

*A newsletter designed to help you build strong member relationships,
retain supporters and improve communication with your patrons.*

April 2017

DATA-DRIVEN Communications



Data-Driven Personalized Communications “Essential For a Diverse Base”

Surveys are an indispensable tool for both non-profits and associations as they provide a window into the minds of their supporters.

For associations, better understanding the intentions and provocations of their members, especially if they happen to differ substantially from others in the group, can help leaders communicate more sensitively and more effectively to each segment.

A critical part of member engagement strategy is recognizing the fault lines that exist within your organization and making sure not to aggravate them when communicating the org’s agenda to your members.

For example, police and law enforcement associations would certainly want to know that 60 percent of white and Hispanic police officers feel that police relations with blacks were either excellent or good while only 32 percent of black officers agreed. Additionally, a significant majority of black officers believe that the public protests following the several officer-involved killings of black citizens were at least partly motivated by a desire to hold law enforcement accountable. Yet only 27 percent of their fellow white officers agreed. And the kicker, 92 percent of white officers believe that the U.S. has already assured equal rights for African-Americans, whereas only 29 percent of their black colleagues agree.

This sort of chasm would obviously influence how a law enforcement associations, communication director would approach a hypothetical campaign in which the association lobbies legislators to give officers more procedural rights when an on-

duty civilian shooting death occurs. Given the political minefield that is today’s race relations the association would want to relay its priorities and actions to its members in a way that doesn’t rankle them- especially if the issue of race is tied into any of those initiatives. Pluralism demands finesse.

On the other hand the very same survey of almost 8000 police officers conducted by the Pew Research Centre found that 86 percent of all respondents felt that police work had become more difficult due to the attention surrounding the high profile killings. 93 percent of officers, regardless of race, thought their colleagues now worry more about personal safety.

This information, too is advantageous to possess, because now that same hypothetical proposal to give officers more procedural rights if they become involved in a shooting that leads to a civilian death can now be reframed to members not as a race-relations issue, but as a police safety issue.



The police association can tell its members that it is lobbying for a new initiative - not so white officers can kill innocent black citizens with impunity - but rather so that all officers can have better peace of mind when doing their jobs even in the unfortunate event of an accidental shooting. Same agenda, different presentation.

Though survey data is just one piece of the puzzle, it's an invaluable piece.

All communication directors need to understand their members and what makes them tick so they can effectively illustrate to each member, how their goals align with those of the association. Different people respond to different messages so segmentation and personalization is vital.

A one-size-fits-all. Cookie-cutter communication is no longer viable—there are simply too many

organizations on America's advocacy landscape vying for attention.

Only the dextrous survive.

See article https://www.nytimes.com/2017/01/11/us/police-officers-pew-poll.html?_r=0

Thought of the Month

The perception of the value of associations increases with age in all but one of the overarching value questions. Asked about the need for associations five years from now, the youngest age group gives an importance rating that surges ahead of all other age groups. This corresponds with other research indicating that this awakening regarding the value of association occurs in the late 20s to early 30s.

The strategic issue for associations is whether they can continue to wait for the surge to take place or given the proliferation of competing sources of information and networking opportunities, whether they need to improve their benefits in ways that attract the younger much sooner”

—The Decision to Join, ASAE

MEMBER-CENTRIC COMMUNICATIONS

A newsletter designed to help you build strong member relationships, retain supporters and improve communication with your patrons.

No More shotgun Communications

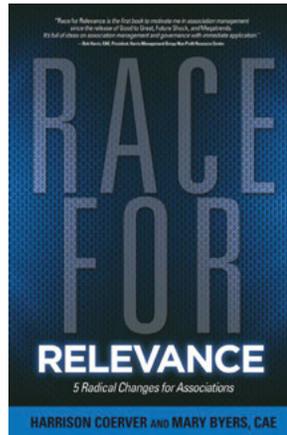
The following is an edited excerpt from Race for Relevance:

“Associations continue to operate as if everybody has time on their hands by... Producing publications or communications that members have time only to skim rather than read in depth. Associations of the future will need to adopt speed dating-like approaches to engagement to stay relevant.”

“While all of this happens around us, associations continue with their time-intensive model... Time to get involved in grassroots political activity. Time to read association newsletters and magazines. Time to attend seminars and conferences. Time Time Time.”

“These activities assume that average members take the time to inform themselves about the association and its opportunities. The reality is that members are so pressed for time that just getting the attention of a member today is a considerable challenge. Most associations complicate this challenge by trying to communicate too much, resulting in lower, not higher, awareness.” (Coerver Byers. P.7)

As the authors make clear, constraints on a member’s time require short pithy communications. Instead of employing a shotgun approach by discussing all outstanding issues in an effort to cover all bases. Only a single issue should be discussed with each member. But which issue? This is where data-driven personalization enters the discussion and, surveys can be used to collect qualitative data so that every members trigger issue - the issue that most resonates with them, and is their primary motivation for joining the org - can be identified and emphasized in the communication, whether it’s a newsletter, digital publication, or follow-up email.



About Us

GRC Direct specializes in the production of direct mail, print and various communications materials for associations, non-profits, businesses and government agencies. By teaming up with us, you’re adding a quarter century of experience to your team, and gaining access to ideas and solutions for connecting with your audience in the most effective ways. We provide all the services you need for the entire production process under one roof, ensuring your project goes out without a hitch.

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WEBSITES AND BLOGS MENTIONED IN THIS ISSUE:

Article ‘White and Black Police Officers Are Sharply Divided About Race, Survey Finds’ by Jonah Engel Bromwich; The New York Times 1/12/17

Book: Race for Relevance by Harrison Coerver and Mary Byers, CAE