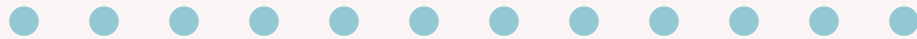




Improve Your Partner Engagement Through Strategic Messaging



NYSDOH BWIAH Provider Meeting | 2022

Your speaker



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Learning Objectives



1. Identify the **remarkable aspects** of your program to highlight with potential partners
2. Understand potential partners' **needs and motivations**
3. Develop strategic messages that will **resonate** with decision makers

Icebreaker

G A C A J L N S N T Y E H F M
S N G T I A R R W J Y L H F O
E D I S N E C C X F E B E P T
O C T G N J P F B N R A Y T I
R E R T A L S T N D B K Z N V
N B R Z Q S Y G E T A R T S A
Z A Q Q F J S I O T T A W O T
P X S E E D N E P U X M E P I
V J M F F L H J M C W E I L O
C R E D I B I L I T Y R V U N
H J S H N M H O J X A O R Y S
G U R E P E D Q W X L F E C I
L O N B V M E M E B L Z T O C
H S X F Q X M D S C Q S N J H
H C T I P Y W M S Y E X I X W



Listen

Credibility

Messaging

Partner

Strategy

Interview

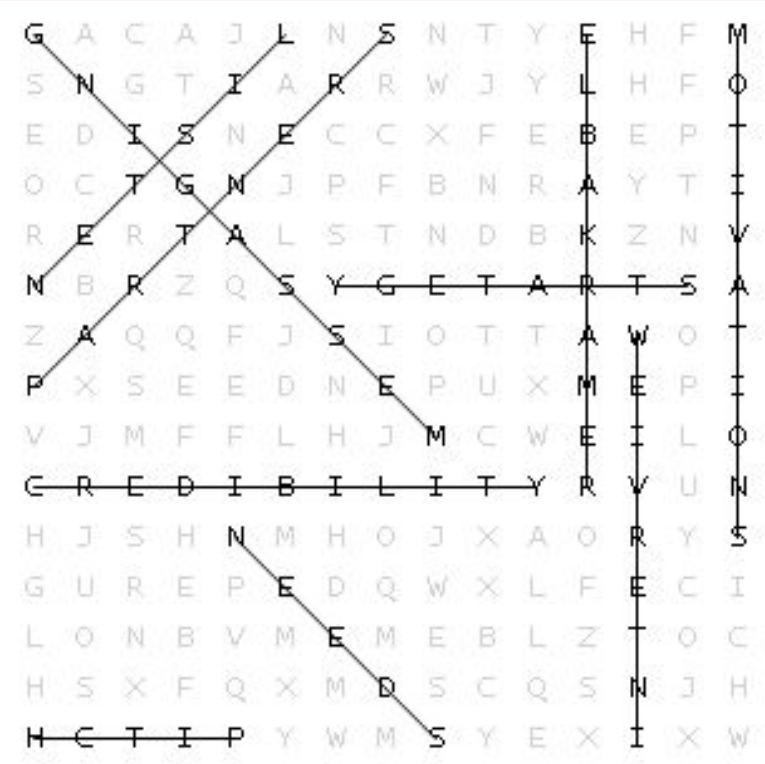
Motivations

Pitch

Needs

Remarkable

Icebreaker



Strategic Messaging?



What: Purposeful communication that encompasses marketing, advertising, public relations, and political communication.

Who: With individuals inside and outside their organization

Why: To help reach and set goals or prevent conflict. (Holtzhausen, 2008).

Strategic Messaging Process



1. Identify the **remarkable aspects** of your program
2. Understand your potential partners' **needs** and **motivations**
3. Develop strategic messages that will **resonate** with decision makers



**Identify the
remarkable aspects
of your program**



Remarkable (adj.)

worthy of being or likely to be noticed especially as being uncommon or extraordinary

Step 1: Build your Credibility Bank



- Purpose: To highlight your program's expertise and results your program has achieved. Such as:
 - Awards and prizes
 - Milestone
 - Number of years of experience
 - Unique qualifications
 - Earned media
 - Publications
 - Conference presentations

Step 1: Build your Credibility Bank



Your turn! What will you include in your credibility bank?

- Program Outcomes
- Awards and prizes
- Milestone
- Number of years of experience
- Unique qualifications
- Earned media
- Publications
- Conference presentations



Step 2: Conduct Past Partner Interviews



- You can get compelling marketing language from partners you have successfully collaborated with in the past
- Questions to ask:
 - What reservations did you initially have about partnering with us?
 - Now we have worked together, how has your perception of us as a partner changed?
 - Can you share a specific example of an outcome of our partnership that has made a significant impact on your organization?
 - What would you say to an organization that is interested in working with us but is on the fence?
 - Is there anything else you'd like to share?



Understand Potential Partners' Needs and Motivations

Step 1: “Listen” Online



- “Listening” will help you to learn more about the people you want to connect with talking to them.
- Listening to the conversation first – before you start talking – will help familiarize you with how your potential and clients are using social media.
- What are they saying? What are they sharing?

