

Amplify Your Message

INTRO TO COMM STRATEGIES



Marketing What?

- Providing Information (informational)
- Promoting an Event (Promotional)
- Telling Your Story (Storytelling)
- Selling Something (Sales)



Storytelling Marketing

- Aligns stakeholders
- Builds stronger support
- Celebrates success (bright spots)
- Supports Sustainability
- Contributes to Community Transformation





Casemaking

Casemaking

Casemaking builds:

Political
Institutional
Public/Community
Sector
Demographic/Audience
Partner

awareness, motivation, alignment, support around a specific:

Issue/need
Solution/Plan
Challenge/Obstacle
Impact
Success



Creating a Narrative that Matters

What part do you want to tell?

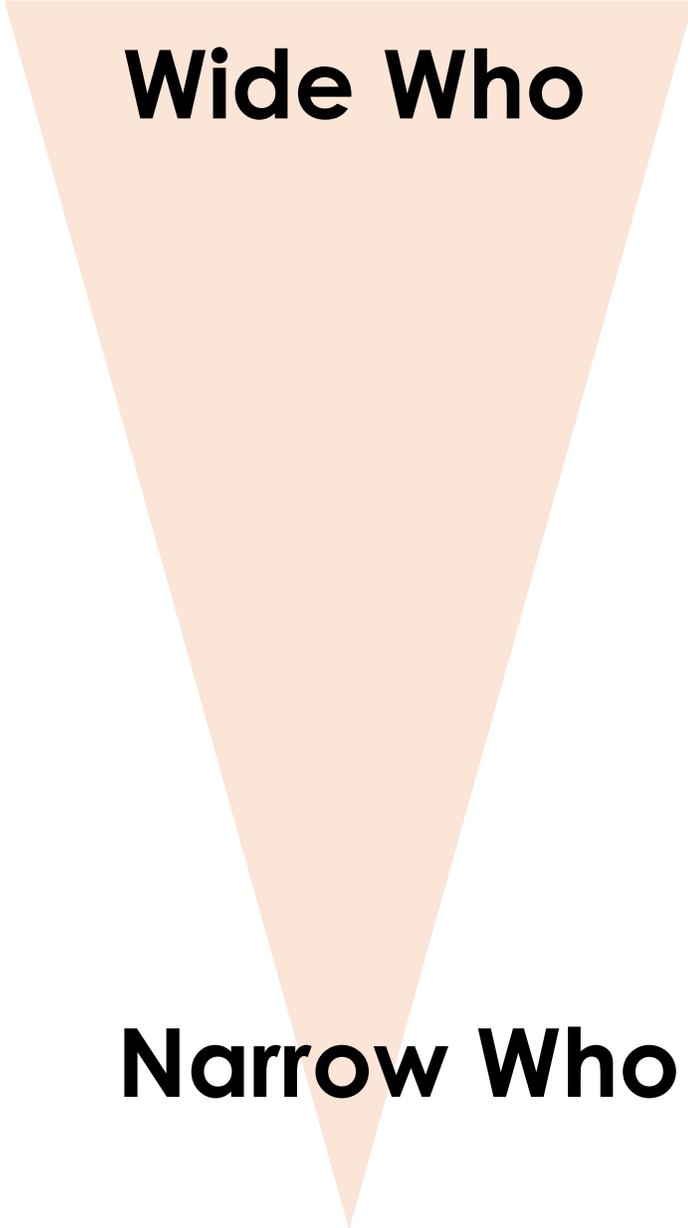
- Introduce your initiative/announce partnership
- Share your plan (why, what, goals)
- Re-cap a strategy
- Highlight a bright spot
- ~~Promote a strategy~~



Who Needs to Know Your Story

- Leadership
- Public/Community
- Sector
- Demographic/Audience
- Partner





Wide Who

- Community Member
- School District
- Parent/Caregiver
- Parent of a teenager
 - High School
 - 15–16-year-olds
 - New Driver

Narrow Who

Build Your Story

- Foundation of Your Narrative
- Quotes
- Photos/Videos
- Bright Spots/Highlights
- Personal Stories
 - Impact
 - Reason for Participation
 - Take-aways



Build Your Story

Personal Stories (testimonies)

- Get a photo/video
- Remember their name
- Ask for contact information
- Pre-planning – What are you going to ask?



