



# Clear Channels: Tips for Effective Communication

Katherine Rogers

# Faculty Disclosure

- Faculty Name: Katherine Rogers
- Conflicts of Interest: None
- Employer: Sigma Theta Tau International
- Sponsorship/Commercial Support: None

# Objectives

- Learn how to use diverse methods to distribute messages to multiple audiences
- Understand privacy rules and best practices when communicating with large audiences



SIGMA THETA TAU INTERNATIONAL

**LEADERSHIP  
CONNECTION**

Influencing Change  
Through Leadership

Relationships are the cornerstone of your chapter— communication is the foundation on which they're built.







AVERAGE ATTENTION SPAN  
IN 2000:  
**12 SECONDS**



AVERAGE ATTENTION SPAN  
IN 2015:  
**8.25 SECONDS**



On the average web  
page, users will  
read at most

**28%**

of the words during  
an average visit;  
20% is more likely.



The average page  
visit lasts less than  
a minute and users  
often leave web  
pages in just

**10-20 SECONDS**





An office worker, on average, will check their email inbox

**30 TIMES**  
every hour.



The average user picks up their phone more than

**1,500**  
times a week – taking up an average of 3 hours, 16 minutes a day.



# You CAN overcome these obstacles!

1. Be clear
2. Use diverse methods
3. Segment your audience
4. Make it look nice
5. Repeat

#1



What is the **ONE** thing you want me to do?

# Do you have a strong call to action?

## **No way!**

- Register for our meeting
- Complete the survey
- Fill the ballot
- Nominate someone for membership
- Volunteer your time

## **Hooray!**

- Don't miss this chapter milestone!
- We need your opinion
- Do you know a strong leader?
- Spend time with your friends!
- Help us be part of the solution!



“But Katherine, we have so many things we need to tell them!”

Update everything in one place – like on your chapter website – then your call to action can tell them to check out the site for everything they need.

#2

BE  
DIVERSE

# Mix and match different methods

- **Electronic**
  - Email
  - Website
  - Social media
- **Printed pieces**
  - Mail
  - Fliers/brochures
- **Word of Mouth**
  - Telephone
  - In-person

Why not just send everything via mass email?

# SPAM is a four-letter word



- SPAM is annoying, unwanted emails from organizations you don't know
- You can be fined up to \$300 per email if you're convicted of breaking the law
  - **Only send email to people that "want" it (avoid nonmembers that you don't have a relationship with)**
  - **Make sure your email has an "unsubscribe" form on it**
  - **Put your business address somewhere in the email**
  - **Don't buy or sell email lists**



# SPAM trigger words

## Especially in subject lines!

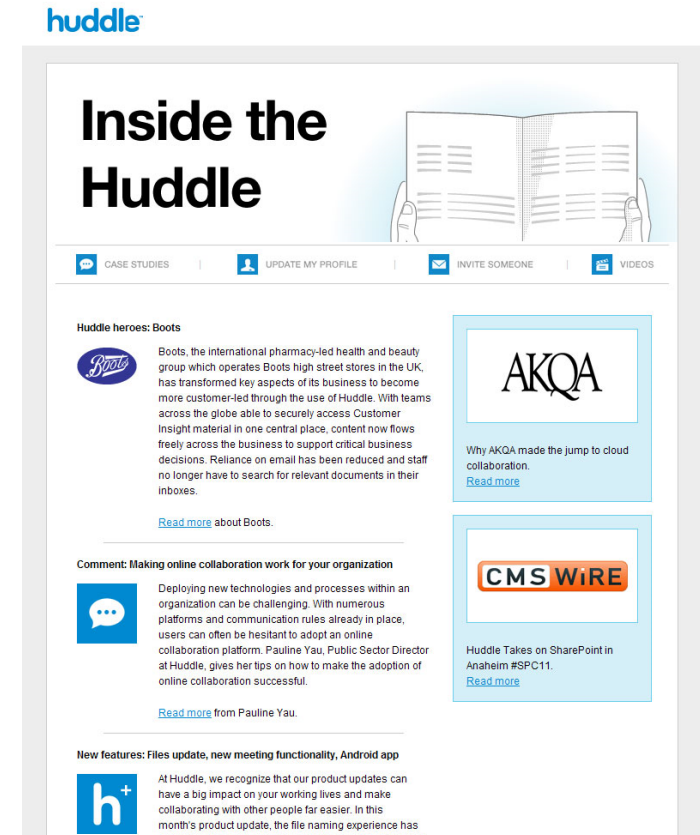
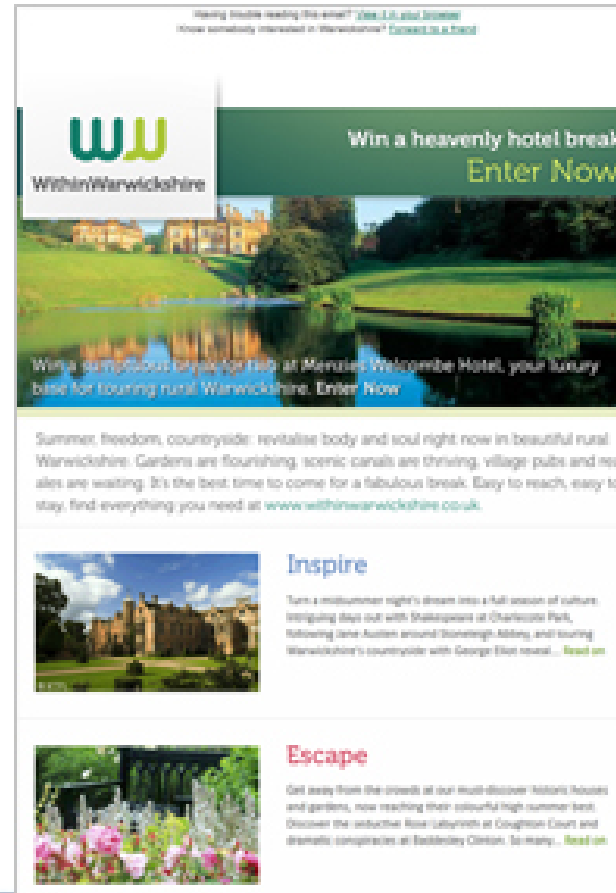
- Acceptance
- Click here
- Member
- What are you waiting for?
- Congratulations
- Urgent

