Communications Strategy: 

The GAME Plan

Hosted by the Rose Foundation 
for Communities and the Environment
INTENTION

Clarity of goals and the means to track progress towards them
ILLUMINATION

Information and perspective to inform action
INSPIRATION
Passion and purpose working together to create momentum
INSIGHT
Alignment of people, purpose, and resources preparing you to meet challenges in a new way
I’m [name] & for [my organization] success is ……

The more specific your definition of success, the better!
EPIC WIN
Defining Long Term Success

WHERE YOU ARE NOW

1ST STEP

2ND STEP

3RD STEP

END GOAL
Canine Procurement Campaign

1ST STEP
Dogless and pathetic; husband dubious, landlord forbidding.

2ND STEP
Secure dog-friendly housing.

Convince husband of responsible dog ownership potential.

3RD STEP
Find the right dog: old, lazy.

Labrador

WHERE I WAS
EPIC WIN !!!!!!
Your Definition of Success

WHERE YOU ARE NOW

1ST STEP

2ND STEP

3RD STEP

END GOAL
EPIC WIN
You need a GAME plan
Goals
Audience
Message
Engagement
GAME plan: Goals
Your intended outcomes should be

- Strategic
- Measurable
- Attainable
- Relevant
- Time-bound

Focused outcomes: the key to strategy
By 12/31/12, plant 500 blight-resistant sugar pine seedlings on five acres of U.S. Forest Service land northeast of Truckee near Lake Tahoe.
GAME PLAN

SMART Goal

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GAME plan: Audience
GAME plan: Audience
Bringing together environmentalists, boaters, and anglers to save the Yuba, Bear, and American Rivers and Western Placer Creeks for future generations.
Target Audiences

Who needs to hear your message?

- Who can be moved to action?
- Who has the power to help?

Be specific

- “The public” is not an audience.
GAME PLAN

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Know Your Audiences

What do they care about?

What are their obstacles to engagement?

Who do they trust?
GAME plan: Message
Talk about what people care about
Perception Trumps Reality
Values Trump Features
Emotion Trumps Logic

BELIEVE IN SOMETHING BIGGER.

ADOPT A HIGHWAY. ALL OF IT.

HOST EARTH DAY.

LA DOESN’T HAVE A FOOTBALL TEAM. FIX THAT.
Positive Beats Negative

Musicians have joined the fight to save lives! Personalize a musician's "Happy Birthday" video and send to a friend.

Select a musician
Jennifer Hudson

create ecard >

Help Us Fight for More Birthdays
Brevity Trumps Precision

Rosa Parks, 1913-2005
Messengers Can Trump the Message

RECORD YOUR VOICE FOR LOVED ONES WHILE YOU STILL CAN.

Terrie, Age 52
North Carolina

Smoking causes immediate damage to your body. For Terrie, it gave her throat cancer. You can quit. For free help, call 1-800-QUIT-NOW.

#CDCTips
Vibrant Language Trumps Jargon

“A transit-oriented development (TOD) is a mixed-use residential or commercial area designed to maximize access to public transport, and often incorporates features to encourage transit ridership.”

How foundations garble their message and lose their audience
bad words for good

Tony Proscio
“The difference between the right word and the almost-right word is really a large matter. ‘Tis the difference between the lightning bug and the lightning.”

- Mark Twain
The Message Wheel
“What?”

“So what?”

“Now what?”

“Yeah, but…”
Senior security

“We should provide home options for Novato’s seniors so they are not forced to leave their nearby families and the town they call home when they go on a fixed income.”

Patsy White, Novato Citizen of the Year 2008
We all want to continue to live in a vibrant, neighborly town that welcomes retirees and young families, small businesses, and has less traffic.

Reasonably-priced housing options help our community and preserve our hometown character.

Novato can maintain the hometown character we all love.

