

# How To Establish a Communications Strategy That Drives Results

**Nonprofit Communications & Technology Conference**

March 7 | 11:15 a.m. – 12:15 p.m.



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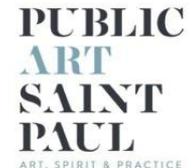
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- Bellmont Partners is a results-focused, Twin Cities public relations and communications agency founded in 1996.
- Through our work with numerous nonprofit organizations, Bellmont Partners has significant experience developing campaigns that capture attention and spark action with a variety of audiences and stakeholders.
- The Bellmont Gives Back initiative provides our staff with the time and resources necessary to support the community organizations and causes that are important to us.

# CURRENT & FORMER CLIENTS





- The Twin Cities' largest community-based provider of mental health services.
- Whether it's addressing chronic mental illness, providing crisis intervention or eliminating external barriers – such as identifying stable housing or treating chemical dependency – People Incorporated is dedicated to improving access to mental health and wellness services.



## AGENDA

- Audience Mapping
- Determine Meaningful Goals & Objectives
- Creating a Messaging Framework
- Metrics & Tools



**AUDIENCE  
MAPPING**

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# KEY AUDIENCE MAP





## PRIORITY AUDIENCES

### AWARENESS

People who do not yet know they have a connection to mental health

### EDUCATION

People who have a connection to mental health

**Millennials**  
who support social and economic causes

**Parents**  
in the K-12 public school system

**School districts**

**Health care referrers**  
(ERs and clinics)

**Universities**  
training prospective employees

## SECONDARY AUDIENCES

People experiencing mental health issues and their loved ones

Current People Incorporated clients

Donors

Large Companies

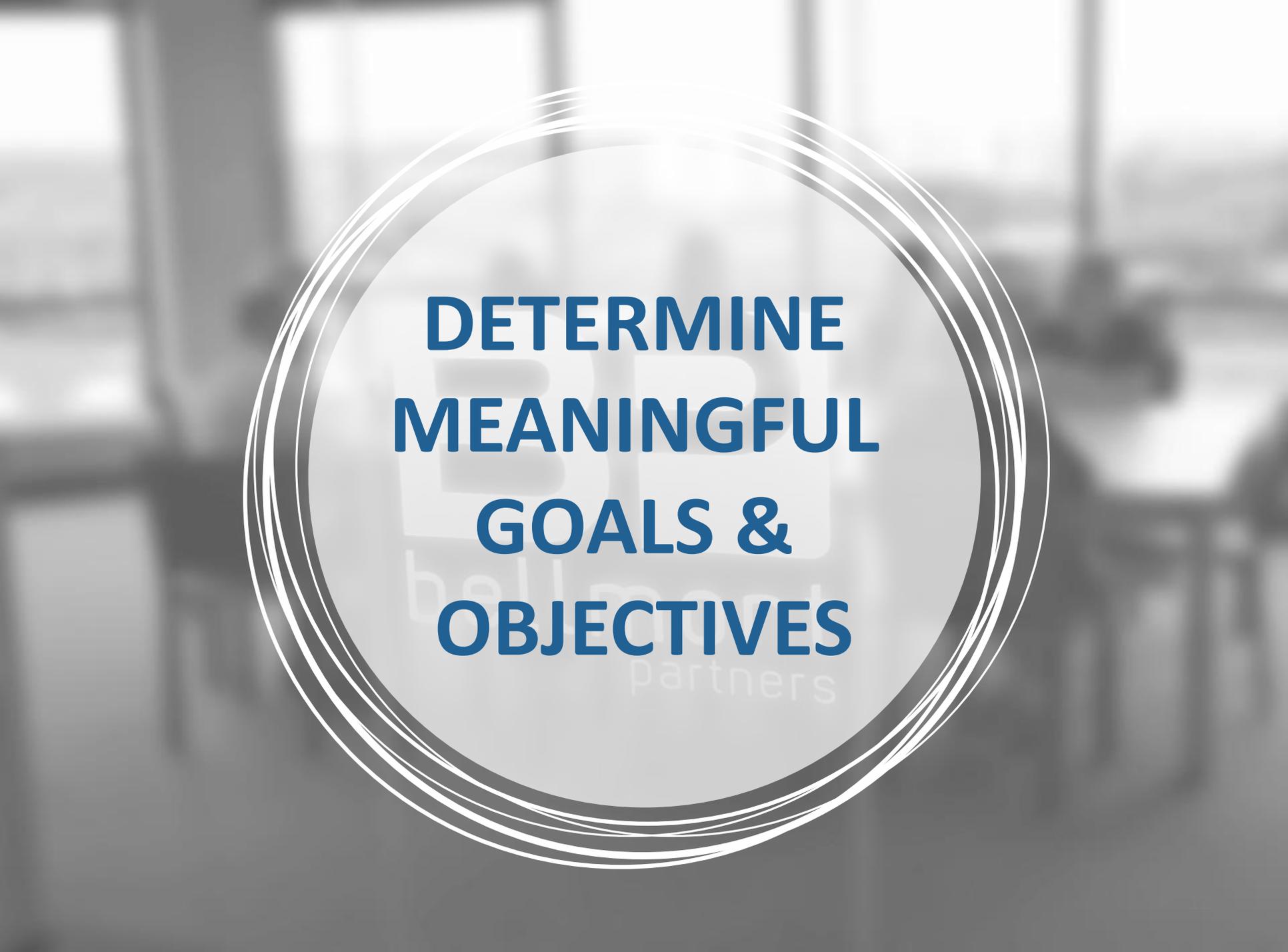
Large Foundations

Law Enforcement

First Responders

# KEY AUDIENCE MAP

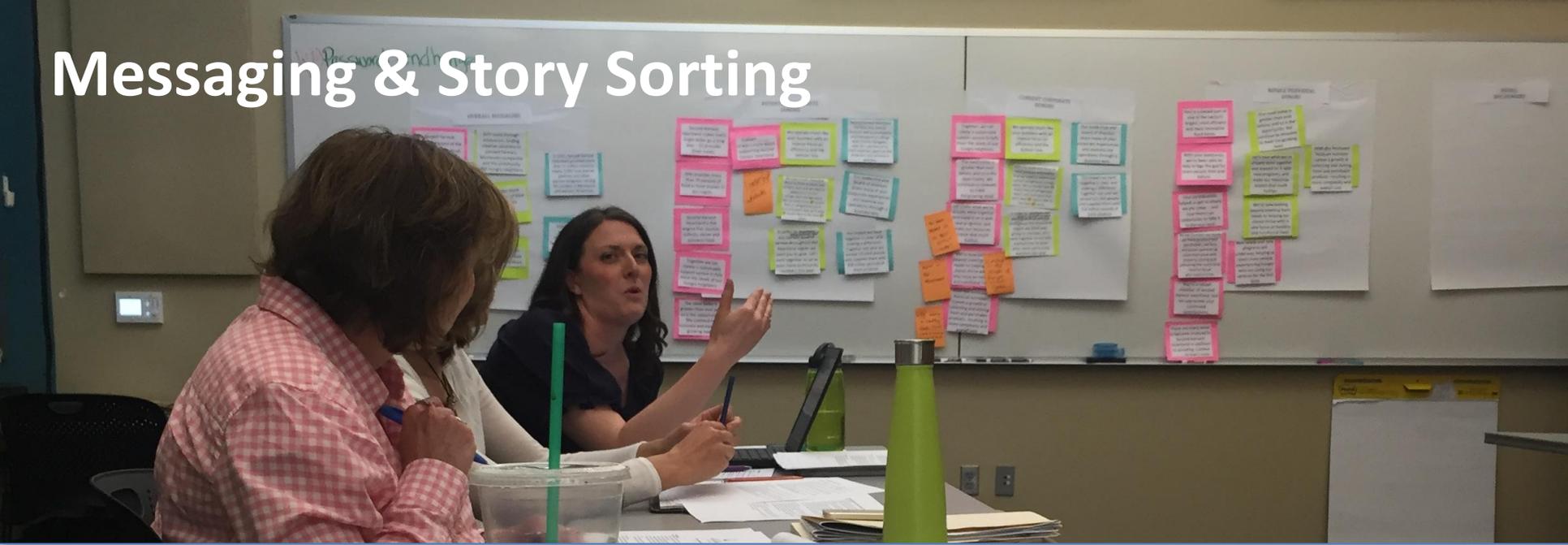




**DETERMINE  
MEANINGFUL  
GOALS &  
OBJECTIVES**

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# Messaging & Story Sorting



- Next step after identifying primary audiences for initiatives, honing in on values, behaviors and attitudes and how those intersect with an organization's goals
- Lead interactive "Story Sorting" sessions with leaders and stakeholders to brainstorm messages, stories and calls to action that will resonate with key audiences
- Leads to the development of a messaging playbook, which serves as a guide for all partners and internal personnel who are creating materials or communicating various aspects of a campaign or initiative



