You’re not a ‘wing it’ person… so you’re in the right place.

Top 6 Principles To:

- Stay in touch
- Be valuable
- Reassure them

Key Takeaways

Today everyone is in the Communications Business.
The last few days have been extremely trying and chaotic for so many of us. Trying to help our clients during a pandemic is probably one of the greatest challenges we'll ever face.

I wanted to let you know how incredibly hard your association is working on your behalf and how we're continuing to advocate for homeownership...
Dues Renewal?

“We are continuing to work very hard to provide the services that mean the most to you today. That said, they may change through today and tomorrow.

If you are able, please renew your dues now. If you can’t, we’ll wait. But please do contact us to talk about it.”

Every Crisis Deserves a Plan

1. Show care
2. Plan

- Who you’re talking to
- What they need to know
- Why? The key message
- How you deliver on it

https://www.growthzone.com/blog/association-crisis-webpage/
1. Show care
2. Plan
3. Make some decisions

It's up to the leader to coordinate your communications.
1. Show care
2. Plan
3. Make some decisions
4. Own it

5. Key Messages

Partnering for what’s ahead.

Still advocating for you and your business

What solution can you deliver on right now?
1. Answer WHY
   • Here’s what we do.
     (FEATURE)
   • Here’s what you (member) can do because of what we do.
     (BENEFIT)

2. Keep It Short. And Simple.

As COVID-19, the disease caused by the novel coronavirus, continues to spread rapidly around the world and throughout the United States, concern for member health and safety, airline restrictions, and travel warnings are affecting association global operations and conferences, including ASAE’s.
3. Right size your communications.

- I’m going to scan
- You get 2 seconds to get my ‘attn’
- Make it easy
- Make it useful to me
- Don’t PR me right now.
To our customers, from CEO Gary Kelly:

I make you this personal commitment: That while things are changing rapidly around us, one thing will never change—keeping you at the HEART of all we do.

We have attention on five key areas to make sure today, and every day, we show our commitment to you.

- Protecting our Aircraft
- Adjust Your Travel Plans
- Extend your Travel Funds
- Qualifications for A-List
- Schedule Changes to current flights

Click any of the five items above to get information AND we'll be reaching out to you to give you status on your specific situation.

On behalf of Southwest Airlines, thank you for your loyalty, trust and understanding. Our hearts go out to all those impacted by this pandemic.

Get your plan on track.
Revise your plan (or)
Create a crisis plan from scratch.
Credible Communications in a Crisis

1. Show Care
   - Anticipate your audience's needs and emotions.
   - Use the right tone and language.
   - Be empathetic and understanding.

2. Plan
   - Develop your strategy:
     - What's the goal?
     - What facts support your message?
     - What problems does this solve?
     - What are the key messages?

3. Decide
   - Make a decision:
     - What's at stake?
     - What's the timeframe?
     - What are the next steps?
     - What are the tools you need?

4. Own It
   - Identify the key players:
     -Who's involved?
     -Who's responsible for what?
     -Who needs to be consulted?

5. Message
   - Determine your message:
     - What's the core message?
     - What's the supporting information?
     - What's the unique value proposition?

6. Basics
   - Check your communications:
     - Is the message clear?
     - Is it concise?
     - Is it compelling?

Plan & Execute

1. Measure
   - Evaluate your communications:
     - What's the impact?
     - What's the feedback?
     - What's the ROI?

2. Evaluate Success
   - Assess your results:
     - What went well?
     - What didn't go well?
     - What's the next step?

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GrowthZone, ChamberMaster