



Developing a Powerful Communications Plan

Presenters:

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Situation Analysis:

People are bombarded with information daily. It is critical to have clear and concise messages so audiences will listen and respond. Words are important and reviews/stories from others that show reality convince people to act.

COVID-19 has completely changed the workplace climate. This has greatly affected the way we communicate.

Metrics & Analytics:

Email Stats: Email is the primary method of communication for remote workers, followed by instant messaging and video chat.

- Around 306.4 billion emails are sent and received worldwide, every day...
- Only about a third (34.1%) of emails in North America are actually opened...
- More than one half of emails are opened on a mobile device
- Only about 38% of the average inbox contains emails that are relevant or important It's no surprise, then, that 60.8% of employees ignore emails at work
- However, email is still preferred as the primary method of communication for 74% of adults

Source: [Communication in the Workplace: Amazing Statistics for 2021 \(expertmarket.com\)](#)

Communication Plan Goals

- Practical applications to develop communications plan leveraging multiple methods (mail, e-mail, social media, website, text, etc.)
- Share best practices on reaching the target audience where they are.
- Review top communication challenges at camp and identify solutions.

Resources:

- 1) [Presenter Slides](#)
- 2) Presentation Video Recording: <https://vimeo.com/684355873>



- 3) YouTube 15 minutes video [How to Become a Communication Ninja](#). This will provide background to help shift the way we think about messaging and positioning. Presented by Story Brand (storybrand.com)

Top 8 Communication Challenges with Suggested Solutions:

- 1. How do you communicate your funding needs beyond the cost of camperships?**
 - Distinguish your camp from other diabetes organizations (ADA, JDRF, etc.) so supporters know that you are your own 501C
 - Have a clear mission statement
 - Create fundraising campaigns
 - Be transparent and specific when listing your overall costs (i.e. buildings, staff, etc. to keep camp running)
 - Provide specific value that funding organizations/grants are looking to support in addition to campership
- 2. How do you address families who have issues with vaccine mandates and how do you keep them involved? How do you succinctly communicate your camp's strategies regarding COVID plans/protocols, without inviting destructive conversation?**
 - Tell families why you have the policy in place
 - Emphasize the importance of safety of all the children and staff, including those with additional medical needs
 - Offer alternative programs (i.e. a day camp) that may have different requirements
 - Be bold, tell why and tell often
- 3. What do you do to make sure counselors are sharing information/issues right away during camp?**
 - Camp culture – be upfront on expectations for staff before camp starts
 - Camp culture – open door policy
 - Counselor meetings daily with medical teams
 - Mentorship during camps to address any staff issues/concerns
 - “3 up / 3 down” or “thorns and roses” – learn what is working well and not so well during daily sessions at camp vs. waiting to survey at the end; this can solve problems quicker
- 4. How do you ensure that parents/campers read FAQs?**
 - Make sure location of FAQ's is visible (top of registration)
 - Make sure FAQ is not too long and is organized so things are easy to find
 - Attach FAQ to e-mail once registered – intentionally send FAQ a second time
 - If there are changes from previous year, call out separately, so returning campers know to read it
- 5. There is so much information to share for each program, how can you be clear and concise and still have them read it all? (Balance of information going to parents: some say too much, some say not enough.)**
 - Keep e-mails short, concise and specific to each program
 - Attach documents or include links to learn more about topics of interest to them
 - Schedule town halls via Zoom before registration opens up to answer parents' questions



- Create pre-camp activities (fundraising walks, bowling, picnics, etc.) that present opportunities for potential new camper families to talk directly to other families in person.
- 6. E-mails not being opened or going to spam**
- Use multiple methods of communication
 - Use automated voice mail
 - Use text messages
- 7. What is the most effective communication tool with staff?**
Staff are sometimes non-responsive and don't read all the details.
Best way to reach high school, college and young adult staff?
(how do you know what are the best channels to use?)
- E-Mail (better in adults)
 - Facebook (better in adults)
 - Instagram (better in high school, college)
 - Tik Tok (better in high school, college)
 - Text to cell phone (best in all groups when available)
 - Others
- 8. Not getting time-sensitive information back in time without message overload and bugging them?**
- Make it a requirement to respond: critical pieces may be required at time of registration in order to move on
 - Offer a small financial incentive to respond on time: early bird discount on fees, or late fee if response is not received on time
 - Create an activity or reward around gathering time-sensitive information