Step 1: How To “Listen” Online



Questions for ‘listening’ online:

1. Identify 3–5 potential partners to “listen” to.
2. Spend 10–20 minutes reviewing each of their websites and social media accounts.
3. For each organization, answer the following:
 - a. What topics do they talk about?
 - b. What words do they use? For example, do they call the people they serve youth, young people, students, or scholars?
 - c. What is their tone? For example, is it friendly? Serious?
 - d. What types of content and statistics are they sharing and reposting?
 - e. Who is interacting with them online? Who are their supporters? Who are their adversaries?

Step 1: “Listen” Online

Your turn!

1. Identify 3–5 potential partners to “listen” to.



Step 2: Hold Initial Conversations



The best way to understand your customers is to talk with them, prompting them with careful questions then listening carefully to their responses.

Use interviews when:

You are developing a new program.

You are working with a new type of partner.

Your information about your partners is outdated.

Needs and perceptions are changing quickly.

Step 2: Hold Initial Conversations



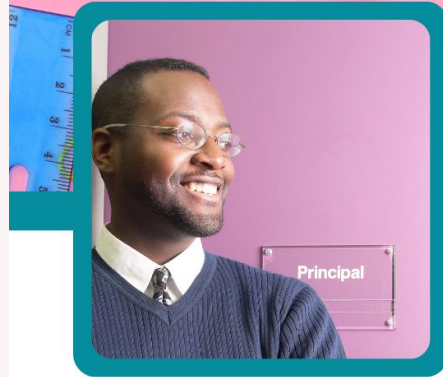
Questions for holding initial conversations:

1. Thinking about your short-term goals— what are your priorities right now?
2. What challenges are preventing you from achieving success in these priorities?
3. What strategies have you tried to overcome these challenges? What have been the results of these strategies so far?
4. Thinking beyond current priorities to your long-term goals—what's the number one goal that you want to achieve for the youth in your community?
5. What are 3 of the concerns you have about achieving this goal?

Step 3: Create organizational profiles



- Organizational profiles are also known as **personas**
- Personas are archetypes that describe your potential partners' goals and behaviors
- Personas will help you keep your potential partners' needs top of mind so that you develop messaging that resonates with them



Peter the Proactive Principal

Type of Organization: Middle school that prioritizes social and emotional learning

Demographics Served: 100% free and reduced lunch; 60% Black and 40% White

Buzzwords: Social and emotional learning, blended learning

Goals: Close achievement gaps

Challenges: Staff not trained to teach sensitive topics

Gatekeepers: School board and PTA

Objections: No time for non-academic activities



Develop Strategic Messages that Will Resonate with Decision Makers

The “What We Do” Statement



A “what we do” statement succinctly describes the type of organization you want to partner with, the primary challenge they face, and how you will solve their problem to help them achieve their desired outcomes.

Step 1: Write “What We Do” Statements



We partner with **[type of organization]** that is **[challenge]** to **[how your TPP program will address the challenge]** so they can **[outcome 1]**, **[outcome 2]**, and **[outcome 3]**.

Step 1: “What We Do” Example



We partner with **middle schools that have high absenteeism rates** to **engage students in life skills training** so they can **improve attendance, increase students' emotional intelligence, and boost achievement scores.**

Step 1: “What We Do” Example



Your turn!

We partner with **[type of organization]** that is **[challenge]** to **[how your TPP program will address the challenge]** so they can **[outcome 1]**, **[outcome 2]**, and **[outcome 3]**.

Step 2: Document a Q&A List



Prepare for questions in advance for objections you may face. You can brainstorm use questions or document questions you have previously received and the answers that led to a “YES!” .

Response example to common objections:

Objection: Our staff aren't trained to provide TPP programming!

Answer: We will train your staff in how to facilitate discussions about reproductive and sexual health topics and how to manage a classroom. These skills will prepare them to implement the TPP program and will enhance their teaching outside of the program.

Step 2: Document a Q&A List

Your turn!

Objection:

Answer:



Step 3: Create a Pitch Deck



Make sure that your pitch deck presentation:

- Describes the potential partner's primary challenge (include statistics, if possible)
- Uses language and content that reflects a clear understanding of your potential partner's needs and motivations (leverage the persona for each type of partner)
- Explains how partnering with you will help the organization overcome their challenge (use the "what we do" statement for each partner)
- Addresses objections that you anticipate hearing from the potential partner (from your Q&A list)
- States a clear call to action that you want the organization's leader to take, such as scheduling a call or filling out an application



Developing Strategic Messaging to Attract TPP Program Partners

To recruit young people into your Teen Pregnancy Prevention (TPP) program, you need to identify partners that serve youth who would benefit from participating. While it's essential to form partnerships that advance your program's goals, it's just as important to recognize how you can help potential partners meet their goals. By developing strategic messaging that highlights the benefits to each potential partner and addresses their concerns upfront, you can make it easier for decision makers to say "yes" to building a relationship with your TPP program.

This job aid will help you as a TPP project director or program manager:

- Identify the remarkable aspects of your TPP program to highlight with potential partners
- Understand potential partners' needs and motivations
- Develop strategic messages that will resonate with decision makers

[Developing Strategic Messaging to Attract TPP Program Partners Job Aid](#)

Connect With Us

A decorative graphic consisting of two rows of light blue dots. The top row has 15 dots, and the bottom row has 12 dots. The dots are arranged in a slightly staggered pattern, with the top row starting further to the right than the bottom row.

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THANK YOU

Are there any questions?

