EFFECTIVELY DRIVING THE URBAN FOREST AND DROUGHT MESSAGE
WHY OUTREACH FAILS
MISSING THE MARK

• Organizations skip the steps and start in the middle – or at the end of the comm process
• They “think” they know what people think or believe about they organization/topic
• They act as though everybody thinks/feels like them (true believers – forgetting that everybody might not be)
• Fails to look at or understand true motivating factors
WHO ARE WE?

- Define your organization/your issue/your goals
  - Who are we?
  - What do we really do/what are we trying to do?
  - What do we bring to the urban forest and drought issues?
  - How are we different from others in this issue?
  - Truly work to understand yourself – be honest, be brutal, don’t hope for the perfect “you” or describe the “you” that you dream of - work from reality (surprise – you may need to improve in some areas)
WHO DO WE WANT?

- **Audience (Latinos)**
  - Who are you trying to reach?
  - How do you need to segment your audiences and who are your **priority** targets?
    - You might not be able to reach everybody – focus!
  - Why should they care about natural resources/urban forest and the drought?
  - How will your issue play in your target audience?
  - Will Latinos (at all socio-economic levels) care about natural resources?
  - How will this play to a low-income audience?
Motivators (people often miss this step)

- What motivates your audience(s)?
  - (In this area/your space?)
- Are there differences between general public and the Latino community?
- What drives them? What do they value?
  - The holistic you
- Ultimately - what will move them to action?
WHAT SHOULD WE SAY?

Creating the Message(s)
- What do you want to say?
- What do you need to say?
- Where do people need to be educated?
- Do you need to educate first – then “sell?”
- Can the same messages be used for multiple groups?
- What themes and messages will resonate?
  - Not about you – it’s about your audience(s) – you live this – you’re a true believer
CREATE YOUR ARMY

Messengers

- Who can help you drive the urban forests and drought messages?
- Who will be meaningful to your target audience(s)?
- Who will resonate with them?
- Who do they already trust and believe?
  - Endorsers/message carriers/educators
NOW – WHERE SHOULD WE BE?

- Mediums/Vehicles/Venues
  - Where do you reach them? Think broadly
  - What do they watch/read/listen to?
  - Where do they Live/Work/Socialize (be social)
    - Get them where they are already – where they’re comfortable and open
    - Literally and virtually
UNDERSTANDING THE LATINO AUDIENCE

- Old vs. new approach to finding and reaching them
  - Sensitivity vs. Understanding vs. Partnership
- Are you ready for this audience?
  - Operational readiness
  - Community readiness
  - Language
  - Speaking to vs. getting into the community
GETTING STARTED

- Pull a group together and start asking and answering the right questions
- Start building an army
- Make contacts
  - Community
  - Med
- Be a resource!
WHO CAN HELP?

- Look for existing sources of trust
  - Don’t reinvent the wheel – don’t waste your time
  - Save time on the “building trust” cycle
  - Build partnerships
  - Don’t do social media one-at-a-time if you can help it