Informational & Promotional Marketing

- Shares Facts/Clear Up Misinformation
- Trending/Important Messages/Campaigns
- Trainings/Events
- Contributes to Community Transformation



Marketing Strategies

1. Business to business (**B2B**) marketing

★ 2. Business to consumer (**B2C**) marketing

Strategies

- External
- Media
- Internal



External Strategies

- Social Media
- Website/Blog Post
- Events, presentations, exhibits
- E-Newsletters
- Flyers, posters
- Distribution of swag
- Paid Advertising



Social Media



Successful Your Social Media Plan

Realistic & Prioritized

- Target Audience
- Goal of Messaging/Content
- Existing Accounts
- Established Audience
- Available Content
- Experience/Understanding
- Time



#1 Facebook

2. Instagram (2022)
3. LinkedIn
4. Twitter

PreventionFirst
Published by Jennifer Gerdeman Bierer [?] · December 11 at 3:00 PM · 🌐

Ever heard of popcorn lung? It's a nickname for a condition that causes damage to the smallest airways of your lungs. Many e-vapor products contain the chemical Diacetyl (used to make flavors) which can cause popcorn lung.
<https://www.lung.org/.../blog/2016/07/popcorn-lung-risk-ecigs...>



LUNG.ORG
Popcorn Lung: A Dangerous Risk of Flavored E-Cigarettes
Over a decade ago major popcorn manufacturers removed diacetyl from...

1,601 People Reached 155 Engagements [Boost Post](#)

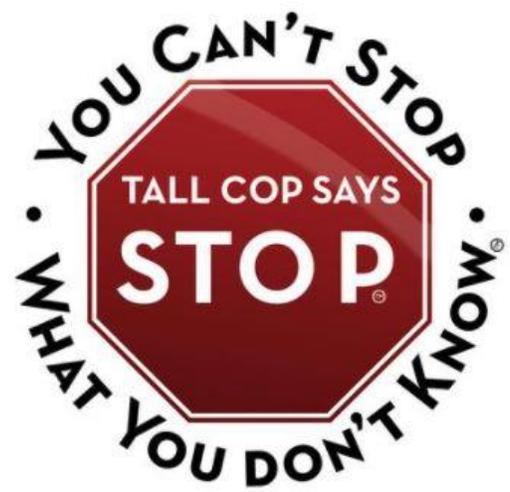
👍 PreventionFirst, Dave Wallace, Amanda Conn Starner and 5 others 47 Shares

Trainings Professional Development Continuing Education

PreventionFirst
Published by Jennifer Bierer · September 17 at 7:22 PM · 🌐

Coalition Academy - Keynote
Tall Cop Says Stop, Jermaine Galloway
Substance Abuse Prevention Drug Trends

Drug, alcohol and culture overview and various drug trends including marijuana strains, alcohol products, alcohol impairment. The impact and trends of marijuana legalization. Register Here... [See More](#)



PreventionFirst
Published by YouTube · July 8 · 🌐

Grace and her sister want to share some fun and quirky ways they stay healthy and substance free! Heart this video after you get to meet Carl, he has some very strong opinions!
[Loveland LEAAD](#)



Youth Advisory Team

YOUTUBE.COM
Youth Advisory Team: Healthy Behaviors to Prevent Substance Abuse

Effective Prevention Strategies

Substance Use Trends



More Engagement!

Get More Comments

- ✓ Ask questions
- ✓ Ask for advice or recommendations
- ✓ Ask for LIKES, SHARES, FOLLOWS, COMMENTS
- ✓ Help connect us/Call Out
- ✓ Request they tag potential Fan/Follower
- ✓ Use polls & surveys

More Doing – Less Scrolling

- ✓ Create FB events
- ✓ Post videos
- ✓ Use Images & Infographics
- ✓ New (breaking, anticipated, good news, bad news)
- ✓ Include Links





More Engagement!

Tell Us How You Feel

- ✓ Celebrate Your Successes
- ✓ Celebrate Others Successes
- ✓ Show Gratitude
- ✓ Express Concern
- ✓ Take followers “Behind the Scenes”
- ✓ Show your coalition/org/individual personality

** Post a photo in the comments



Social Media

What is curated content?



Curated content is **content** from other

brands, people, organizations, campaigns

that **you share to your social media** accounts.

Five Benefits Behind Strategic Content Curation

1 Keeping your content calendar full.

2 Maintaining a conversation with your audience around trending topics.

3 Connecting with influencers.

4 Positioning your brand as a thought leader.

5 Reducing costs for content creation.

#1 Reason for Prevention Professionals

- Vetted
- Accurate
- Researched – Evidence Based

Curated Content

**— IF YOU GAMBLE —
GET SET
BEFORE
YOU BET**

ORG 2020 SOCIAL MEDIA CONTENT

POST #1
The shift from gaming habit to gambling problem is subtle. But the risks aren't. Get the tools to learn how to lower the risks of problem gambling for our youth at [ChangeTheGame.org](https://www.changethegame.org)

POST #2
Part of being responsible is learning how to set limits. Learn more about limits and be a responsible gambler at [BeforeYouBet.org](https://www.beforeyoubet.org) <https://vimeo.com/434010351>

POST #3
If you or someone you know has a problem with gambling, help is always available. [#BeforeYouBet](https://www.beforeyoubet.org)

POST #4
Unfortunately, problem gambling sometimes runs in the family. The first step toward preventing problems is understanding your risks. [#BeforeYouBet](https://www.beforeyoubet.org) [#KnowYourRisks](https://www.beforeyoubet.org)

