

Campaign communications at the College level: navigating without a compass, then getting back to basics

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The Campaign: selling a building that's already built

- Not a compelling case
- Pre-existing connection to previous owners
- No visible, tangible result to contribution
- Making a difference, without seeing it
- Mid-way change of course:
- Support students in Markham



Approach

- Wide net cast: alumni, staff, businesses, community-at-large
- Support our building, er, students
- Timing: when in the campaign do you engage the community?



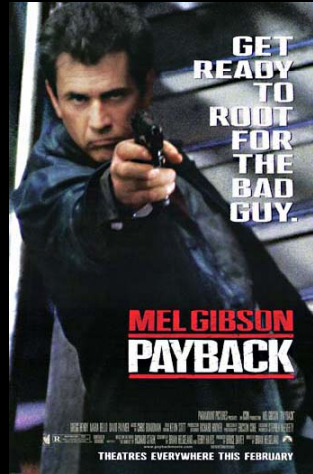
Communication goals

- Writing for the sake of writing, "looking busy"
- Conveyance of your message to a target audience
- Key questions:
 - What do you want the outcome of the message to be ?
 - Who are you trying to reach?



The big payback: PAIBOC

- Purposes
- Audience
- Information
- Benefits
- Objections
- Context



Purpose

- Why are you writing?
- What constitutes success?
- Fund raising?
- Profile raising?
- Who, what are we supporting?
- What do we want the receivers of our message to do?



Audience: Who is it?

- Initial Audience – Who inspires the message
- Primary audience – Who acts on your message
- Secondary audience – Who edits your message
- Gatekeeper – Who can control your message
- Watchdog – Who comments on your message



Role of the audience

- To perceive you, to judge you!
- To interpret every aspect of your message:
 - words, tone, format, images, medium, font
- Judgment factors: age, gender, culture, intelligence, unique experiences, relationship with your institution



Why analyze your audience?

- Fundamental to the success of a message
- Captivate your listeners
- Hold attention
- Motivate
- Crucial to understand goals, interests
- and needs



Audience Analysis

- What is its previous knowledge about your topic? Is it relevant to them?
- Demographics: age, gender, education, income, class, geography, children
- Attitudes, values, belief
- Personality
- Past behaviour



How does analysis make you a better communicator?

- Helps to plan strategy
- Presentation organization
- Style
- Design of document
- Visual choices
- Focus on gatekeepers and decision makers



(Organizational) Culture

- Remember who you are, and who you are not
- Values, attitudes, philosophy
- Revealed through myths, stories, heroes
- Allocation of space, money, power
- How do you communicate this?



Information: who controls it?

- What story do you tell?
- What images do you use?
- Who is your key advocate?
- Balancing internal priorities without sinking
- Gate keeping: Who writes edits, designs?

CITIZEN KANE



Benefits

- What will a gift change (for the better)?
- Who will thrive?
- Where will the effects be felt?
- Make it more than bricks and mortar



Objections

- Why you? Why me?
- Why now – Timing is everything
- Look at that beautiful building
- Who else is involved? Are you associated with winners?



Context: How do you spread the word?

- Letters, we get letters
- Paper
- Traditional length
- E-mail, dangling on the edge of spam
- Best piece – unaddressed ad mail, ironically
- Where do you spend your money?



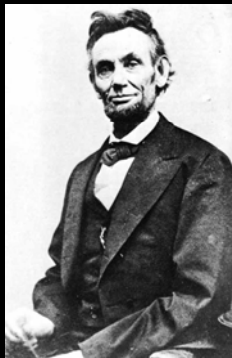
Lessons learned

- Results: unclear, not discussed
- Honest post mortem
- Were the costs worth the results?
- Refine your objectives, audience information
- Communicate messages and goals within your means
- Be realistic



Communications

- Be honest with your audience and yourselves
- Keep focused on what matters most: your students
- Strive for consensus internally, and it starts at the top



Thank you

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