Maximizing Your Project Promotion

Catherine Alonzo | May 7, 2024

Welcome!

Catherine Alonzo

Kylie McKenzie

Javelina
Bring your Story to Life. Change the World.

Learning Objectives for Today's Session

- Identify the areas of your project promotion activities that you most need to improve or prioritize
- Understand how to use the RHNTC Title X Project Promotion toolkit as a resource to help you enhance your project promotion activities
- Come away with 1 or 2 doable action items that will allow you to enhance your project promotion activities right away

New York State
Family Planning
Training Center
nysfptraining.org

Why Project Promotion Matters

Why Project Promotion Matters

Project promotion is crucial to elevating your impact. It's what allows your audiences to:

- Know about your organization and what you do
- Understand how they can benefit from your services

...therefore motivating them to utilize those services.

The Major Aspects of Project Promotion

New York State
Family Planning
Training Center
nysfptraining.org

01	**Developing Your Organizational Core Identity**	• Developing foundational messaging that captures your why
02	**Setting Your Foundation (Goals & Priority Audiences)**	• Clearly defining what you're trying to achieve and who you are trying to reach
03	**Understanding Your Priority Audiences**	• Understanding as much as you can about who you're trying to reach
04	**Selecting Project Promotion Channels**	• Selecting the most effective channels for sharing your message with your audiences
05	**Developing Engaging Content**	• Tailoring your content to your audiences in order to generate the best results
06	**Measuring & Evaluating**	• Continually assessing and making improvements to your project promotion activities

JSI

New York State
Family Planning
Training Center
nysfptraining.org

7

Developing Your Organizational Core Identity

Developing foundational messaging that captures your why

- **Describe what services your organization provides, who you serve, and why your work matters** (the Why, What, How, and Who of your organization) and **consistently share this message**

New York State
Family Planning
Training Center
nysfptraining.org

Setting Your Foundation (Goals & Priority Audiences)

Clearly defining what you're trying to achieve and who you are trying to reach

- **Define your goals** (What does it looks like when your organization is at its most successful or impactful?)
- **Know who you need to reach** (Who needs to engage with your organization for you to reach the highest impact?)

New York State
Family Planning
Training Center
nysfptraining.org

Understanding Your Priority Audiences

Understanding as much as you can about who you're trying to reach

- **Collect key information about your audiences,** such as: what are your audiences' biggest needs? What motivates them? How do they communicate and get their information?

New York State
Family Planning
Training Center
nysfptraining.org

Selecting Project Promotion Channels

Selecting the most effective channels for sharing your message with your audiences

- **Share your message in channels that are:**
  - **The best for reaching your audience** (channels you know your audience engages with)
  - **The most practical for your organization** (are doable within your resources)

New York State
Family Planning
Training Center
nysfptraining.org

Developing Engaging Content

Tailoring your content to your audiences in order to generate the best results

- Based on what you know about your audiences, **share messages that are tailored to them and include the vital information that they need to know** in order to take the desired action

New York State
Family Planning
Training Center
nysfptraining.org

Measuring & Evaluating

Continually assessing and making improvements to your project promotion activities

- **Evaluate your project promotion efforts** by identifying the most important data to track and tracking that data over time
- Based on your findings, **continue to reassess your strategy and adjust accordingly**

New York State
Family Planning
Training Center
nysfptraining.org

Self-Assess Your Project Promotion

New York State
Family Planning
Training Center
nysfptraining.org

Self-Assess Your Project Promotion

To understand which areas of your project promotion activities you should focus on improving first, we've put together a self-assessment tool.

How the Self-Assessment Tool Works

- **Use the descriptions provided to assess which best matches the current status of each aspect of your project promotion activities.**
  - Score yourself on a scale of 1-10 for each of the 5 areas, using the prompts provided.
  - Your score will determine whether you're currently at Bronze, Silver, and Gold for each area of project promotion.
- By figuring out which level each of your project promotion areas is at, you can identify what your priority actions should be to improve that aspect.

New York State
Family Planning
Training Center
nysfptraining.org

Time to Self-Assess!

Now, we're going to break out into groups for 15 mins. **By yourself or with your group, use the self-assessment tool to score your organization in each of the 6 areas of project promotion.**

How to Know Which Areas to Prioritize

- **Each aspect of your project promotion feeds into one another.** The first three set the foundation for the following three - therefore, when developing a project promotion plan from start to finish, we recommend following the order that the 5 major areas are listed in.
- Similarly, when deciding which areas to improve, we recommend following that same order.

New York State
Family Planning
Training Center
nysfptraining.org

The RHNTC Title X Project Promotion Toolkit

Overview of the Toolkit

- **The Title X Project Promotion Toolkit is designed to give you simple action steps to improve each area of your project promotion.**
- The majority of action steps have a corresponding worksheet to assist you with each action step.
- For each area that you've identified you'd like to improve, follow the steps within the toolkit.

New York State
Family Planning
Training Center
nysfptraining.org

Let's walk through the toolkit, together!

First, Let's Highlight the Core Identity Section

By show of hands, how did you all score on Your Organization Core Identity?

Highlight on the Core Identity Section

Use the **Agency Brand Worksheet** to develop your core brand identity, or review your existing core identity.

