Tools + Tactics	Effort	Strengths	Weaknesses	Tips & When to Use
Events	Medium/High	• Contact is personal. • Easy to incorporate an emotional component. • Helps build positive associations. • Helps build credibility and relatability.	• Reach is typically limited. • Effort is typically quite high.	• Events are very effective for motivating people because of their person-to-person nature and the capacity to have an emotional component. The event can also be a major negative for the same reason, so it is critical to be prepared and polished. • Good for reaching new audience members. • Good for re-energizing existing audience members.
Grocery Line Chat	Low	• Zero cost and effort. • Concise message that might be repeated by the person hearing it. • Provides an opening that might result in future engagement.	• Limited content delivered	• No more than 27 words, 3 major points and you can deliver it in 9 seconds. • This is a simple and powerful tool for your organizations communication.
Newspaper	Low/Medium	• Credibility • Reach is pretty good • Communicate more in depth messages	• Specific audience demographics	• Use the newspaper to reach audiences that are not on electronic devices. • Use the newspaper when you need to gain credibility.
Newsletters/ E-newsletters	Medium/High	• Communicates in depth messages. • Content is pushed to the audience. • You can track the percentage of e-newsletters opened. • Easily passed on to others.	• Very time consuming. • Easily ignored.	• Who is on the mailing list? • Use a third partly emailing program like MailChimp (free and good) or Constant Contact so that you can take advantage of their tracking tools. • Use images and graphics to help display your content and to encourage people to read your articles.

Tools + Tactics	Effort	Strengths	Weaknesses	Tips & When to Use
Email	Low	• Content is pushed to the audience. • You can see the percentage of emails opened. • Easily passed on to others.	• Difficult to convey emotional components.	• Who is on the email? Staff, partners, media, stakeholders, community leaders, listservs • Effective for pushing content, like event reminders, to a large group. • Be sure to BCC or use 3rd party software like MailChimp (free and good) or Constant Contact. Third party software will help you track the effectiveness of your communication (tracking how many times it was opened, forwarded, links were clicked on etc.). • Keep your message simple and clear.
Website	High (Develop) Low (Maintain)	• The internet is the go-to place for many people to get their information. • Your reach can be huge. • Easy to maintain once developed.	• Expensive and time consuming to develop. • Requires audience to come to your site/blog. Content is not pushed out to them.	• What web pages will need to be developed? • What is the purpose or call-to-action for these pages? • Reserve an easy to remember domain name or URL. • For a lot of people the internet is the first place to look for an organization or coalition and is the first place to look for news.
Blog	Low/Medium	• Allows for creating a collecting in depth content for your audience to read. • Blogs can include multiple types of media.	• Requires audience to come to your site/blog. Content is not pushed out to them.	• If you have a blog you need to update it frequently. • Posts can be reposting of other's articles, but it is best to do something like an annotated bibliography and link to the original article. • Use multiple media types if possible.

Tools + Tactics	Effort	Strengths	Weaknesses	Tips & When to Use
Social Media	Low	• Reach can be very large if people are reposting your messages. • Messages are more believable since they are often coming from someone that is trusted. • Can be good for limited dialogue. • Content is pushed to the audience.	• Requires constant monitoring, although not much effort at any one time.	• Use social media when working with younger audiences. • Social media is effective if you keep things short and catchy. Use the messaging techniques to increase engagement.
Direct Mail	Medium	• Can include multiple media types (images, text, giveaways). • Content is pushed to your audience. • Very targeted.	• Can be expensive and can have low engagement. • People often ignore junk mail.	• Post cards remove the step of needing to open an envelope and therefore increase your chances of hooking your audience. • Images can be powerful. • Effective for getting your message out to a very large group of people and people that are not on electronic devices.
Video/TV	High	• Video can feel personal. • Good way to communicate emotion.	• TV is expensive. • Non-broadcast videos require fast internet connections.	• Your video needs a hook in the beginning or people will stop paying attention.
Phone/ Teleconference	Low	• Allows emotional appeals to come through. • More personal than print media. • Good for dialoguing.	• People are listening only. • Multitasking is common on teleconferences.	• Use this when you need to have a dialogue. It is easy for people to respond to you and the informal feel will help make people comfortable to share. • Be clear and focused in what you are saying and asking. Repeat what they have said to ensure that you understand. Misunderstanding is more likely to occur on the phone than in person.

Tools + Tactics	Effort	Strengths	Weaknesses	Tips & When to Use
Posters/Flyers	Medium	• Posters and flyers are designed to catch the eye. • People are trained to look for posters to know what is happening in their community. • Communication can reach a large range and unexpected audiences. • Can be updated and reused for repeat events.	• Limited content can be delivered. • Audiences are hard to target.	• Having a template that you can tweak can make creating posters and flyers more efficient. • Best for raising awareness and brand identity. • Effective at advertising events
Brochures/ Fact Sheets	Medium/High	• Good at communicating key information in a concise and visual manner. • Highlights key information.	• Can be costly to print and time intensive to develop.	• Graphics used in the development of fact sheets are time consuming, but can often be reused in other media formats.
Press Conferences/ Interviews	Low	• Can help you gain credibility. You are the expert that they chose. You appear knowledgeable. • Low cost	• Can hurt credibility if you do not appear knowledgeable.	• If possible get the questions before the interview or press conference. • Take the time to thoroughly prepare. • Use this form of communication when it is available and when you can prepare for it.