

EFFECTIVE COMMUNICATION FOR CAMPS.

Communication is at the core of camp. From staff to campers, parents to managers, and fundraising campaigns to the public, it's not just **what** we say but **how** we say it and **whom** we say it to.

Fundamentally, effective communication is a never-ending circle of **action**.

There are **five integral and interconnected elements** to effective communication. Use the following diagram and proceeding questions to ensure your next piece of communication results in action!



**JOCELYN WAGNER
COMMUNICATIONS**

Branding | Strategy | Content | Education

EFFECTIVE COMMUNICATION

WHAT

page 3
MESSAGE

- Call To Action

**S
W
O
T**

SENDER
page 4

HOW

- Content
- Channel
- Placement
- Timing

METHOD
page 5

RECEIVER.
page 6-7

WHO

- Needs
- Motivations
- Interests

**S
M
A
R
T**

FEEDBACK
page 8

MESSAGE

What is the **nature** of this message?

Consider briefly the context or big picture.

Why is this information **important**?

Give compelling evidence: Fact, anecdote, story, or emotion.

How is it **memorable**?

Make the message sing (and stick).

Most importantly, **what is the call to action (CTA)?**

Make it a bit of a challenge but still within reach.



SENDER

The sender is you, your department or your camp.

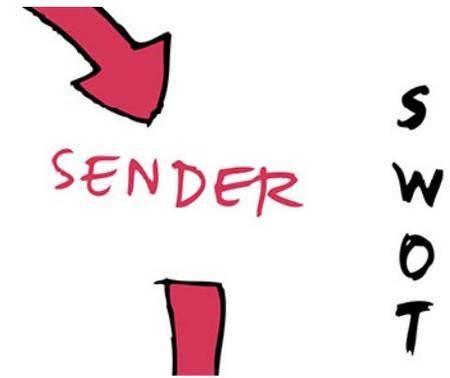
The sender works within their realistic abilities, including available resources (i.e. time and money).

Strengths: What communication are you good at? What people, tools and connections do you utilize well already?

Weaknesses: What can you improve on? What people, tools, connections could you seek out for help?

Opportunities: What conditions (trends, gaps, outlooks) can you take advantage of?

Threats: Which conditions or situations (changes in consumer behaviour, modifications in policy, etc.) should you avoid?



**JOCELYN WAGNER
COMMUNICATIONS**

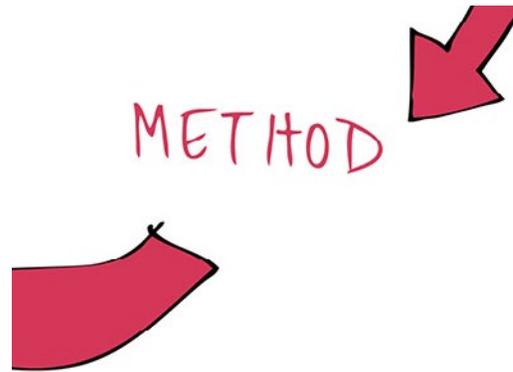
Branding | Strategy | Content | Education

METHOD

Where, when and how will:

- Your audiences best receive this message?
- You best deliver this message?
- You and the receiver best connect and exchange information?

Which method is the best match of the sender's resources (time and money) and the receiver's needs, motivations and interests?



HOW

- Content
- Channel
- Placement
- Timing

Monologue: Non-personal methods for one-way information delivery

- Paid advertising
- Printed poster
- HTML e-newsletter
- Broadcasted radio interview
- Interior design of a dining hall
- Coupons and contests
- Written testimonials displayed on website
- Press releases
- Snail mail postcard

Dialogue: Personal methods for two-way information exchange

- Online Q&A forum
- Face-to-face chat over coffee
- Facebook comments and responses
- Live workshop
- Telephone conversation
- Personalized email
- Pizza party
- In-person speech or presentation



**JOCELYN WAGNER
COMMUNICATIONS**

Branding | Strategy | Content | Education

RECEIVER

The receiver is the specific audience you wish to take action.

To understand your receiver, ask yourself:

What are their **needs**? What are the key issues/problems/concerns keeping them awake at night? Where are they seeking assistance to help solve their problem?