# Why you should also avoid sending mass messages from your university email inbox ...

- The university can limit the number of people you send to at once.
- All the replies will come to your personal inbox; even if you ask them to email someone else.
- You have to remember to put email addresses in the bcc line every time, so you don't accidentally share private information.

# Affordable Email Platforms

- Mail Chimp
- Constant Contact
- iContact
- SendGrid
- Vertical Response



# If you are an STTI chapter, you also have a forum on your website!

Allows members to unsubscribe to your chapter messages on the site.

You are subscribed to "Global Member Forum" as michelle@stti.iupui.edu in The Circle. To change your subscriptions, go to [My Subscriptions](#). To unsubscribe from this community discussion, go to [Unsubscribe](#).

# Determining your methods

- Think about your budget
  - Some platforms are free (social media)
  - Some have a limited cost (email)
- Think about your members' contact information
  - About 5% of members don't have an email address on file
- Think about your time
  - Where will you get the highest impact for your volunteers' time?





#3

Segment your  
audience

How can you segment your membership to  
send personalized messages?

# Potential Segments

- Candidates
- Established members
  - New/Transfer Members
  - Retired members
  - Students
- Inactive members
- Leaders, committee members, volunteers

# Potential Segments

- By Induction Date
  - “In celebration of your 5<sup>th</sup> anniversary, please consider ...”
  - “Did you know its been 10 years since you were inducted?”
- By location (city, ZIP code, etc.)
  - “We have a meeting coming up in your neighborhood. Can you stop by?”
- Those who don’t have an email address on file
  - Remember, 25% of members don’t have an email address. Are you contacting them by mail or telephone to inform them of events and benefits?

First Name	Last Name	Induction Date	Address	City	State	Zip Code
John	Baker	4/17/1994	123 Main St.	Golden	CO	80403-8122
Mary	Andrighetti	4/29/1997	123 Main St.	Northfield	NH	03276-1638
John	Basciano	4/20/2007	123 Main St.	Edwardsville	IL	62025
John	Astin	3/27/2010	123 Main St.	Rome	GA	30165-4148
John	Baraona	3/27/2010	123 Main St.	Gainesville	GA	30506
Mary	Achrem	8/30/2015	123 Main St.	Rochester	MI	48307
Mary	Allen	8/30/2015	123 Main St.	Libby	MT	59923
Mary	Allen	8/30/2015	123 Main St.	West Liberty	KY	41472-7509
Mary	Alliman	8/30/2015	123 Main St.	Sweetwater	TN	37874
Mary	Argyle	8/30/2015	123 Main St.	Claremore	OK	74019-0373
John	Asti	8/30/2015	123 Main St.	Chassell	MI	49916
John	Baillie	8/30/2015	123 Main St.	Brooksville	FL	34613
Mary	Aiken	8/28/2016	123 Main St.	Springfield	MO	65804
Mary	Alcon-Romero	8/28/2016	123 Main St.	Ranchos de Taos	NM	87557
Mary	Alexander	8/28/2016	123 Main St.	COSTA MESA	CA	92626
Mary	Altman	8/28/2016	123 Main St.	stamford	NY	12167
John	Arreguin	8/28/2016	123 Main St.	Nacogdoches	TX	75964
John	Arwine	8/28/2016	123 Main St.	GARDEN CITY	KS	67846
John	Barnett	8/28/2016	123 Main St.	Richmond	KY	40475

