



Top 6 Principles To:

- Stay in touch
- Be valuable
- Reassure them

Key Takeaways



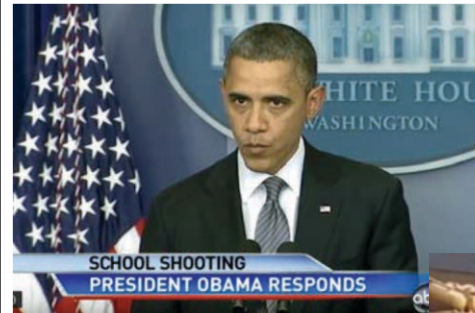
Today everyone is in the Communications Business.

- Their Questions...
- Their Worries...
- Their Vital Few...

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Show Care

(Be Genuine)

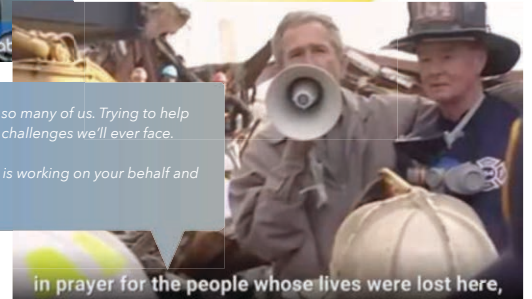


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Show Care

"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..."



BEFORE YOU WRITE

- What's the **goal**?
- Who's the **audience**?
- WIIFM? What's in it for them?
So what?
- What do you want them to **do**?

Vote by Mail

The June 2 Primary Election is Coming. To vote in this year's primary, you must [register](#) by May 12. If you are already registered but **would like to change your party affiliation, you must do so by April 8.** (In a primary election, a voter can vote only in the party of his or her choice.) **The last day to apply by mail for a vote-by-mail ballot is May 26.** You can apply in person for vote-by-mail ballots until June 1.

NAR COVID-19 Hotline: 800-874-6500

NAR has launched a hotline for REALTORS® to answer questions about your business and many of the federal programs which



Dues Renewal?

"We are continuing to work very hard to provide the services that mean the most to you. Build credibility with them today to reinforce that you play a role in what they may have been hurt financially by the current crisis. That said, they're going 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."



1. Show care
2. Plan

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



Every Crisis
Deserves a Plan

Crisis Message Matrix

Key Message: Support one another to address and overcome any challenge that faces us.

	What to say		
	Target Audience 1: Small Business with <100 Employees	Target Audience 2: Business <5 years old	Target Audience 3: Entrepreneurs <25 employees <2 years
Here's what they're thinking /worrying about by member group:			
What they need to know / Pressing Q's	Target Audience 1: Small Business with <100 Employees	Target Audience 2: Business <5 years old	Target Audience 3: Entrepreneurs <25 employees <2 years
1. Ongoing Business... - Taxes - Regulations - Unemployment			
2. What the new Gov't Stimulus means?			
3. What to say to employees?			

Crisis Message Matrix

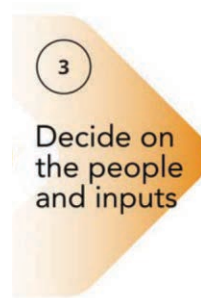
Key Message: Support one another to address and overcome any challenge that faces us.

	How to reach them		
	Email	Social	Website
Urgent Updates	<ul style="list-style-type: none"> • Localize state and national articles • Support with tangible solutions/recommendations 	<ul style="list-style-type: none"> • Facebook - announce or lead to website • Twitter - breaking news 	<ul style="list-style-type: none"> • Dedicated Landing Page • Home page announcements
In-depth articles			
Inspiration - Encouragement			