Sign the Pledge to Stand Up for a Neighborly Novato.
Goal:
Defeat proposal to amend Sierra County’s General Plan to allow a single family residence on practically every legal parcel in the County.
Our rural Sierra experience rests on the balance between economic growth, community connections and preservation of our open, scenic landscapes.

At a time when the County must increase taxes or cut services, we can’t afford to upset the balance that makes our home special.

Property rights must be balanced with our county’s economic realities and the public good.

Decline to sign the petition.
“What?”

“Yeah, but…”

“So what?”

“YOUR TURN”

“Now what?”

“Yeah, but…”
Be ready to respond to naysayers
Microsoft on Microsoft

Microsoft on Apple

Apple on Microsoft

Apple on Apple

Forward thinking for the colorful
Microsoft on Microsoft

A better way to work and play:
one experience for
everything in your life

Apple on Microsoft

Microsoft on Apple

Apple on Apple

Forward thinking for the
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Microsoft on Microsoft

A better way to work and play:
one experience for
everything in your life

Apple on Microsoft

Microsoft on Apple

Meet the new Windows

Apple on Apple

Forward thinking for the
colorful
GAME plan: Engagement
Earned Media
"Vision' mapped for the future

Friday, October 28, 2011

By Kolinv Kosmicki

Community Vision San Benito's first summit kicked off Wednesday and focused the participants' attention - about 100 people were at St. Benedict Hall for the morning's activities - on the idea of learning to be open-minded to others' views.

Two facilitators hired by Community Vision San Benito, an organization sponsored by Community Foundation for San Benito County, led the first of three days planned for the summit. Those two facilitators are Diane Seehawer and Bob Chadwick.

The goal of the summit, according to organizers, is to "refine a unique and relevant vision for San Benito County and identify our community's priorities for the future - as stated by residents."

Seehawer noted that the activities on the first day would involve building the "capacity" for honest conversation. Then they would work on resolving conflicts and discussing important issues the following two days to come away with a broader plan for the community on varying issues.

The summit was scheduled for 8 a.m. to 4 p.m. daily through Friday at the church hall, located at 1200 Fairview Road, and it was open to the public.

Chadwick took a few minutes Wednesday to introduce the participants, who were seated in small groups around the room, to some of Wednesday morning's activities - a greeting circle.

He explained that four people can see varying views when perceiving what's in a room.

"The fact is, there are four walls," he said. "Each of you sees a different wall. When you describe.
Social Media
Garry Pritchard
September 5

Life well above Paradise!...and Mountain Meadows Conservancy is working to keep it that way.
Paid Media
American River Rafting | California Whitewater Rafting | Sacramento... www.arraflling.com/
American River rafting and California river rafting with American River Recreation, California’s premier white water rafting outfitter with over 30 years experience ...
2 Google reviews - Write a review

0400 California 49, Lotus, CA 95651
(530) 622-6802
South Fork American - Trip Prices

American River Recreation - Lotus, CA - Yelp
www.yelp.com | Active Life | Rafting/Kayaking
4½ stars | Rating: 5 - 42 reviews
42 Reviews of American River Recreation... the guides were friendly and safety conscious for...

River Recreation Area - Bureau of Land Management
Apr 30, 2013 - Beginning in the high country of Yosemite National Park, the Merced River makes a headline rush through steeply-carved canyons. roasted ...

American River Recreation

Address: 6400 California 49, Lotus, CA 95651
Phone: (530) 622-6802
Hours: Tuesday 9:00 am – 5:00 pm - See all

Reviews
2 Google reviews

Paid Placement
What is Google Ad Grants?

Google Ad Grants is the nonprofit edition of AdWords, Google's online advertising tool. Google Ad Grants empowers nonprofit organizations, through $10,000 per month in in-kind AdWords advertising, to promote their missions and initiatives on Google.com.

Click on our video to learn more.
Everything but Media
Because mass transportation is a human right.
# GAME PLAN

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Goals
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What are your ideas?