

**Partnership for a Healthy  
Durham Communications  
Committee**

**April 2, 2024 @ 9:00am – Zoom/Virtual**

**MINUTES**

**Facilitator: Katie Lipe and Angel Romero Ruiz**

**Communications:** The purpose of the committee is to improve the Partnership’s external communications, internal communications and branding.

Time	Major Discussion Points	Recommendations & Action Steps
<b>9:00-9:10</b>	<b>Welcome and introductions.</b>	
<b>9:10-9:50</b>	<p><b>Presentation from Bike Durham: “Comprehensive Planning: Your Audience, Goal aligned activities, and Complete Communications strategy”.</b></p> <p>Nancy Cox, with Bike Durham, presented to the group on their communications tools.</p> <p><u>Audience Personas, Campaign Planning, and Focus Groups</u></p> <p>Nancy introduced the concept of audience personas to the Partnership for a Healthy Durham Communications Committee, using a hypothetical nonprofit example. Katie suggested using a partnership example, leading to a discussion on the annual report and content planning. Nancy then presented a campaign planning guide and comprehensive campaign planning guide workbook, emphasizing that nonprofits often struggle with data collection. Nancy offered to provide one-on-one support for anyone interested in implementing the presented tools. The committee also discussed the idea of holding focus groups for parent input on program ideas and logistics.</p> <p><u>Effective Campaign Planning and Organization</u></p>	

Nancy led a discussion on effective campaign planning, emphasizing the importance of understanding the target audience and tailoring communications accordingly. The team discussed potential challenges, such as overwhelming communication asset creation and mid-campaign fundraising appeal hits. Nancy also introduced a comprehensive planning tool to help organize communication strategies and assets, which would also serve as a to-do list. The team agreed to identify communication channels and assets early in the campaign planning process.

#### Utilizing Campaign Planning Guide Effectively

Nancy highlighted the importance of utilizing the campaign planning guide for effective communication strategies. She emphasized on the need to understand the audience, plan the campaign, and create an effective communication strategy. Nancy also discussed the use of a workbook to help develop personas for the campaign's audience. Katie provided an upcoming example of a communications campaign, the Duke and North Carolina Annual report.

#### Effective Communication and Campaign Brief Tool

Nancy emphasized the importance of effectively communicating with various audiences in order to reach the organization's mission. She underscored the need to understand the different segments within an audience and to tailor communication strategies accordingly. Katie requested a link to be shared again for those who joined late, highlighting missed opportunities due to inadequate communication. Nancy then introduced the second part of the discussion, the campaign brief tool, which aids in thinking about the campaign.

#### Defining Campaign Purposes and Measurement

Nancy discussed the importance of defining clear campaign purposes, goals, and measurement methods. She used a nonprofit campaign example to illustrate the pre-planning stage, emphasizing the significance of setting an official start and end date, communicating the campaign's purpose, and identifying early adopters, influencers, and gatekeepers. She also highlighted the need to align campaign activities with the goals and interests of the audience, using a sense of urgency and portraying supporters as heroes. Lastly, she stressed the importance of a soft launch, a

	<p>three-part email series for campaigns, and a plan for post-event communications.</p> <p><u>Campaign Planning Guide and Interactivity</u></p> <p>Nancy shared the conclusion of a campaign planning guide, which had been created with the aim of making it more interactive. Nancy expressed openness to helping individuals apply the guide to their own work and encouraged feedback. Katie indicated that the link to the presentation would be shared with the full committee. Nancy spoke passionately about the importance of comprehensive planning for nonprofits and civic organizations to further their missions.</p> <p>Nancy expressed appreciation for the campaign planning guide and mentioned its effectiveness in their work. Kimberly shared her positive experiences with Nancy, and recommended her services for future projects, citing her helpful input for a previous project at the Ronald McDonald house.</p>	
<b>9:50-10:00am</b>	<b>Announcements and adjourn.</b>	