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#4





# Use organizational branding

- Ask for the organizational logo before printing. Logos change over time, and you want to be sure you're using the right one!
- Are there colors that you can use to gain an emotional response in members? (For example: STTI members love purple, because of the orchid.)
  - Find out the numbers and letters for that color to use in Microsoft Word or wherever you are creating your communications.
  - This is the STTI Purple. **Not this.**

# Keep it simple

- Short sentences.
- 1-2 colors.
- 1 font for print; 1 font for online
  - Use a serif font (one with the little feet) in print pieces. It is believed that the feet at the bottom of the letters help the words flow together better, which is easier to read when printed. Times New Roman is a popular serif font.
  - For email and website use, find a font that is sans-serif (no feet.) Computer resolution makes fonts with feet harder to read, so a sans-serif is more generally accepted. This is Arial.
  - <http://www.awaionline.com/2011/10/the-best-fonts-to-use-in-print-online-and-email/>
- Use bolding and bulleted lists occasionally to draw attention to important details and to break up the monotony of larger bodies of text.
- Use templates!

FILE MESSAGE INSERT OPTIONS FORMAT TEXT REVIEW

Clipboard Paste Basic Text Names Include Tags Zoom Apps

To... Recipient

Send

Subject Hello members! Do you think you could make time to come to our next chapter meeting of the Zeta Beta chapter of Sigma?

Okay, sorry for the late notice but as you all are aware spring term is rapidly coming to a close and we need to meet to discuss the plans for inducting new members into our chapter before graduation rolls around. I know its only march but before you know it we will blink and then it will be final exams time and then it will be too late and none of us will have the time to do any planning for the induction meeting.

I'd like to get the chapter together in the SON building next wed or thur so we can talk about everyrhtg to do with this meeting. We need to find and iron the table banner, make arrangements with campus catering for punch and cookies plus schedule a room and date and time for the actual event so we can reserve the space. I need someone to be in charge of cups plates & napkins and another person to be in charge of cutting the purple ribbons for the pins. Last year I think someone ordered honor cords but im not sure who did this or how they paid for the cords. Where do we go for honor cords?

Anyway, I have to get back to business her in a minute, but I wanted to check to see if any of you would be availab.e Would you all please email me with a couple of dates and times that work for your schedule so we can pick the best option. I can make sure we have a pot of coffee but if you want snacks youll have to bring your own.

Have a good rest of your week, everyone.

**Michelle Coburn**  
Constituent Engagement and Training Specialist  
Honor Society of Nursing  
Sigma Theta Tau International

FILE MESSAGE INSERT OPTIONS FORMAT TEXT REVIEW

Clipboard Paste Basic Text Names Include Tags Zoom Apps

To... Recipient

Send

Subject Zeta Beta Chapter meeting Thursday, March 13

Hello!

It's that time of year again when we need to plan for the upcoming induction of new members into our chapter. If your schedules allow, please plan to join us at the next chapter meeting

**Thursday, March 13, 2017**  
**6:00 p.m.**  
**Henderson Hall, Room 122**  
[Map](#)  
[Parking](#)  
Refreshments will be served

Kindly respond to this email invitation to let me know if you will attend. I'll send a reminder next Wednesday.

I hope to see you there!

**Michelle Coburn**  
Constituent Engagement and Training Specialist  
Honor Society of Nursing  
Sigma Theta Tau International

Indianapolis, IN 46202 USA

Direct Line: 317-917-4944  
Toll free: 888.634.7575 (US/Canada)

# Websites: The good, the bad, and the ugly



The  
good



★ Who We Are ★ The Problem ★ Our Program ★ Our Partners ★



## Our Program

We have created a fitness and wellness system that will reach, screen, educate, train and motivate our firefighters.

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## Support Our Mission



Let's make it happen.  
Together we can  
dramatically increase the  
health and performance  
of our firefighters!

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## Join Our Program



## Stay Connected

Stay in touch and spread the word about  
our mission to save our firefighter's lives.



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The  
bad

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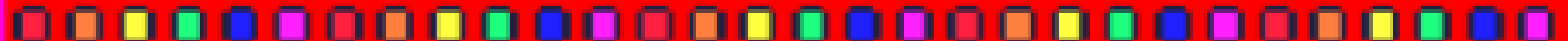
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# The ugly



**People have alot to say about Penny Juice!**

THE CHILDREN AT KID KOLLEGE LOVE THE TASTE OF PENNY JUICE AND DRINK IT WITHOUT ENCOURAGEMENT FROM OUR TEACHERS. I LIKE PENNY JUICE FOR THAT REASON AND BECAUSE IT IS 100% JUICE FROM CONCENTRATE REQUIRING NO REFRIGERATION PRIOR TO MIXING. THE HANDY MIX PITCHER TAKE THE GUESS WORK OUT OF PREPARATION.