POST #5
As you get ready to relax and unwind this weekend, just remember - if your plans include any type of gambling, know your risks by taking our quiz. [#BeforeYouBet](https://www.beforeyoubet.org/the-quiz/) <https://www.beforeyoubet.org/the-quiz/>

POST #6
Kids exposed to gambling by the age of 12 are four times more likely to become problem gamblers. Understanding the facts is the first step towards finding a solution. Learn more at [ChangeTheGameOhio.org](https://www.changethegameohio.org) [#BeforeYouBet](https://www.beforeyoubet.org) [#ChangeTheGame](https://www.changethegameohio.org)

POST #1
If someone or do you gamble? <https://www.beforeyoubet.org>

POST #2
An essential part of gambling and responsible gaming. <https://www.beforeyoubet.org>

POST #3
Gambling is likely to be a game changer in your life. [#BeforeYouBet](https://www.beforeyoubet.org)

POST #4
One of the most important things to remember when you gamble is to know your risks. Comment with your favorites below. [#BeforeYouBet](https://www.beforeyoubet.org) [#KnowYourRisk](https://www.beforeyoubet.org)

Take the Poll

Poll option #1: Reading a book
Poll option #2: Cooking
Poll option #3: Getting outside
Poll option #4: Apple picking

**— IF YOU GAMBLE —
GET SET
BEFORE
YOU BET**

BE LIKE NINA.

- ✓ TAKE THE QUIZ
- ✓ FOLLOW YOUR DREAMS
- ✓ KNOW THE RISKS

Curated Content



ABOUT
US

GET
HELP

VIEW
RESOURCES

TAKE
QUIZ

Patients

Ohio! Your actions can make a real difference.

General Public

Public Awareness

Ohio Pain Management
Toolkit

Brand Guidelines & Brand Assets

These guidebooks and guidelines help promote Take Charge Ohio branding of resources.

Brand Guidelines

Logo

Fonts

Brand Iconography

Presentations

These presentations and posters help promote safe pain management, education practices and statistics.

Curated Content

[GET HELP](#)[LEARN](#)[GET INVOLVED](#)[PROVIDERS & PROFESSIONALS](#)[988 CHAT](#)[En Español](#)[For Deaf & Hard of Hearing](#)[RIBBONS](#)

Media Resources

[Download Logos & Awareness Ribbons](#)[Order Brochures and Materials](#)[Call Volume and Impact](#)[For The Press](#)[Know The Lingo](#)[Have A Question?](#)

Lifeline Logos

Our logos are available in English and Spanish. We invite anyone who may wish to share our hotline's information to use our logo, hotline phone number, or website materials as needed. The public does not need permission to use any of these materials, but please do not alter our hotline's logo in any way. Additionally, we appreciate a link or some other reference back to the 988 Suicide & Crisis Lifeline where possible.



Lifeline Logo: PNG (navy square)



Lifeline Logo: PNG (navy horizontal)



Lifeline Logo: EPS (navy)



Lifeline Logo: PNG (b&w square)



Lifeline Logo: PNG (b&w horizontal)



Línea de Prevención Del Suicidio Y Crisis Logo: PNG (navy square)

Social Media

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POST #1
If someone you know is struggling with gambling, help is always available. [#BeforeYouBet](https://www.beforeyoubet.org)

POST #2
An essential part of being a responsible gambler is learning how to set limits. Learn more about limits and be a responsible gambler at [BeforeYouBet.org](https://www.beforeyoubet.org) <https://vimeo.com/434010351>

POST #3
Gambling is a fun activity, but it's important to know the risks. [#BeforeYouBet](https://www.beforeyoubet.org) [#KnowYourRisks](https://www.beforeyoubet.org)

POST #4
One of the best ways to stay safe while gambling is to know your limits. [#BeforeYouBet](https://www.beforeyoubet.org) [#KnowYourRisks](https://www.beforeyoubet.org)

POST #5
Other fall hobbies or activities do you enjoy? Comment with your favorites below. [#BeforeYouBet](https://www.beforeyoubet.org) [#KnowYourRisk](https://www.beforeyoubet.org)

Take the Poll

Poll option #1: Reading a book
Poll option #2: Cooking
Poll option #3: Getting outside
Poll option #4: Apple picking

**— IF YOU GAMBLE —
GET SET
BEFORE
YOU BET**

BE LIKE NINA.

- TAKE THE QUIZ
- FOLLOW YOUR DREAMS
- KNOW THE RISKS

Website



Website



- Find a coalition
- Trainings
- Prevention strategies
- Resources
- Partnerships
- Prevention focus

www.prevention-first.org

Website

513.689.3169

Search

f t i


SUBSTANCE ABUSE PREVENTION
COALITION OF WARREN COUNTY

ABOUT US YOUR RESOURCES EVENTS NEWSLETTERS CONTACT US

Why Our Work is Necessary

Drug and alcohol misuse is a serious problem that impacts all of Warren County's communities. As a community coalition, our work involves members from all backgrounds to help prevent the many serious health and societal issues caused by alcohol, nicotine, and illicit drug use and prescription drug misuse.

