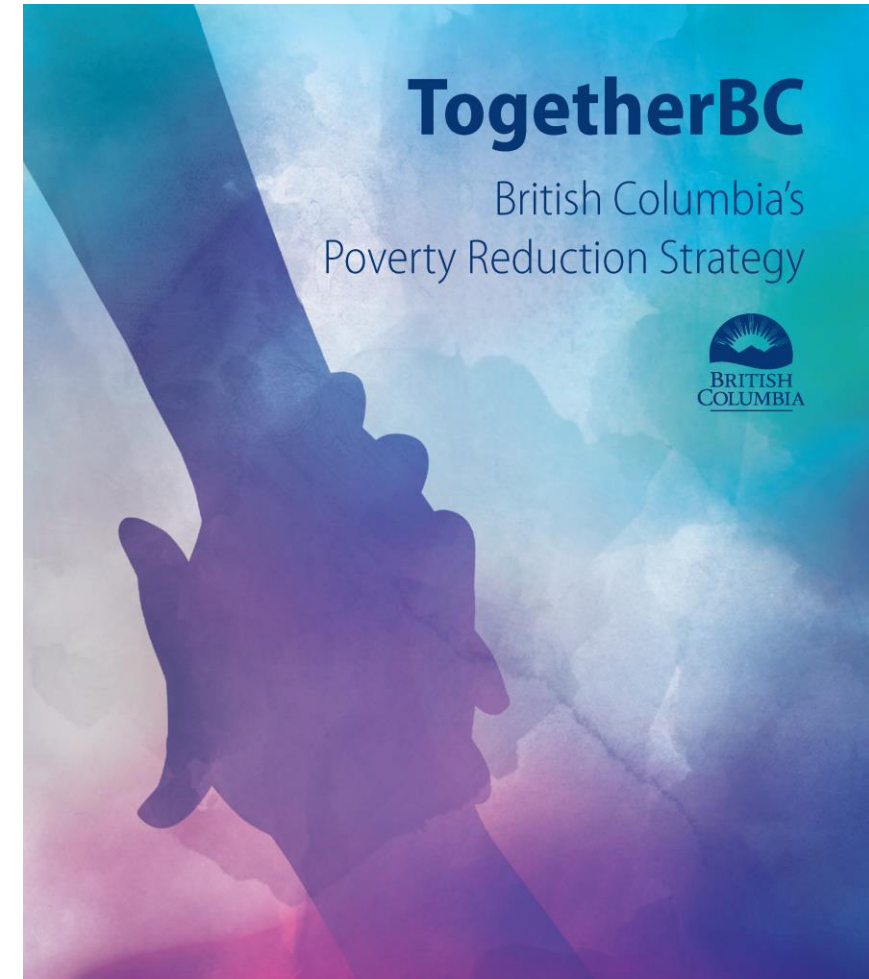
- Research
- Identify government policies and goals
- Become part of the solution
- Reach out directly to your locally elected officials
- Reach out to all political parties



Example of a Policy Change Campaign

Poverty Reduction Strategy

- Advocacy
- Budget



Poverty Reduction Strategy: Advocacy

Motion passed by the Federation of Canadian Municipalities:

THEREFORE BE IT RESOLVED THAT FCM add Literacy to its “Inclusive Communities” advocacy work, including the work of the FCM Social Economic Development Committee and any other relevant and/or appropriate committees or working groups, and

FURTHER THAT FCM call on the Government of Canada to add explicit references to Literacy in its various policies, including Poverty Reduction, Health, Connecting Remote Communities, as well as others, and for the **Government of Canada to support literacy non-profits with core funding**, including funding digital literacy programs at the introductory level in communities gaining broadband access, and by ensuring literacy initiatives and funding expand beyond employment programs.

Poverty Reduction Strategy: Budget

Line 127 in Federal Finance Committee Budget Recommendations:

Ensure core funding for literacy organizations and invest in a new national workplace literacy program delivered in partnership with trade unions.

Outcome = ?

