

## **PROMOTION AND OUTREACH RESOURCES FOR SMALL BUSINESS ENVIRONMENTAL ASSISTANCE PROGRAMS (SBO, SBEAP, AND CAP)**

Building support for your program, either internally within your agency or externally with potential partners and allies, is critical because this support can help you secure your funding, identify additional funding sources, expand your reach, and leverage your resources for greater impact. The tools provided in this section will help you when you begin to develop your strategic action plan during the small group session. Many of the goals for your program will depend, in part, on being able to better promote your program and build greater awareness and support.

This list of resources includes information on promoting your program, improving your communications, and lobbying strategies that your CAP or other champions can use. Although some of the information is designed for businesses, many of the concepts and ideas can work for your program. We have included general websites and articles on specific topics that can help you in promoting your program.

### **Strategic Communications Planning**

Creating a communications plan will help you achieve your goals and use scarce resources effectively. A good plan will help coordinate your efforts, get everyone involved, and focus efforts on the most important and effective actions. There are many tools and articles on how to create a plan; a few are below.

**Communications Planning** covers why you should develop a plan, who should be involved, the elements of a plan, and other strategic planning details.

[http://www.impacs.org/files/CommCentre/communications\\_planning.pdf](http://www.impacs.org/files/CommCentre/communications_planning.pdf)

**The Spin Project** has a strategic communications tutorial and plan generator.

<http://www.spinproject.org/article.php?id=113>

**The W.K. Kellogg Foundation** toolkit includes a plan template and sample plans.

<http://www.wkkf.org/Default.aspx?tabid=90&CID=385&ItemID=5000034&NID=5010034&LanguageID=0>

### **Framing an Issue**

*Framing* refers to how a concept or issue is packaged to make it relevant to the listener's perception. The concept is based on ways in which people grasp issues through varied frames or mental shortcuts, based on their current beliefs and assumptions. The listener's individual frame influences his/her response to a message. The means that how a message is crafted changes the understanding and response of the audience. An example of framing a message is the wastewater industry's use of the word biosolids instead of sewage sludge as the industry worked to build acceptance of the land application of "biosolids."

**Frames, Framing and Reframing** is an essay that looks the nature of frames and the framing process.

<http://www.beyondintractability.org/essay/framing/>

**Framing Public Issues** is an in-depth look at communications and how people perceive your message. This article presents The FrameWorks Institute approach to communicating social issues called strategic frame analysis. Although focused on helping social non-profit organizations, many of the concepts and tools can be used more broadly in building support for a program.

<http://www.frameworksinstitute.org/strategicanalysis/FramingPublicIssuesfinal.pdf>

The website has additional information on framing. <http://www.frameworksinstitute.org/>

## **Relationships for Building Support - Lobbying, Advocacy, and Networking**

### **Lobbying**

Lobbying has a fairly narrow definition. It is working to persuade legislators in order to influence legislation. Although SBEAPs and SBOs are not legally permitted to lobby, CAP members *can* lobby to help the program in their state.

**How to Lobby for Nonprofits** is a presentation from the Center for Lobbying in the Public in the Public Interest. The website includes other information and resources for lobbying.

[http://clpi.org/how\\_to\\_lobby.html](http://clpi.org/how_to_lobby.html)

**Iowa Citizen Action Network - Building Relationships With State Legislators** is a guide about lobbying from a state grassroots organization.

<http://yawp.com/ican/lobby.html>

**Lobbying - The Basics** is a short list of definitions and tips on lobbying.

<http://www.democracyctr.org/resources/lobbying.html>

### **Relationships and Networking**

*Social Capital* is generally considered the collaborations and relationships among individuals, between an individual and a group, and among groups that help power action in our communities. *Social capital* helps make groups like the Parent Teacher Association (PTA) valuable and includes the professional relationships between individuals that promote partnerships. Like economic capital, social capital is an important ingredient for a strong and successful program. Relationships that constitute strong social capital are based on trust, reciprocity, and durability.

([http://en.wikipedia.org/wiki/Social\\_capital](http://en.wikipedia.org/wiki/Social_capital))

**Three Keys to Being an Effective Community Leader** is aimed at community leadership, but this excerpt from *The Community Leadership Handbook: Framing Ideas, Building Relationships, and Mobilizing Resources*, includes useful information on social capital.

[http://www.fieldstonealliance.org/client/client\\_pages/tools\\_you\\_can\\_use/02-08-06\\_cmtty\\_leadership.cfm](http://www.fieldstonealliance.org/client/client_pages/tools_you_can_use/02-08-06_cmtty_leadership.cfm)

**Civic Dictionary – Social Capital** is a somewhat academic look at social capital that provides an overview of the current theory and state of social capital. Includes a relevant example how county extension agents are using social capital to expand their programs.

<http://www.cpn.org/tools/dictionary/capital.html>

**Investing in Your Social Capital** *It pays to take advantage of knowledge and relationships when building your business--and your bottom line* is a business focused article on the importance of building professional networks for success; concepts that can also be applied to your program.

<http://www.entrepreneur.com/article/0,4621,316822,00.html>

## **General Promotion**

**The American Marketing Association's** business-oriented website includes articles and best practices on a variety of marketing issues including marketing strategy, planning, and public relations, that can be used as models for general promotion activities. Free registration is required for the complete text of many of the articles.

<http://www.marketingpower.com/>

***Identifying and Reaching Influencers*** is a business marketing article that introduces the concept of "influencers" - people who others look to for advice and who "influence" the opinions and behavior of others. (Have to register for free to view the entire article).

<http://www.marketingpower.com/content20476.php>

**The 10 Marketing Commandments** is focused on small business and provides useful advice on how to think about marketing and make it an integral part of your program.

<http://marketing.about.com/od/marketingtipsandadvice/a/mktgcommand.htm>

***One-to-One Marketing for Nonprofits*** By Don Peppers and Martha Rogers, Ph.D. is a short article about the value of establishing and maintaining great relationships with customers and donors, and on using computers to help build these relationships.

[http://www.uwnyc.org/technews/v4\\_n2\\_a3.html](http://www.uwnyc.org/technews/v4_n2_a3.html)

**An Editorial Calendar** is used to identify events, holidays and other dates, such as Earth Day, that you can use as hooks for your pitches. The Spin Projects 2006 calendar lists dates and also ideas for using the dates.

<http://www.spinproject.org/downloads/SPIN2006EdCalendar.pdf>

## **Non-profit organization-oriented promotion and communications**

Although these websites are primarily aimed at non-profit organizations, they contain information and concepts that can be used in your program.

**The SPIN Project** helps nonprofit social justice organizations communicate more effectively. The website contains tutorials and articles on building better communications strategies.

<http://www.spinproject.org/>

**FrameWorks Institute** advances nonprofit sector communications by making scholarly research more practical for framing public discourse about social problems. The site includes information on research and articles for non-profits.

<http://www.social-marketing.org/sm.html>

**The Kellogg Foundation** compiled a Communications Toolkit to help non-profit organizations. It includes resources on communications plans, branding, framing, etc.

<http://www.wkcf.org/default.aspx?tabid=75&CID=385&NID=61&LanguageID=0>

**Nonprofit Best Practices Guide** contains many articles and tips on marketing and communications (plus other aspects of nonprofit management), and includes an extensive library with keyword search capability.

<http://www.npgoodpractice.org/Marketing/>