 **4** OUT OF **5** **11.8** MILLION **30%**

Website



**Problem Gambling
Network of Ohio**

[Home](#) [About](#) [Conference](#) [Programs](#) [Resources](#) [Events](#) [Connect](#)



Become a PGNO Member

Get involved and let your voice be heard!

- *Connect with your peers in the field and industry contacts*
- *View archived trainings & presentations*
- *Promote comprehensive gaming legislation with our advocacy resources*
- *Attend Specialty Topic trainings for free*
- *Access to the IGCCB Exam Study Guide*

Team up with PGNO!

Join Us



Website

If you or someone you know is in need of help, call the National Suicide Prevention Lifeline: ☎ 1-800-273-8255

 **SOURCES**
OF STRENGTH

[DISCOVER](#) [ADULT ADVISORS](#) [TRAINERS](#) [ELEMENTARY](#) [PEER LEADERS](#) [STORE](#)


PHYSICALLY DISTANCED GAMES
SOURCES OF STRENGTH



Events, Presentations & Exhibits



Events, Presentations, Exhibits

- Signage/Branding
- Branding
- General Business Card
- Dissemination of information
- QR codes/hyperlinks
- Sponsorships
- PowerPoint Template /Standardized Messaging

E-Newsletter



E-Newsletter

PF! 2022 Coalition Academy - Register Today!



PreventionFIRST! nschiesler@prevention-first.org via auth.ccsend.com
to me ▾

2022 PF! COALITION ACADEMY
Building Equity in Prevention

PF! Coalition Academy 2022 is an opportunity to raise awareness, address & champion the importance & need of equity in substance use/misuse prevention & promote mental wellness. Join us to learn & enhance skills to better identify & eliminate barriers that prevent the full participation of some groups.

SEPTEMBER 13TH | **Great Wolf Lodge**
8 AM - 4 PM | 2501 Great Wolf Drive
Mason, Ohio 45040

Keynote Speaker: Mary Roary, Ph.D.
Director, Office of Behavioral Health Equity
Substance Abuse & Mental Health Services Administration (SAMHSA)

Event Details:

- General Registration \$60
- PF! Member Coalition Registration \$40
- Breakfast & lunch included
- Vendor tables \$75
- CEU, CHES, Social Work, Nursing hours will be applied for

Planned Workshops:

- Building Equity in Prevention
- Understanding Adulthood/Tokenism
- Engaging Youth in Prevention
- Trauma Informed Care & Prevention
- Improving Media Engagement
- The Value of Mindfulness
- Enhancing Community Engagement
- Problem Gambling & Gaming
- Supporting Prevention in the LGBTQ+ Community



People with disabilities belong everywhere and deserve equitable access to employment, education, housing, healthcare, and recreation. They have made immense contributions to all aspects of life and culture in the United States, despite being historically excluded from many of the fields they impact. Today, 26% of adults in the U.S. (61 million people) live with a disability.



Your Mailing List

- Opting In
- Opting Out

E-Newsletter



Today is #GivingTuesday, a global day of generosity that brings people together to make a positive impact on their communities, which will kick off PGNO's end-of-year giving drive.

We are counting on you now more than ever to support our efforts. We anticipate that Ohio will see sports betting legalized by the end of this year. Based on our statewide data, we know that as gambling access increases, rates of problem gambling also increase.

Membership dues and donations are our sole funding for our advocacy work. Thanks to the action of our members and supporters, PGNO has been able to work with legislators to include several of our recommended measures. However, we still have a long road ahead. The current legislation lacks essential protections like staff training and dedicated gambling treatment funding.

Here are four ways you can help us ensure that as gambling expands Ohioans have access to gambling support services:

1. [Become a Member](#)
2. [Make a Donation](#)
3. [AmazonSmile](#)
4. [Kroger Community Rewards](#)
5. Share and connect with us on [Facebook](#) and [LinkedIn](#)

Four Ways to Give

Become a Member

Make a Donation

Amazon Smile

Kroger Community Rewards



OCAM NEWS
Volume 13
SEPTEMBER 2022

The Substance Abuse and Mental Health Services Administration (SAMHSA) observes National Recovery Month. National Recovery Month (Recovery Month), which started in 1989, is a national observance held every September to promote and support new evidence-based treatment and recovery practices, the nation's strong and proud recovery community, and the dedication of service providers and communities who make recovery in all its forms possible.



National Recovery Month
Every Person. Every Family. Every Community.



18- to-35-Year-Old OPPA Members: Young Prevention Professionals Project is Expanding!