Core Funding vs Project Funding

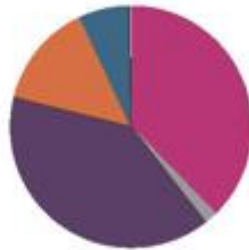
Poverty Reduction Example

Financials

Revenue

Province of British Columbia	\$2,808,585
Federal Government	\$1,004,637
Program Services	\$471,539
Donations and Fundraising	\$13,056
Interest and other revenue	\$11,556

\$4,309,373



Expenses

Adults Program	\$964,302
Children and Families Program	\$335,693
Community Program	\$2,642,349
Fundraising	\$4,558
General Office	\$310,955

\$4,257,857



Communicating with organizations

- Who?
- Why?
- How?
- Example

British Columbians to benefit from a historic plan with up to \$830 million toward connecting all remaining rural households in the province to high-speed Internet

From: [Innovation, Science and Economic Development Canada](#)

News release

March 8, 2022 – Mission, British Columbia

Governments of Canada and British Columbia working together to connect 98% of Canadians to high-speed Internet by 2026 and 100% by 2030

MLA group exercise

Your Member of Legislative Assembly is coming to town and you have been able to arrange a visit to your site or program.

How do you maximize that opportunity?



MLA Visit

Prepare

- What do you need to know?
(e.g. current policies, funding sources)
- What do you want?
- What is the Province currently providing?
- Prepare a take-away e.g. a one-page info sheet

BUDGET
2024

STRATEGIC PLAN



StrongerBC
for everyone



MLA Visit

Raise awareness and inform

- Who are you? What do you do?
- Clients?
- Funding Sources?
- Identify related policy areas (e.g. poverty reduction, employment (economy), community health and well-being, safety)
- How can literacy programming support these policies?

Who We Are

Decoda Literacy Solutions is BC's literacy organization.

We support community-based literacy programs and initiatives in over 400 communities across BC by providing resources, training and funds.

Our work supports children and families, youth, adults, Indigenous and immigrant communities to help build strong individuals, strong families and strong communities.

Decoda derives from the word “decode,” which means to create understanding; to unravel the mystery.

Building strong individuals, strong families and strong communities

Working with a network of 100 Literacy Outreach Coordinators, we bring together community leaders from education, health, business and government to identify and address local literacy priorities.

MLA Visit

The asks

- If you are seeking financial support, for what, and from where? (be concise re amount and results)
- Identify a good-news story to tell
- Is there a policy that you would like changed? Why? Results?

Wrap-up and follow-up

- How will you ensure that the visit is as effective as possible?

Communication Tools

Clear Language and Design (CLAD)

- Helps reader:
 - understand and apply information
 - feel more confident and build a positive relationship with the organization
- Consistent structure
- Design
- Voice, tone and language

“When we’re reading, we usually scan information.

With the average person having an attention span of 8 seconds, it’s really important to make it as clear as possible.”

– Kaitlyn Vecchio

Media coverage

- Press Release
- Article
- Photo with a caption
- Develop relationships
- Online event calendars
- Radio stations
- Social media

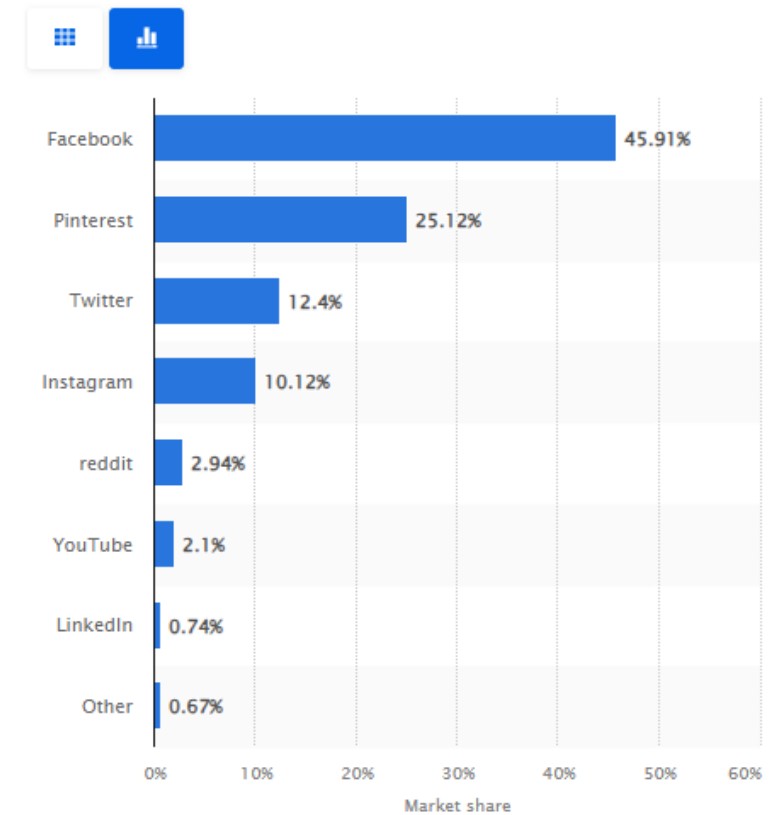


Social Media audience in Canada

- **Facebook** 26.5 million users (73% of Canadians)
- **Instagram** 20.6 million (57%)
- **Tik Tok** 41%
- **Twitter /X** 39.5%
- **Pinterest** 33.5%