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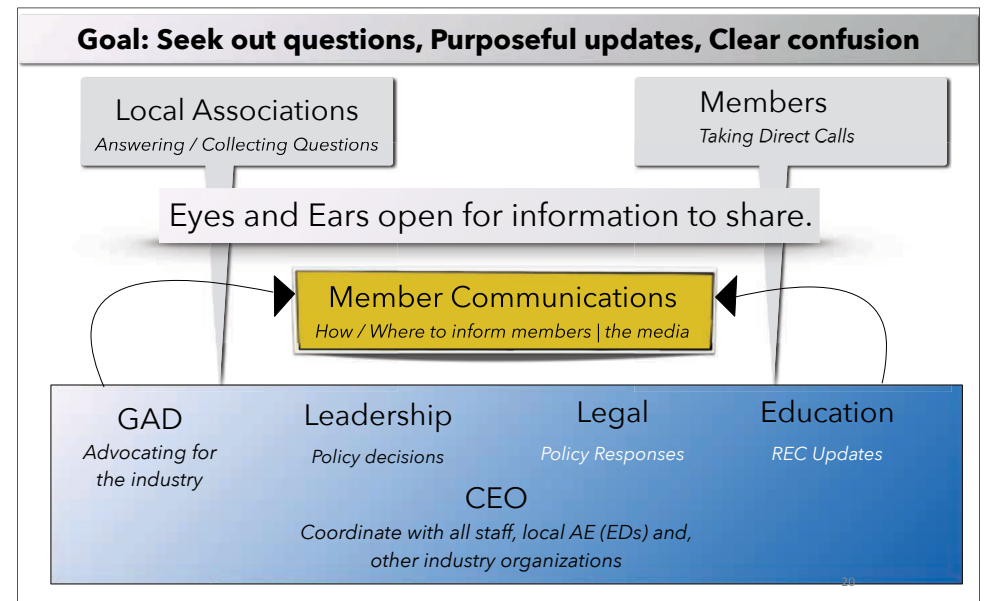
**STAY
CALM
AND
WASH YOUR
HANDS!**

1. Show care
2. Plan
3. Make some decisions



Leadership.

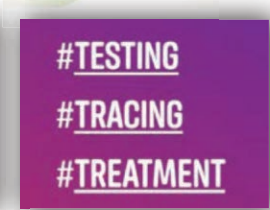
It's up to the leader to coordinate your communications.



1. Show care
2. Plan
3. Make some decisions
4. Own it



1. Show care
2. Plan
3. Make some decisions
4. Own it
5. Key Messages



Here for you.

Partnering
for what's
ahead.

Working
together to
overcome any
challenge that
faces us

Still
advocating
for you and
your business

What solution can you deliver on right now?

1. Show care
2. Plan
3. Make some decisions
4. Own it
5. Key Messages
6. Readability Matters



Keep it Simple



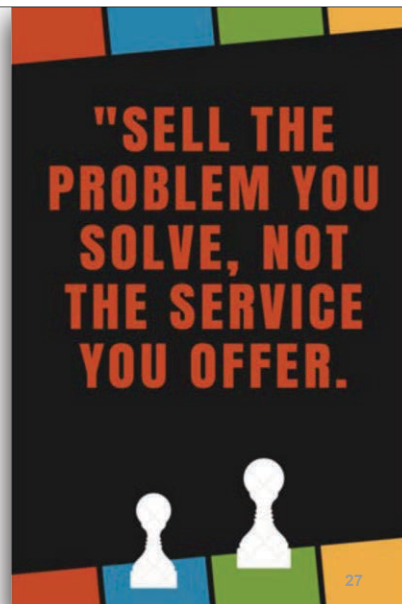
“

Most times we don't see
the world as it is,
we see it as we are.

ANNAIS NIN

1. Answer WHY

- Here's what **we** do.
(FEATURE)
- Here's what **you**
(member) **can do**
because of what we
do.
(BENEFIT)

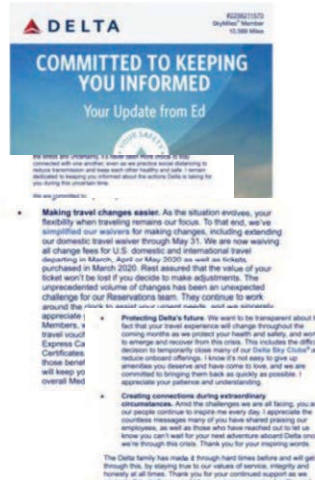


2. Keep It Short. And Simple.

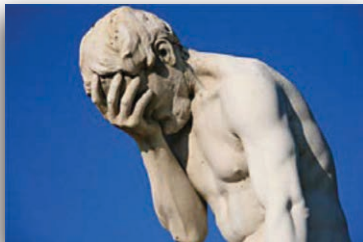
As COVID-19, the disease caused by the novel coronavirus, continues to spread rapidly around the world and throughout the United States, concern for member health and safety, airline restrictions, and travel warnings are affecting association global operations and conferences, including ASAE's.



3. Right size your communications.



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Alex Proimos



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- 📄 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.



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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.

Own it / show care

Key Message

Make some decisions

The Plan: Call to Action

Show care

Keep it short & easy to read.

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Get your plan on track.
Revise your plan (or)
Create a crisis plan from scratch.

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Credible Communications in a Crisis



nSight marketing

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nSightMarketing.com



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Discover how you are most relevant.
Create plans to accomplish your goals.
Communicate your value.

nSight marketing

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Get to the root of why members belong



GrowthZone | chambermaster
smarter association software