Communication

Exploring newsletters and Facebook
Communication

WHO

• Current Member
• Potential Members
Communication

WHY

- Retain and grow your supporters
  - By engaging
  - By connecting
  - By informing

CALL TO ACTION
Communication

**HOW**

- What channels to use?
- How to manage each channel?
- How to reach your audience on each channel?
Some Channels

Mail
Email
Local news
In person
Online
Flyers
Table Discussion: Newsletters
Table Discussion (13 minutes)
What content do you include in your newsletter that you would recommend for others?
Facebook
Group Vs. Page
Group

- Members “Join”
- Admins and Moderators
- Members post as themselves
- Public or Closed

Admins and Moderators 3

Nan Brown
- Admin
- View 4 recent posts
- Drake University

Bev Johnson
- Admin
- St. Cloud State University

Jeff Moravec
- Admin
- Author at AdventureKEEN
Audience “likes” and “follows”

Posts come from the organization

Audience can “comment” but not start a post
Facebook
What message fits your group/page?

- Connect with other supporters
  - Discussion prompts
- Give your input on issues
  - Polls
- Share your photos and experiences
  - Encourage photo posting
- Learn what’s happening
  - Updates on upcoming events
- Get inspired to spend more time in X park or trail
  - Tips on what’s blooming, highlight different parts of the park, etc.
5 Quick Tips

1. Write Compelling Content
   a. Know what your audience wants

2. Follow and be inspired by others

3. Use Photos

4. Make it two-way

5. Stay within your mission.
Table Discussion (9 minutes)
Has Facebook been a good tool for your friends group?
Why or why not?
Communication Resources

RESOURCES FOR FRIENDS GROUPS

This resource library for friends groups provides ideas, practices, and next steps for approaching various activities. Dig in to the resource bucket below to discover more.

Attend a Regional Workshop!

In 2019, NRCA is facilitating four regional workshops where friends group leaders can come together to network, share best practices, learn about resources, and engage in planning activities.

Find your workshop →

Advocacy

Communications & Outreach
Partner with P&TC to spread the word

- Dedicated group web page
- Updated stories
- Newsletter and e-news
- Social media