(Source:madeinca.ca/social-media-statistics-Canada)

Leading social media websites in Canada in February 2024, based on share of visits



Balance social media posts

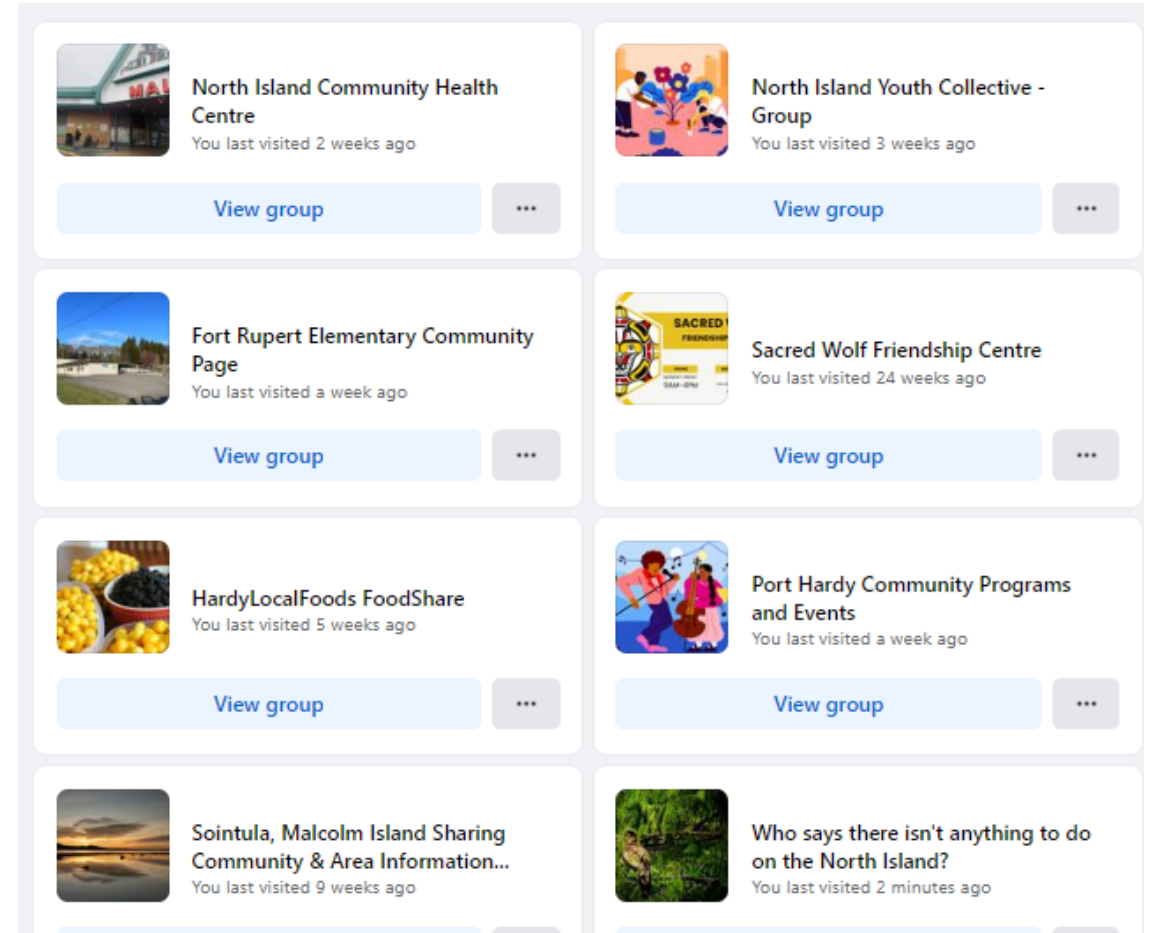
- 70% Value content
- 20% Shared content
- 10% Promotional content

***Posts with photos get more likes, comments and click throughs on links than posts with text only.**



Build your social media audience

- Invest time in finding and liking pages
- Join community pages & groups
- Invite people to like your page
- Reminders in newsletters and emails



Tools to Build your social media audience

1. Add Tags, Hashtags and Location
2. Scheduling posts
3. Boosting posts
4. Stories
5. Pin a Post
6. Insights
7. Facebook Events

#whichonedoyoufindeasiertoread

#WhichOneDoYouFindEasierToRead

Printed media

Don't forget about printed media!

