MOBILIZE. Engage. Advocate. March to a Million.

No More Secrets: Getting the Right GEAR UP Message Out!

February 2020
Objectives
ENERGY
What if everyone knows what GEAR UP is?
Dream Catcher:
What’s your goal?
The ‘Why’
“People don’t buy what you do; they buy why you do it.”

--Simon Sinek
Asking Powerful Questions
5 Whys Worksheet

1. Why do we do what we do?

2.

3.

4.

5.

No need to list 5 different reasons; instead, go deep on 1 reason.
BREAK
The ‘Why #2’
Endless news cycle = Perpetual crisis
Message Development
Learn Your Audience

What makes them unique?

Why will they care?

What are the unique challenges they present?

Choose Methods

Digital:

Phone:

Print:

In Person:
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<th>COMMUNICATIONS TOPIC:</th>
<th>AUDIENCE:</th>
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<tr>
<th>MESSAGE</th>
<th>METHOD(S)</th>
<th>EXISTING RESOURCES</th>
<th>RESOURCES NEEDED</th>
<th>OWNER</th>
<th>KEY MILESTONES &amp; DEADLINES</th>
<th>MEASURES OF SUCCESS</th>
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Deploying your Communications Plan
Bringing it together
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Meghan Cave
Director of College Pathways & Communication
303.862.3007
meghan.cave@dhe.state.co.us
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Jeanine L’Ecuyer

L’Ecuyer communications

602.526.1335
jeaninelecuyer@gmail.com