"The new YP³ team is motivated to harness the energy of our youngest prevention professionals," noted OPPA Executive Director Jim Ryan. "We are excited to add to their ranks through this

Flyers & Posters



Flyers & Posters

- Look for curated options
- Think through sustainability/feasibility
- Where & Who
- Message Longevity
- QR codes
- Sponsorships

Swag



Distribution of Swag

- Think through sustainability/feasibility
- Where & Who
- Message Longevity
- Function
- Sponsorships



CHANGE THE GAME
UNLOCK THE REALITY OF YOUTH GAMBLING

The portal to gambling is right in front of their faces.

Do you play games with daily login rewards? Your kids do. And it's just one more way that today's digital games create the habit of gambling.

Gambling behaviors have become a big part of the digital games young people play. Learn how to lower the risks of problem gambling for our youth at ChangeTheGameOhio.org

Your Daily Login Reward is Waiting!

— IF YOU GAMBLE —
GET SET BEFORE YOU BET
BEFOREYOU BET.ORG
GAMBLING PROBLEM? 1-800-593-9999

— IF YOU GAMBLE —
GET SET BEFORE YOU BET

GET SET TAKE THE QUIZ.

BEFOREYOU BET.ORG
GAMBLING PROBLEM? 1-800-593-9999

CHANGE THE GAME

Paid Advertising



Paid Advertising

- Place based
- Print
- Digital
- Radio
- Sponsorships

Place based



Every faith.
Every church.
Every believer.
Can help prevent drug addiction.

Learn more about faith-based prevention resources.
prevention-first.org



Funding for this project was made possible (in part) by the Ohio State Opiate Response-1H79TI083294-01 grant from SAMHSA.

Print



REMINDER

Help Prevent Rx Drug Misuse

**Safely Dispose of
Expired or Unused
Medications**

Learn More Visit
www.OhioRxDisposal.com



Prevention-FIRST!
PREVENTION-FIRST.ORG



Kids Deserve a Vibrant Future You Can Prevent Substance Use



GREAT TIPS FOR PARENTS

START TALKING

Discuss the risks associated with substance use. Be clear about expectations. Take the time to listen. Remember scare tactics don't work.

MONITOR & SECURE

Track the number and amounts of prescriptions in your home. Keep alcohol and prescription drugs locked up. Eliminating access in your home plays a big role in prevention.

COLLECT OLD & UNUSED Rx

Another great way to reduce access — clean out medicine cabinets. Get rid of expired and unused medications. Gather them up, and take them to your local pharmacy or law enforcement agency for safe disposal.

PreventionFirst @PrevFIRST

Parents are key to preventing substance use in kids.

At PreventionFIRST! we help communities, schools, and families prevent substance use. One of the most important things we do is support parents. Teenagers can be challenging, and as parents there's lots to worry about. Sometimes it's hard to find the time or opportunity to have important yet difficult conversations. But, research tells us parents who talk to their kids about alcohol and other drugs have a big influence on their child's decision to be drug free.



Order our Strong Voices. Smart Choices. Parents' Guide at:
www.prevention-first.org



Digital

Types of Digital Marketing



Search Engine Optimization (SEO)



Search Engine Marketing (SEM)



Pay-per-click (PPC)



Social Media Marketing (SMM)