- **Flyers and posters** – post at busy locations (with permission): libraries, schools, grocery stores, laundromats, food banks
- **Printed newsletters** – leave a printed copy at health clinics, libraries, schools, seniors' centres.
- **Business cards**
- **Ads** – place ads in local newspapers and community newsletters



**MOUNT WADDINGTON
FAMILY LITERACY SOCIETY**

**Literacy News
February 9, 2024**

Our bi-weekly newsletter promotes free learning opportunities for everyone in Mount Waddington communities on North Vancouver Island and shares literacy news and events.



In this issue: • School's Out at FRES • Book Giving Day • Cooking Program Photos • Hiring Food Security Hub Coordinator, and more • 2024 Literacy Fair • Book a FREE Literacy Fair Table • Adult Literacy Programs • Mother Goose Programs • Food Bank Info • Library Activities • Black History Month •

NEWS

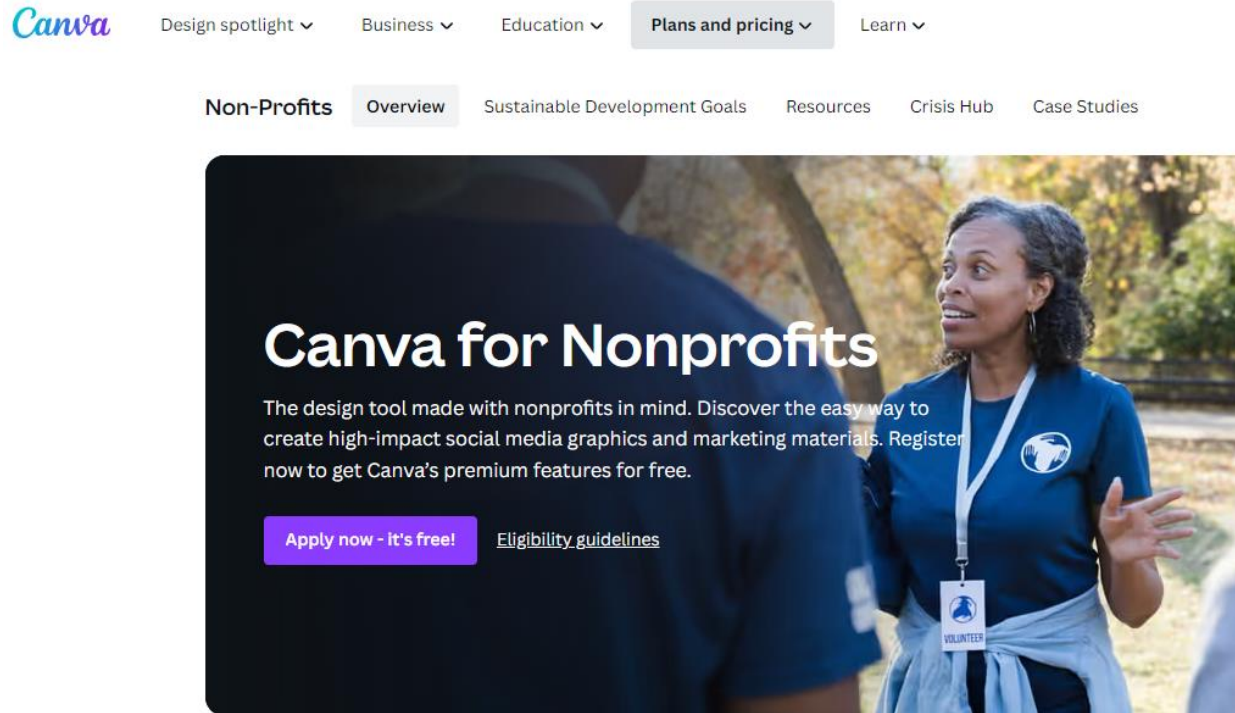
New School's Out Program and Coordinator at FRES

Welcome Briana White, our program coordinator at the new United Way School's Out after-school program at Fort Rupert Elementary School!

"I am excited to be joining the Mount Waddington Literacy team! I have lived on the north island for 12 years now and have loved every minute, so much so that I can't see myself anywhere else," says Briana.



Canva Graphic Design: Canva.com



- An online graphic design tool using a simple drag-and-drop interface.
 - templates
 - stock images
 - collaborate on and share designs
 - brand kits - brand color palette, fonts, and logos
- Free for Nonprofits!

Questions?