



Rockville
Villages



Rockville Villages Communications

Building support in the community



Rockville Villages Advisory Committee

- ▶ Formed July 2014 to advise city and neighborhoods on villages
- ▶ First meeting convened by Community Ministries of Rockville (CMR) September 2014
- ▶ Attendees included a wide array of individuals and groups
- ▶ Chaired by CMR Board member. Outreach and information support by CMR's Elderly Ministries Program. Programming guided by Pazit Aviv
- ▶ Meetings open to anyone interested in aging-in-place and/or forming a village in Rockville as well as any organization working with seniors





Rockville Villages Communications

Steps to successful communications

- ▶ Define the mission
- ▶ Define target audiences
- ▶ Craft messages
- ▶ Partner with appropriate organizations
- ▶ Create communications plan
- ▶ Execute





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Define the mission

A mission statement is a written declaration of an organization's core purpose and focus that normally remains unchanged over time. Properly crafted mission statements:

- ▶ Serve as filters to separate what is important from what is not
- ▶ Clearly state which markets will be served and how
- ▶ Communicate a sense of intended direction to the entire organization
- ▶ Keep group focused and on track.



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Example

The mission for Rockville Villages is to:

- Develop best practices for village formation
- Recommend model for city-wide support for villages
- Act as information resource to support village formation

Define the target audiences

- Your neighbors
- Families seeking care and support for parents and relatives
- Agencies, nonprofits, for-profits that serve 60+
- Media your audience is likely to see
- Others?



Craft your message to each audience segment

- Focus on what is important to each segment
- Write in active voice
- Make the message direct
- Use clear and simple language
- Be able to deliver each one automatically





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Develop partnerships with groups, agencies and organizations that can provide you with information and get your message out

- Other neighborhood groups
- City and county village coordinators
- City and county agencies serving 60+
- Neighborhood police representatives
- Nonprofits serving 60+
- For profits serving 60+
- Local media
- Social media



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Create a communications plan

Goal: To inform target audiences of your organization and to invite the widest possible engagement.

Tools/materials

Blurbs	Fact Sheet	Social Media	Email
Events	Flyer/Brochure	PowerPoint	FAQ
PSA	Door Hanger	Website	



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Message Content

Neighbors/Families

- Information about meetings and events
- Updates on progress
- Request for volunteers
- How to ask for help
- General information about aging in place

Partners

- Services you need
- Information about meetings and events
- Update on progress
- General information about aging in place



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Message Content

Media

- Information about meetings and events
- Updates on progress
- General information about aging in place





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Frequency

Depends on how much time you can devote...

- ▶ Neighbors/Families: Biweekly
- ▶ Partners: Monthly
- ▶ Media: Weekly for social media. Monthly for all else

Questions?



Rockville Villages Advisory Committee

For more information

- ▶ Join the Rockville Villages Advisory Committee
- ▶ Visit Rockville Information page on the Montgomery County website:
<http://tinyurl.com/rockvillevillages>
- ▶ Contact Ann Seltz at
rockvillevillages@gmail.com or
Pazit Aviv at
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