Agency Brand Worksheet

This worksheet is designed to help you identify the essence of your agency and how you want your agency to be perceived. This foundational work will set you up to communicate effectively and consistently about your services in any context and to any audience. If your agency already has a communication strategy or plan, you can skip this worksheet and review that document instead.

Instructions: Follow the steps below. After completing this worksheet, copy/paste the contents into the Agency Brand tab of your *Project Promotion Plan*. If you prefer, skip filling out this worksheet and enter your responses directly into the plan.

1: Reflect on why you do your work, what you do, and how you do it.

This is a brainstorm, so jot down all ideas freely. You will then use this brainstorm to develop your core brand identity.

- What is your agency's purpose?
- Why do you do your work?
- What does the world look like when your work is done?

New York State
Family Planning
Training Center
nysfptraining.org

Highlight on the Core Identity Section, cont.

This worksheet will prompt you to:

- First, reflect on why you do your work, what you do, and how you do it
- Develop your core identity by walking you through each step:
  - "Our purpose is to…."
  - "that's why we…."
  - "We do this by…."

Note: The worksheet also includes guidance for defining your brand voice and developing key messages for your audience, both of which are valuable tools for guiding all of the content you create.

New York State Family Planning Training Center
nysfptraining.org

Example Core Identity

Our purpose is to create a future where everyone has the trust, support, and information they need to make the right sexual and reproductive health choices for themselves.

That's why we make sexual and reproductive health care accessible to everyone, no matter who they are or where they come from. We do this by offering affordable, convenient, and inclusive sexual and reproductive health services and health education.

New York State
Family Planning
Training Center
nysfptraining.org

Next, Let's Highlight the Priority Audiences Section

By show of hands, how did you all score on Understanding Your Priority Audiences?

New York State
Family Planning
Training Center
nysfptraining.org

Highlight on the Priority Audiences Section

Use the **Your Priority Audience: What You Know and What You Need to Learn Worksheet** to identify what you know about your priority audience and what more you need to learn.

Highlight on the Priority Audiences Section, cont.

This worksheet will prompt you to:

- – Identify what you want your priority audience to do.
- – Reflect on what you know about your priority audience.
- – Determine what you will need to learn and how you will learn it (using the the **Gathering Information about Your Priority Audience: A Methods Overview** resource).
- – List concerns you have about reaching your priority audience that will help you determine what messages you should share and how you should share them.

New York State
Family Planning
Training Center
nysfptraining.org

Highlight on the Priority Audiences Section, cont.

You can use the **Gathering Information about Your Priority Audience: A Methods Overview** resource to help you select the best methods for gathering information about your priority audience.

Gathering Information about Your Priority Audience: A Methods Overview

RHNTC — REPRODUCTIVE HEALTH NATIONAL TRAINING CENTER

Gathering information about your priority audience is key to understanding their needs, beliefs, attitudes, preferences, and behaviors. Use this handout to learn about various information gathering methods and determine which are the right fit for your resources and needs. You can also use many of these methods to gather feedback from your priority audience (like what they think about draft content to promote your project). Keep in mind that it is important to gather information in the language spoken by your priority audience.

Method	Strengths	Limitations
Focus group A facilitated discussion with 6–11 people in your priority audience Check out OPA's Focus Group Tip Sheet	• People can describe their needs, beliefs, attitudes, preferences, and behaviors in their own words • Provides an opportunity to ask follow-up questions and delve deeper into topics • Can gather many perspectives at once (unlike individual interviews) • Provides qualitative data and information from non-verbal cues (e.g., facial expressions, body language)	• Findings are not as generalizable as surveys • Time-intensive for staff to recruit for, conduct focus groups, and analyze themes • May be difficult to manage the discussion without an experienced facilitator • Participants may feel pressure to give similar or "desirable" answers • May be difficult to recruit participants without compensation
Individual interview A one-on-one discussion between an interviewer and someone in your priority audience	• People can describe their needs, beliefs, attitudes, preferences, and behaviors in their own words • Provides an opportunity to ask follow-up	• Findings are not as generalizable as surveys • Need several interviews to generate insights, which can be time-intensive • Can be difficult to analyze themes

New York State Family Planning Training Center
nysfptraining.org

Highlight on the Priority Audiences Section, cont.

This resource:

- Offers an overview of various methods that Title X agencies can use to gather information about their priority audiences.
- Includes the Strengths and Limitations of each method so you can select which methods work best for your organization.

New York State Family Planning Training Center
nysfptraining.org

Example Priority Audience Persona

Name: Sara

Age: 20

Relationship status: Unmarried, several sexual partners

Children: None

Occupation: Student, part-time barista

Living situation: Lives with her mom and two younger brothers

Media habits: TikTok, SnapChat, online versions of magazine and news outlets

Shopping habits: Mostly online and consignment stores

Interaction with Title X org: Reproductive health needs, sexual health awareness

New York State
Family Planning
Training Center
nysfptraining.org

Spotlight on Past Participants

Past Participants' Experiences

Now, let's hear from a couple of past participants of the PPTAG and what they learned about project promotion.

Wrap Up and Q&A

Q&A

What questions do you have for me?

Thank you!

Contact | nysfptraining.org/
Connect | nysfptraining.org/enews/

Access the toolkit at:

rhntc.org/resources/title-x-project-promotion-toolkit