

CORONAVIRUS

COMMUNICATIONS CHECKLIST

Foundations

Think of these three things as the concrete at the base of the building; without them all of your communications will be less effective. They are internally-facing documents that guide the overall story you want to tell.

- ❑ **Your purpose statement: WHY do you do what you do?** Answer this question: *Why do you do what you do? What is it all for?*
If you get stuck, follow this [step-by-step guide](#) for figuring out your purpose.
- ❑ **Your mission statement: WHAT do you do?**
Answer this question: *What do you do? How would you describe your day-to-day offerings?*
Here's a [handy guide](#) for crafting an effective mission statement.
- ❑ **Your values: HOW do you do what you do?**
Answer this question: *What is distinct about how you do your daily work? What's unique about the style or methods of your organization?*
Here's more information on [articulating your values](#).
- ❑ **Your target audience: WHO do you serve?**
Get super clear and specific about the people you are here to work for and with. This can include demographics, priorities, interests and concerns. Think about what your ideal audiences share in common and write it down. If you're not sure, call the people you currently serve and ask them a bunch of questions, looking for commonalities between them.
Capture the most important information by completing [this worksheet](#).

Tool Box

These steps are about developing a set of materials that you can use over and over to create effective, consistent communications and stories.

❑ Your Rocket Scientist Mantra.

Write out why your service is *invaluable* at this time, and make decisions from this mindset. **Tip: Nonessential doesn't mean not important.**

Answer three easy questions to write your [Rocket Scientist Mantra](#).

❑ A one-paragraph response to COVID.

Succinctly summarize what is important to your organization at this time and how you are serving your audience in new ways. Post it on your website and social media, refer back to it when writing anything, from a tweet to a virtual commencement speech.

Click [here](#) for a sample one-paragraph response.

❑ Write a story.

Using the foundational pieces you have created already, write the short story of what your organization offers and why. The trick is you have to start with the why.

Follow this structure:

Because...{insert purpose}

Org X works in this way {insert a description of *how* you do your work}

By doing {insert mission}

[Here](#) is an example of how this works in action, compared to how most organizations communicate.



Ignition

❑ Integrate your tool box into your ongoing communications.

Use the language in your social media posts, emails and on your website. Always stay focused on *why* you do what you do. Start by updating the “About Us” descriptions on your social media pages and website. Next time you write something for your organization - a press release, email, or grant application - start with your updated messaging.

❑ Follow the Do's and Don'ts of storytelling amid COVID-19.

Don't stop asking. Do frame your ask around value. Don't run at the pool. Do make decisions with intention.

See the [full list of Do's and Don'ts](#).

❑ Try new things.

Digital advertising, video and personal storytelling are all hugely impactful tactics that you may not have tried before.

Here are [a few more ideas](#).

Visit javelina.co for a full list of free COVID-19 resources for organizations making change in our communities.