CASSIE PENCE - KID KOLLEGE/BILLINGS, MT

“THANK YOU FOR THE OPPORTUNITY TO LET EVERYONE KNOW ABOUT YOUR TERRIFIC COMPANY! IT’S EASY TO STORE AND MIX AND WE RECEIVE GREAT SERVICE!”

MARY CELLA - BLISS ACADEMY EARLY LEARNING CENTER/GREENWOOD VILLAGE, CO

I LOVE THE PROMPTNESS OF SERVICE! “EASY MIXING BOY”

KID’S WORLD LEARNING CENTER/ BROOKINGS, SD

I HAVE BEEN USING PENNY JUICE AT MY CHILDCARE CENTER FOR 2 YEARS. THE CHILDREN LOVE ALL THE FUN COLORS. I HAVE RECOMMENDED PENNY JUICE TO OTHER CHILDCARE DIRECTORS IN THE AREA.

DANA HOENIGSCHMIDT - KIDS COUNTRY CHILDCARE/ST. FRANCIS, MN

THEY OFFER A GREAT PRODUCT AT A REASONABLE PRICE. THEIR CUSTOMER SERVICE IS EXCEPTIONAL. WE HAVE ENJOYED OUR EXPERIENCE WITH PENNYJUICE AND LOOK FORWARD TO MANY MORE YEARS OF DOING BUSINESS TOGETHER.

LISA E. INGRAM - ANGELS’ NEST, INC./COLORADO SPRINGS, CO

THANK YOU! WE ARE SO GRATEFUL TO HAVE FOUND PENNYJUICE. I AM 110% PLEASED WITH PENNY JUICE. KEEP UP THE GOOD WORK.

ROSEMARY - LARAMIE COUNTY HEAD START/CHEYENNE, WY

I LOVE THE VERIETY OF THE FLAVORS AND THE FACT THAT OUR AUTOMATIC SHIPMENTS ARRIVE IN A TIMELY MANNER. THANKS SO MUCH! GOD BLESS!

DEBBIE MOORE, DIRECTOR - CHILDREN’S LEARNING CENTER/BOSSIER CITY, LA

AS TH DIRECTOR OF A UNIVERSITY AFFILIATED, BUT PRIVATELY OWNED CHILD CARE FACILITY TOP QUALITY PRODUCTS THAT ARE ALSO BUDGET-FRIENDY ARE ESSENTAIL. I ESPECIALLY LIKE THE EASE OF ORDERING ON-LINE OR BY PHONE, KNOWING THAT THE JUICE WILL BY PROMPTLY DELIVERED DIRECTLY TO THE CENTER. NO MORE HAULING SHOPPING CARTS FULL OF FROZEN JUICE CONCENTRATE FORM THE GROCERY STORE!

THANKS, PENNYJUICE FOR SAVING ME TIME AND MONEY!

KATIE DAVIS, DIRECTOR/OWNER - UNIVERSITY CHILDREN’S CENTER/SUPERIOR, WI

“PENNY JUICE HAS CERTAINLY BEEN AN ASSET TO OUR FOOD PROGRAM I AM VERY HAPPY WITH SWITHING TO PENNY JUICE AND WOULD RECOMMEND YOU IN A HEATBEAT YOU PROVIDE AN

# Website

- DO use 1-2 colors that are easy to read
- DO use small chunks of text with titles
- DO use good graphics sparingly
- DO see if templates are available

- DON'T use harsh colors or background images
- DON'T cram in all the text you can fit
- DON'T just copy your email messages
- DON'T design your own template

# ΣΘΤ

An Honor to Join.  
**A Benefit to Belong.**

FOR MORE INFO VISIT  
[nursingsociety.org/Membership](http://nursingsociety.org/Membership)



Sigma Theta Tau International  
Honor Society of Nursing®

Join Us!

EVENT

DATE

TIME

LOCATION

CONTACT

HOSTED BY



## EXPERIENCE MEMBERSHIP

*You Belong Here*



MENTORING professional friends  
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volunteer scholarship  
career advising local  
courage collaboration lifelong  
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learn

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FOR MORE INFO VISIT  
[nursingsociety.org/Membership](http://nursingsociety.org/Membership)

#5



## The Rule of 7

“Your prospects need to come across your offer at least 7 times before they will take action.”



# How can we stay on track?





Goal	Timeline	Message/ Call to Action(s)	Audience	Delivery Method	Responsible Party

# References

How to Market to Goldfish: What Decreasing Attention Spans Mean for Marketers [Infographic]. 2016. Available at <http://blog.hubspot.com/marketing/human-attention-span-decreased#sm.00lsbdbyu1c39evzyrp2lhftmwam>. Accessed on 8 August 2016.

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# Questions?