What are their **motivations**? What are their beliefs? What values do they hold dear? What is important to them in their life and work?

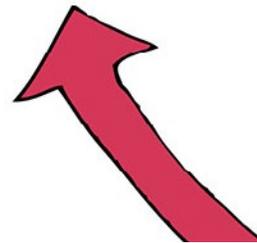
What are their **interests** within the above context?

If you deal with a variety of receivers, what characteristics differentiates them from each other? **See the next page for a list of characteristics.**

WHO

- Needs
- Motivations
- Interests

RECEIVER.



**JOCELYN WAGNER
COMMUNICATIONS**

Branding | Strategy | Content | Education

RECEIVER

(continued)

If you deal with a variety of receivers, what characteristics differentiate them from each other?

(Note: Not all of these will apply to your situation.)

Demographics: Are they male or female? What age group? What socio-economic or ethnic group do they belong? What is their religious preference? What levels of education have they completed? What is their marital status? Do they have children?

Psychographics: What are their lifestyle preferences? What kind of hobbies do they have? How do they spend their free time? Do they tend to be conservative or liberal in their lifestyle and political beliefs? Are they generally introverted or extroverted?

Finances: How much do they make in a year? Can they easily afford your product or service? On what do they regularly spend money?

Industry/Profession: What types of occupations do they hold? Are they part of a particular industry or profession? To what groups and associations (real and virtual, personal and professional) do they belong? Is there a list of them that might exist somewhere?

Location: Where do they hang out in real time -- at church, the local coffee shop, the hardware store, civic groups or professional association meetings? What about online in discussion groups, blogs, forums, online networking sites? Do they attend conferences or trade shows regularly? Can you open the yellow pages of your phone book and find several listings that would encompass your target market?

Information gathering preferences: What magazines, newspapers, e-newsletters, blogs, and professional trade publications do they read? What television programs do they regularly watch? What kind of movies do they see? What kind of online videos do they view?

Connections: With whom do they do business on a regular basis? Where do they network online and offline? Who are their “natural referral partners”, or other businesses who cater to the same target market but offer a different service? Whom do they trust and respect?

Communication: How do they prefer to interact -- in person, by email, by webconferencing? Are there buzzwords or industry-specific terms that they use frequently? What gets their attention?



**JOCELYN WAGNER
COMMUNICATIONS**

Branding | Strategy | Content | Education

FEEDBACK

Test and measure your message!

- How did the receiver react or respond?
- Did they take the action you hoped?
- Did they receive the message in the place, space and method you anticipated?
- Were there any questions or uncertainties from the receiver?
- How authentic and accurate was the response?
- Did they remember it?



A useful mnemonic method for testing and measuring messages is SMART:

Specific: Did your message clearly and without ambiguity address the five W's? E.g. What action did you want who to take where, when and why?

Measurable: What concrete information can you use to measure progress toward the attainment of your goal? How many messages did you send to how many recipients and how many took the action you asked for? At what point will you know you've accomplished your goal?

Attainable: Was your Call To Action realistic and within your specific audience's means? Was your method realistic for you to deliver? Are you using your strengths (rather than weaknesses) or the strengths of others to reach your goal?

Relevant: Was your Call To Action meaningful to your specific audience's reality? Was your method based on existing knowledge or a context already familiar to you? Was the CTA and method worthwhile?

Timely: Did you establish a target date, a commitment to achieving your goal by a certain deadline? This prevents your CTA from being forgotten or lost amongst other day-to-day demands. Timely communication establishes a sense of urgency.



**JOCELYN WAGNER
COMMUNICATIONS**

Branding | Strategy | Content | Education

QUESTIONS? PLEASE CONTACT ME.

Jocelyn Wagner

Communications Consultant, Project Manager & Idea Coach

C: 778-988-4849

E: wagner.jocelyn@gmail.com

W: jocelynwagner.com

**COURAGEOUSLY TRANSLATING INTANGIBLE IDEAS
INTO COMPELLING, RELATABLE, ACTIONABLE MESSAGES
TO CREATE POSITIVE CHANGE.**



**JOCELYN WAGNER
COMMUNICATIONS**

Branding | Strategy | Content | Education