Mobile Advertising



Content Marketing



Search Engine Optimization



TV/Radio Advertising



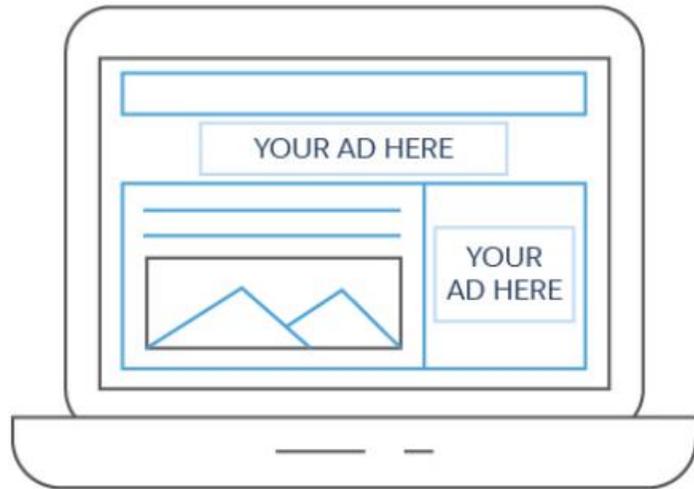
Influencer/Affiliate Marketing



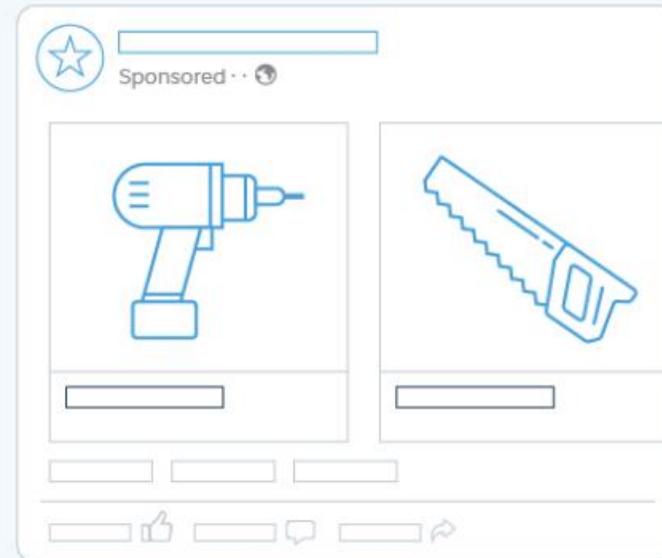
Viral Marketing

6 Types of Digital Advertising

Digital display ads



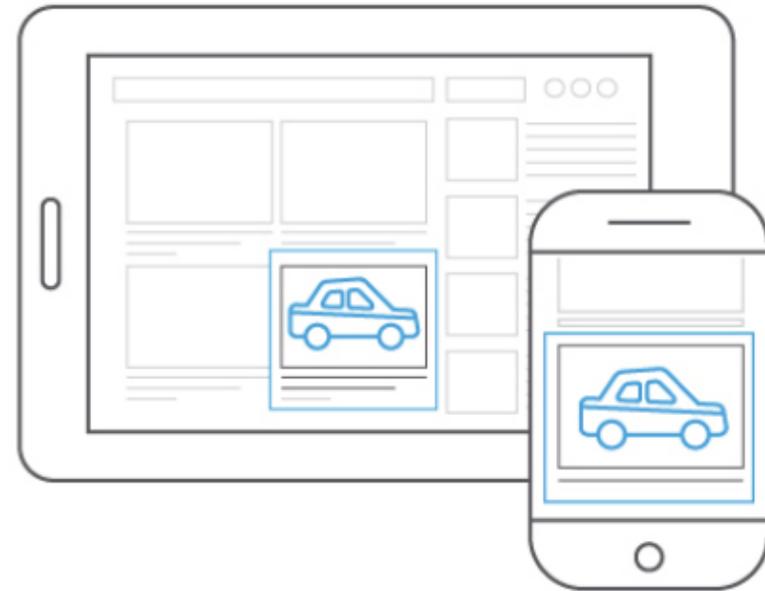
Social media ads



Paid search marketing



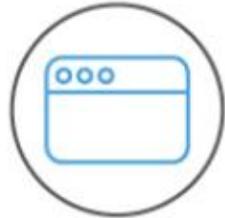
Native ads



Retargeting



User



User visits
your website



User leaves
and is tracked



User goes to social
media channel



User sees ad
on their feed

User clicks ad to
return to your
website

Video ads



Source:

bluecorona.com

Video ads



OTT (Streaming) Devices

**Desktops
/laptops**



Tablets



**Smart
phones**



Connected TVs



Smart TVs



TV +
streaming
device
(e.g. Roku)



TV +
gaming
console
(e.g. xbox)

Digital

PREVENTIONFIRST! PRE-ROLL

The screenshot shows the WCPO website interface. At the top, there are navigation links for WEATHER, TRAFFIC, and ALL SECTIONS. A banner for 'GOVEHEAD POOL' is visible, celebrating 95 years in business with a \$10 OFF residential service call offer. The main article is titled 'From the Vault: Dairy farmers dump milk in Falmouth streets in protest'. Below the article, there is a social media sharing bar and a video player. The video player displays a pre-roll advertisement with the text 'IF YOU GAMBLE BE THE 95% GET SET BEFORE YOU BET'. A yellow arrow points to the video player with the label 'Video'. To the right of the video player, there is a 'MUST SEE VIDEO' section with a video thumbnail titled 'A DAY IN THE LIFE OF A RESPONSIBLE GAMBLER.' and a yellow arrow pointing to it with the label 'Companion Ad'.

2017 Pre-Roll Results

- Impressions: 150,279
- Clicks: 1,542
- CTR: 1.03%

Creative Options

- Run pre-roll from last year
➤ [2017 Pre-roll](#)
- Run national creative
➤ [Meet Todd Spot](#)
- Create something new
- Slice your Cincy Lifestyle to a :15

\$25 CPM

For all available sizing and delivery see our [spec sheet](#).



STATION BANNER ADS

WCPO CINCINNATI WEATHER TRAFFIC⁵ ALL SECTIONS + 1 CLOSING 68° Q JOIN INSIDER

ALERTS | LIVE: SEN. MITCH MCCONNELL SPEAKS IN COVINGTON

Prevent Gambling Addictions Today **Learn More** 728x90

MUST-WATCH VIDEOS

From the Vault: Train kills Miami student in '07

WATCH: Video shows car crash through NKY bar

Ally Kraemer: 1 wedding decision made, 99 to go

Local bakery sets 'Thing-A-Ling' sale record

Bizarre behavior in court from ex-Bengals star

Zoo: Raising Fiona has been a 'rollercoaster'

UC's 30th president dive into new job

artswave VOTE for your favorite cocktail. VOTE HERE + WCPO Insider

A DAY IN THE LIFE OF A RESPONSIBLE GAMBLER. CLICK TO PLAY NOW STORE THE 95'S

300x250

LIVE: Sen. Mitch McConnell speaks in Covington

Senate Majority Leader has returned to the Bluegrass State Thursday to speak at a federal issues luncheon before the...

