



Telling Your Story
Rural Advocates and the Art of Communications

IOWACASA | RESOURCE SHARING PROJECT

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Objectives

- Offer a basic understanding of communications
- Provide rural advocates with concrete tools and materials to utilize in the community
- Utilize a case study to demonstrate the reality of rural communications




What does communications mean to you?




Communications

- Connects you to your community
- Provides outreach to survivors
- Builds visibility
- Helps people understand our work




Resources

- Style guide
- Flyer
- Press release
- Letter to the editor
- Website tips



Reality of Rural


- Budget constraints
- Staff capacity
- Different forms of communications
- Social attitudes



Reality of Rural

BUDGET CONSTRAINTS


- Wordpress
- Wix
- Canva
- Donated resources
- Word of mouth



Reality of Rural

STAFF CAPACITY


- Community members
- Board members
- Volunteers
- Interns



Reality of Rural

DIFFERENT FORMS OF COMMUNICATIONS

- Embrace community specific communications
- Utilize community members
- Donated resources



Reality of Rural


SOCIAL ATTITUDES

- Closeness of community
- Find a champion
- Rural mentality



Style Guide

- What fonts to use
- Readability
- Accessibility
- How people view materials



Flyer

- Style guide
- Keep information clear and concise
- Prominently display contact information
- Include logo



Press Release

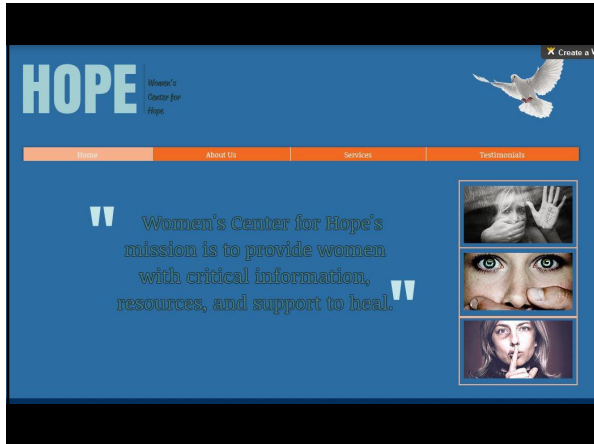
- Submit interesting topic to local media
- Engaging headline
- Include relevant quotes
- No longer than one page

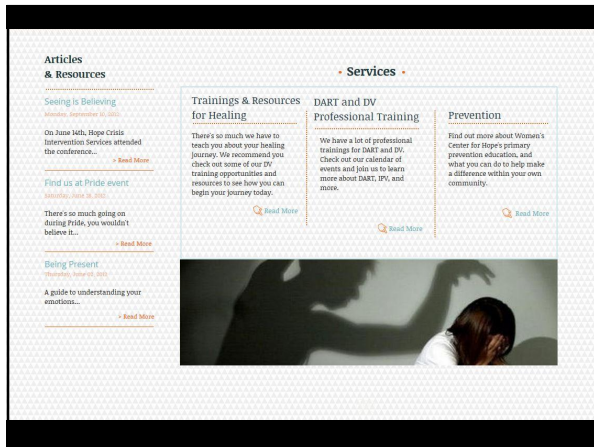


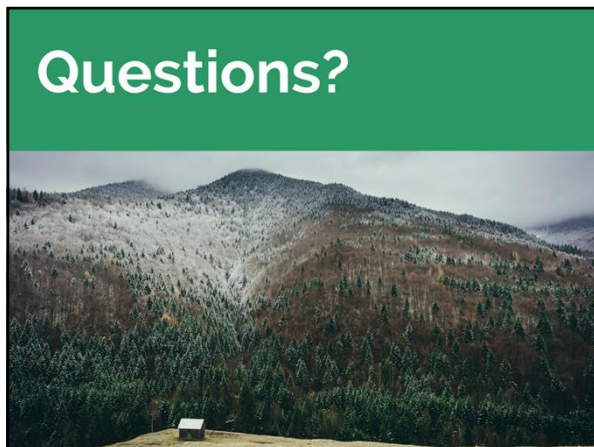
Letter to the editor

- Submit to opinions editor of local newspaper
- Be timely and relevant
- Keep the letter brief and focused
- Include a call to action









Thank you, OVW!

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Thank you!

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