

## **“POWER UP YOUR COMMUNICATIONS” HANDOUT**

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### **GETTING THE WORD OUT TO MEMBERS**

#### **Decide on your top goals**

- They might be growing membership, better speakers, new involvement opps, positive media stories, new website, a fundraiser, better messaging/tool kit.
- Consider having a signature fundraiser every year that your club can be identified with in the community.

#### **Create a communications plan**

- Determine who is most qualified to be chair. Could be one person or a team.
- Develop a calendar with timelines and specifics of what you want to accomplish.
- Decide if you need a budget for web design, events, ads, etc.
- Besides members, who else do you want to reach? Make a list of targeted groups.

#### **Decide which mediums work best to inform and educate**

- Most clubs use email, a newsletter and website, but you might want to add social media, group texts, news releases, videos, brochures, advertising.
- Be sure and use the required disclaimers, available at [ghcfrwpac.org](http://ghcfrwpac.org) under “Forms.”

#### **How often should you communicate?**

- The simple answer is – whenever you have something important or timely to share.
- Don't overdo it though! 1-2x week max.
- Make sure your email subject line is specific to the message (not just “Club News”).
- Include a “call to action” if something needs to be communicated urgently, such as requests from the governor, your representative, Greater Houston Council or TFRW president, etc.
- Include hotlinks to websites mentioned to make it easy to get more information.

### **GETTING THE WORD OUT TO THE MEDIA**

#### **Start developing relationships with local reporters NOW**

- Research which clubs/organizations/events are getting media coverage.
- Find out which reporters/editors cover your area and contact them.
- Include large and small outlets, including local newspapers, TV/radio and online sites.
- Offer to come by their office or meet up for coffee to introduce yourself.

#### **Develop events the media will find newsworthy**

- They like access to influential and prominent people.
- Choose a cause that's trending, important in your community, or is an unmet need.
- Join with other clubs/groups to make your event bigger to attract influential speakers.
- Take photos/video of your event to share afterwards with media not in attendance.

#### **Interview tips**

- Choose a spokesperson who can represent your club with confidence and poise.
- What would you like the headline to be? This will help focus your talking points.
- Memorize the 3 most important talking points. Make sure you say them!
- Use transition phrases if the reporter gets off track, such as, “What people may not know about us is...” or “What's important for people to know is...”
- If the reporter asks something you don't know, simply say you'll get back to them.
- At the end of an interview, reporters often ask if there's anything you'd like to add. Use this time to get your key message point across.

## **CREATE MESSAGES AND TALKING POINTS THAT RESONATE**

### **Keep it simple - yet powerful**

- Use short, direct wording tied to important issues
  - This is the most important election of our lifetime because so much is at stake.
  - When you vote, every Republican on the ballot wins.
  - Women and minorities are enjoying record low unemployment and a booming economy thanks to this administration.
  - We are facing a huge choice this November – do we want liberty or socialism?
- Back up your messages with facts and stats.
- Tie messages in to national party messaging whenever possible.
- Make an emotional connection with a story or anecdote to personalize it.

### **Tailor your messages for the most impact**

- Each person you talk to has their own concerns/thoughts about issues. Ask questions to find out what those are.
- Create a database of messaging & outside links for your club so members have resources for accurate and timely information.

### **One key thing to add to your messages - Benefits!**

- Turn “We raised \$10,000 last year” into “We raised \$10,000 last year that helped 100 families after the flood.”

## **HOW TO TALK TO PEOPLE ABOUT MEMBERSHIP/VOTING REPUBLICAN**

### **Find out what motivates people**

- Two groups - People you know/People you don't know.
- Many people are looking for ways to be involved. They just need to know how. You can help!

### **Starting the conversation**

- People you know
  - Mention you're excited about what you're doing to support a candidate, register voters, speakers you've recently heard, upcoming events, etc.
  - Share how, through your club, you meet like-minded people, elected officials and candidates, and learn about important issues and opportunities to be involved.
- People you don't know
  - Ask “What do you think are the most important issues facing our country/city right now?”
  - Try to find common ground on a topic – and keep it conversational.
  - Use icebreakers such as “Are you generally pleased with the way things are going since the last election?”

### **Transitions to keep the conversation flowing**

- “Is there one issue in particular that will bring you to the polls this year?”
- “Are you looking for ways to be more involved, or a club to join?”
- “I'm really motivated about getting involved in this year's election because...”

### **Finishing on a positive note**

- Invite them to the next meeting.
- Exchange business cards so you can stay in touch.
- Ask them to follow/like your club on social media.
- Offer to send your newsletter and/or links to HCRP, TFRW, Heritage Action, PragerU, True the Vote, etc.