Bobcats? In Greater Cincinnati? Yes there are 33 mins ago

How much do bosses earn at Cincy's nonprofits? 2 hours ago

Mother pleads guilty to decapitating daughter 1 hour ago

How are FC Cincy fans handling coaching change? 1 hour ago

Weather Alert Day: Strong storms possible Friday 58 mins ago

Milford teen hikes entire Appalachian Trail 2 hours ago

Try the Cincinnati Chili Trail for yourself 1 hour ago

Police: Man shot in the face in Hamilton 3 hours ago

Does Lunardi think XU should fear the bubble? 2 hours ago

STORMY SHIELD Get severe weather alerts for ANY type of phone

The 728x90 is at the top and bottom of every page except only bottom on the home page.
The 300x250 is on every page on the right hand side, two ad units.

Targeting Options:

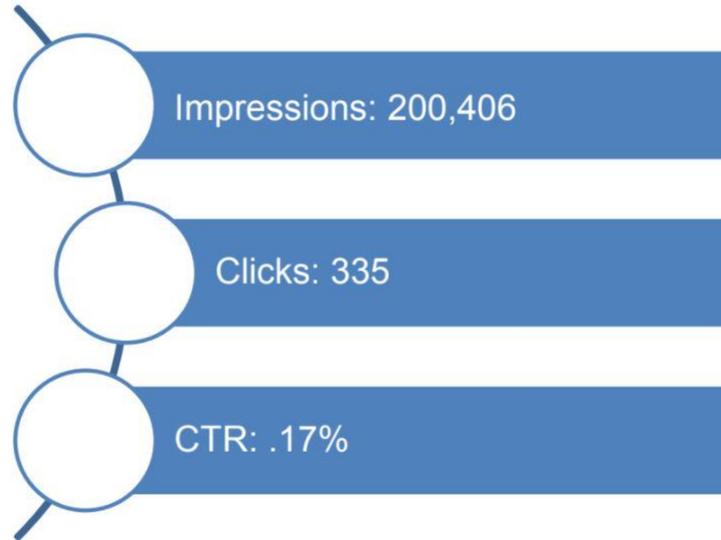
- Geography
- Time of Day
- Section
- Demographic
- Interest
- Intent

For all available sizing and delivery see our [spec sheet](#).

\$10 CPM

Digital

VALUE STORY - ENVISION PARTNERSHIPS



Radio



Description	Total Price
WVXU/WGUC underwriting, 12/13/21-1/9/22 160 spots	\$2,000
<i>Please note that this is a memo invoice only. You will receive detailed monthly invoices listing all spots aired.</i>	
TOTAL	\$2,000

Sponsorship

Sponsored by:

We are your biggest advocates.

Contact us today

EXECUTIVE SEARCH | TALENT ACQUISITION
LEADERSHIP DEVELOPMENT

Your trusted partner in finding and developing talent.

www.gilmanpartners.com

REACH

5,500+ PEOPLE FRIENDLY 4,000+ NONPROFIT NEWS

80% non-profit
88% are from the
22% are from the
100% are from the

95% of readers recommend REACH

Download Sponsorship Kit

Your Full Service Offsite Marketing Team

CINCINNATI marketing solutions

Experienced. Strategic. Affordable.

Click to take the first step!

MANLEY BURKE

a legal professional association

www.manleyburke.com

Setting the standard for service, ethics.

AFP

Advancing philanthropy through education, training, and advocacy

Association of Fundraising Professionals

Connecticut Chapter

Quarter 3's #1 PLACE To Find Nonprofit Talent

Place a job ad

VonLehman

CPA & ADVISORY FIRM

DEDICATED TO HELPING NONPROFITS ACHIEVE MISSION SUCCESS.

CONTACT US TODAY.

TOP WORK PLACES 2022

Seeking talented social workers and counselors (LMSW, LSW, LPC, LPCC, RPT)

Submit your resume to any listed social work manager

Visit our Careers page and apply now!

BOLD

SCHOLARSHIPS AVAILABLE

APPLY TODAY!

www.BoldCincy.com

2022 Class Registration Now Open

Connecting people, ideas and capital to fuel community solutions

Ignite PHILANTHROPY

ignitephilanthropy.com

Fundraising Strategy | Foundation & Fundraising Services

PROVIDING CAREER SERVICES TO BUSINESSES, EMPLOYEES, AND JOB-SEEKERS IN CINCINNATI FOR OVER 60 YEARS.

