

MONTGOMERY COUNTY VILLAGE GATHERING

Tuesday September 27, 2017

Communications and Marketing

Scribe: Erin Smith

Panelists:

Ann Seltz, Rockville Villages Advisory Committee

Trey Johanson, Jewish Council for the Aging

Barbara Galloway, Aging Well With Friends

Moderator:

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Fran Randolph, Kentlands Village

Kentland's Village Founder—Introduced panel and explained that the Kentland's Village is now looking at communications and marketing after initial steps.

- **Trey Johnson (JCA Village Rides)**
 - Publicity - Why? Write a short story about why you got involved
 - People - Welcome them and appreciate them
 - Planning - Each person promotes your village and establish goals
 - Persistence - Need to promote your message
 - Community outreach - Churches, partnership with business, partner with city or town, have a game
 - Marketing Materials - Brochure and fridge magnets
 - Keep it simple
 - Use large clean fonts
 - Print a lasting message
 - Role based email address
 - Social and digital media
 - Send emails once a month
 - Send helpful information
 - Update website quarterly
 - Use Facebook and Twitter weekly if not daily
 - Tell heartfelt stories
 - Q+ A with Trey
 - Social media and older adults
 - don't forget the caretakers, very active people
 - Too much email?
 - Use yourself as a barometer
 - Last call emails
 - Mail chimp - weekly news letter
 - Also constant contact, maintains presence and consistent branding
 - Free media

- Magazine, radio station, Seniors Today
 - Getting the word out and potential for bringing money in
 - Fundraising is done hyper locally
 - Website ?
 - Effectiveness of testimonials. Pick the best ones. Make it engaging and exciting.
 - Basic analytics. Wix helps you create websites
 - Village Rides
 - Next grant cycle part of the support they offer to villages
 - Help with marketing materials. Templates for creating printing and magnets
 - Referrals for graphic designers
 - Montgomery County will pair you with a volunteer at the volunteer center
- **Ann Seltz - Chair of the Rockville Village Advisory Committee**
 - Formed in 2014 and are ad hoc
 - Community service organization had a board member who was interested in creating this board (that was Ann)
 - Recommending things that other villages could do and promoting villages in diverse areas of Rockville
 - Outline of common steps
 - Steps to successful communications:
 - 1) Define the mission.
 - Write a mission statement and stick to it.
 - Simple and direct.
 - Serve as a filter, state the markets that you serve, give your sense of intended direction, stick to the message
 - 2) Define target audience.
 - 3) Craft messages
 - Write in active voice
 - Focus on what is important
 - Make the message direct
 - Message automatically
 - 4) Partner with appropriate organizations
 - Develop partnerships, suggested police
 - 5) Create communication plan
 - Inform target audiences of your organization
 - Invite the widest possible audience
 - Message content
 - Neighbors - update on progress, info about meetings and events, include little factoid, request for volunteers, ask for help, invite them to your meetings media - invite them to meetings, frequency, Facebook - get folks involved, repeat
 - 6) Execute
 - Q + A with Ann
 - Will send the PowerPoint

- Facebook page
- Help maintaining. Need to learn how to use Facebook and websites
 - Live and learn - have classes on computers
 - Oasis - have classes on computers
 - Senior Centers
- Email address is ann.seltz@gmail.com
- **Patty Reed (Sandy Spring Friends House)**
 - Aging well with friends
 - Friends House is a small continuing care retirement community
 - Aging in place once someone moves in they want to stay where they love
 - Sense of community is very strong there
 - Targets low to moderate income
 - Targets the independent living section of Friends House
 - Partner with Olney Home for Life
 - Residents may have mobility issues and vision issues
 - Promoting a healthy lifestyle
 - Q+A with Patty
 - Fundraising - ask people.
 - What is the message that I can convey and why you need it
 - Reaching out to shut ins
 - Going door to door with surveys; use door hangers
 - Marketing and fundraising are very closely related