## SAMPLE QUESTIONS

- ⦿ What about ORGANIZATION has made you the most proud in the past year?
- ⦿ What client/stakeholder stories stick with you? Which ones best exemplify our mission?
- ⦿ What is your hope for ORGANIZATION for the next year? Five years? 25 years?
- ⦿ What stories should ORGANIZATION be telling?
- ⦿ What key words or phrases are your go-tos when talking about ORGANIZATION?
- ⦿ What are our greatest strengths? Challenges?



**CREATING A  
MESSAGING  
FRAMEWORK**

settlement  
partners

Second Harvest Heartland Messaging Playbook  
 Revised 6/3/16  
**CONFIDENTIAL – FOR INTERNAL REVIEW ONLY**



Overall Messaging		
PRIMARY MESSAGES	SECONDARY MESSAGES	TERTIARY MESSAGES
<p>Who are we</p> <p>What we do</p> <p>Why we do it</p> <p>How we work</p> <p>How we're moving forward (future of Second Harvest Heartland)</p>		

Minnesota Firefighter Initiative: Gearing Up for Health  
Messaging Playbook – Finalized 2-9-17  
**FOR INTERNAL USE ONLY**



## **OVERALL MINNESOTA FIREFIGHTER INITIATIVE MESSAGES**

### **PRIMARY MESSAGES**

**Who we are:**

**What we do:**

**Why we do it:**

The following is a comprehensive set of key messages for People Incorporated, designed to provide big-picture themes, as well as awareness and educational messaging for the general public audience and sub-audiences including Millennials, parents in the K-12 public school system, school districts, health care referrers and universities.

This messaging playbook is meant to be a guide and reference for external communications, whether they originate with the communications specialist or in other areas of the organization. We encourage you to share this playbook with whoever is creating materials for external purposes, especially assets that are directed at these key audiences, in order to foster alignment in how People Incorporated is promoted and talked about externally. While the individual messages may be used verbatim, you can adapt them depending on the goal of the materials you're developing, the intended audience, the format of the asset and more.

#### Overarching Themes

Everyone has mental health, but not everyone has access to the mental health care they need; People Incorporated is making integrated mental health services accessible to all.

People Incorporated is the Twin Cities' leader in integrated mental health services.

People Incorporated provides a person-centered, holistic approach to treating mental illness and other challenges.

#### Primary Messaging - General Public Audience

- People Incorporated is the Twin Cities' largest community-based provider of mental health services.
- People Incorporated helps the most vulnerable members of our community find hope through integrated mental health care.
- People Incorporated is a vital link in the health care system.
- People Incorporated is unique in its holistic approach.
  - Its leadership and staff recognize that mental health affects—and is affected by—many other aspects of life, from housing to physical health to financial well-being, and they design their programs as a system of care rather than isolated services.
- People Incorporated provides a full range of therapeutic inpatient and outpatient services for people with the greatest need.
- People Incorporated has a long history as a Twin Cities nonprofit organization and is vital to the community.
  - Its leadership takes this responsibility seriously, always innovating new ways to be a stable, well-run, fiscally responsible presence in an increasingly complex and changing health care environment.

- Overarching themes
- Primary, secondary and tertiary messaging
- Segmented by audience



**METRICS  
& TOOLS**

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## MONITORING & EVALUATION

Bellmont Partners works with clients to set benchmark goals and standards for measurement and evaluation, including:



Delivering and evaluating project measurement clip reports, as well as individual media clips as they are published



Monitoring media mentions and industry trends through Critical Mention and Cision



Integrating our PR outcomes with the overall marketing program's metrics, ensuring alignment in evaluation

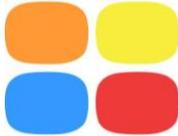


Connecting the dots between PR and marketing activities and results by leveraging data and qualitative evidence



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**H|A|R|O**

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**THANK YOU**

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