GET STARTED TODAY

WYS CAREER LINK (S&S)

LEADERS COACHING

Maximizing Your Leadership

Increase your leadership effectiveness!

- Individual and Team Leadership Coaching
- Mid-Level Manager/Team Manager Coaching
- Team Training

Search Out Today!

2022 PF! COALITION ACADEMY

Building Equity in Prevention

SEPTEMBER 13TH 8 AM - 4 PM

Great Wolf Lodge
2501 Great Wolf Drive
Mason, Ohio 45040

Learn more & register here



FEATURES

Coalition Academy 2022

PreventionFIRST! will host a regional behavioral health prevention conference in September that is open to a variety of community sectors wanting to learn more about substance use prevention, mental wellness and suicide prevention for youth. PF! is a non-profit organization serving the Tristate since 1996. PF!'s mission is to implement best practice strategies to reduce the risk of behavioral health disorders.

2022 PF! COALITION ACADEMY

Building Equity in Prevention

SEPTEMBER 13TH 8 AM - 4 PM

Great Wolf Lodge
2501 Great Wolf Drive
Mason, Ohio 45040

Learn more & register here

The conference, Coalition Academy 2022, will be held on Tuesday, September 13 from 8:00 a.m.-4:00 p.m. in-person at Great Wolf Lodge in Mason, OH. Teachers, nurses, parents/caregivers, public health professionals, social workers, counselors, law enforcement and other community-based sectors are welcome to attend.

The keynote address, "Building Equity in Prevention," will be given by Dr. Mary Roary, Director of the Office of Behavioral Health Equity at the Substance Abuse and Mental Health Services Administration. Other presentations that will be given throughout the day include basic communications strategies for organizations, what is adultism/tokenism, real-life resiliency skills, sports betting and problem gambling prevention, trauma-informed care and prevention, and engaging youth in prevention.

CEUs for prevention, social work, public health, and nursing will be applied for. Cost is \$60 which includes a light breakfast and full lunch. Vendors from local behavioral health agencies will also be on hand at the conference. Funding for this annual behavioral health prevention conference comes from the Ohio Department of Mental Health and Addiction Services and the Hamilton County Mental Health and Recovery Services.

For more information, contact PF! Chief Program Officer Amanda Conn Stamer at aconstamer@prevention-first.org or 513-751-8000 ext. 13. The conference agenda and registration can be found [here](#).

Media Strategies

- Press release, letter-to-the-editor
- Radio spots
- Digital/print advertisements
- Video/spot advertisements



Media Relations

Reactive

- Responding to an Inquiry
- Following up on an event/crisis/coverage

Proactive

- Know what's trending
- Following reports/stories
- Share your expertise
- Pitch Stories
- Anticipate Coverage

Internal Strategies

- New Employee/Partner Onboarding
- Employee Handbooks/Newsletters
- Visitors/Waiting Area
- Meeting/Training Spaces
- Common spaces
- Reports
- Emails
- One-on-ones



Creating Your Plan

- Choose your narrative
- Who needs to hear this story
- How will you build your narrative
- How will you tell your story
- Who will be your storytellers
- Collaborations
- Challenges/Road Blocks



Creating Your Plan

- ❑ Choose your narrative

Choose your narrative	
	Introduce your initiative/announce partnership
	Share Your Plan (why, what, goals) – BIG PICTURE
	Share/Promote a part of your plan
	Re-cap a strategy
	Highlight a bright spot



Creating Your Plan

- Who needs to hear this story

Who need to hear this story	
<input type="checkbox"/>	Leadership
<input type="checkbox"/>	Public/Community
<input type="checkbox"/>	Sector
<input type="checkbox"/>	Specific Demographic
<input type="checkbox"/>	Current Partner
<input type="checkbox"/>	Potential Partner/Funder

Narrow Your Target Audience (Name them)	
<input type="checkbox"/>	



Creating Your Plan

- How will you build your narrative

How will you build your story	
	Quotes
	Photos
	Video
	Bright Spot/Highlight
	Personal Story



Creating Your Plan

□ How will you tell your story

External Strategies	Media Strategies	Internal Strategies
Social Media Website/Blog Post Events, presentations, exhibits E-Newsletters Flyers, posters Distribution of swag	Press release, letter-to-the-editor Radio spots Digital/print advertisements Video/spot advertisements	New Employee Onboarding Employee Handbooks/Newsletters Visitors/Waiting Area Meeting/Training Spaces Common spaces Building a culture of care



Finding Your Storytellers

- Skills at the table
- Partner resources (engaged)
- Partner resources (support opportunities)
- Connections & Networks
- Collaborations (shared impact or vested interest)
- Volunteers
- Paid Staff



Potential for Collaboration

Shared Resources & Goals = Greater Reach

- Joint media releases/pitches
- Co-branded
- Guest columns/articles/speakers
- Social media takeovers
- Partnerships to distribute information
- Unique partnerships



Creating Your Plan

- Collaborations
- Challenges

Collaboration/Challenges/Success

