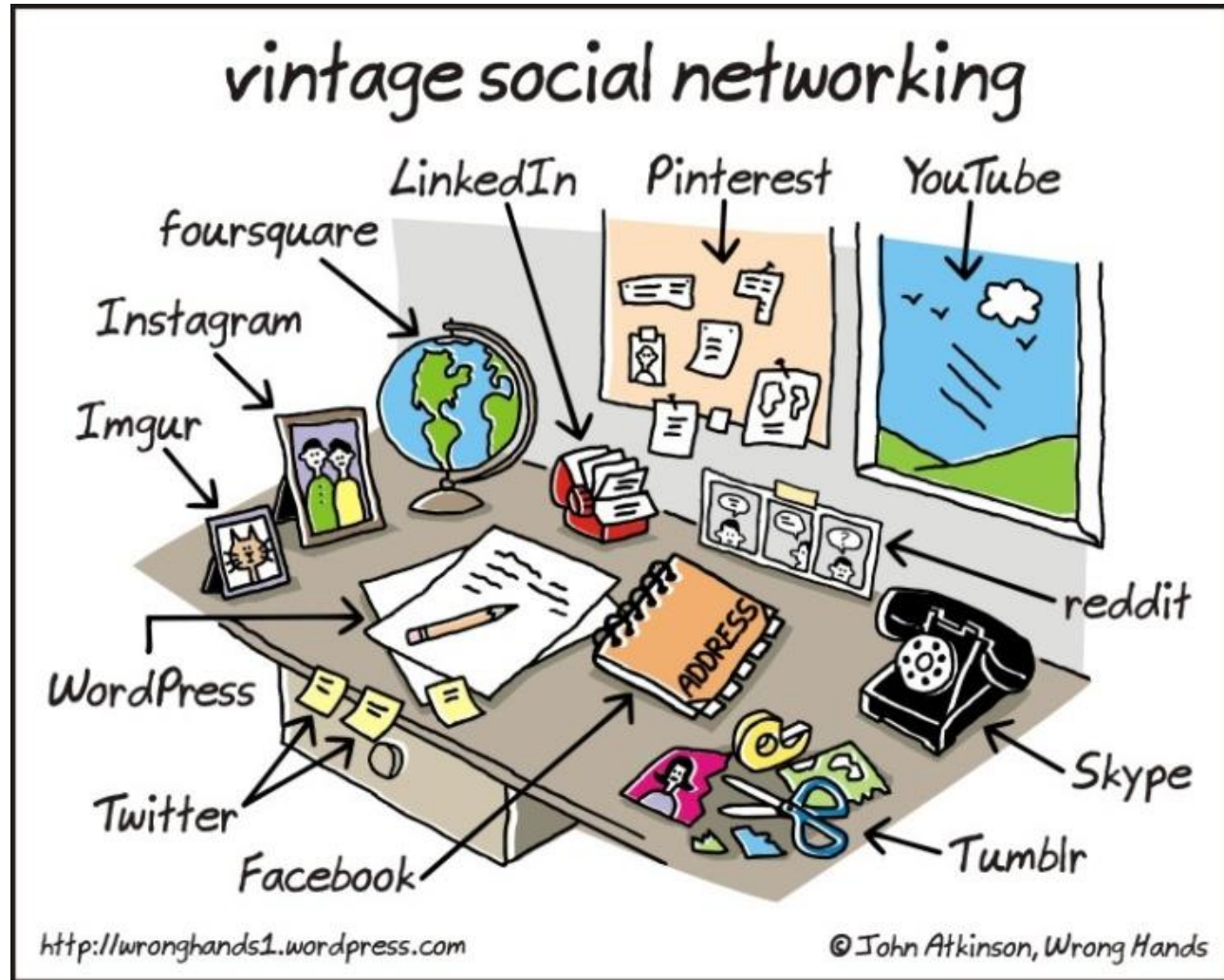


Matching Communications Methods/Tools With Your Changing Audience



How does your Audience Get Information?

- Where or from whom does your audience get its information? Who do they find credible?
- Where does your audience spend most of its time? Where are they most likely to give you their attention?



Generational Differences

Environmental/Conservation is one of the lowest of all priority causes of all generations in general. *Health is number one



Generation Y

- Born 1981 – 1995
(age 18-32 as of 2013)
- Represent 15% of total giving
- 3.4 million donors in Canada
- 62% give
- \$639 average annual gift
- 4 charities supported



Boomers

- Born 1946 – 1964
(age 49-67 as of 2013)
- Represent 32% of total giving
- 5 million donors in Canada
- 78% give
- \$942 average annual gift
- 4.9 charities supported



Generation X

- Born 1965 – 1980
(age 33-48 as of 2013)
- Represent 27% of total giving
- 4.8 million donors in Canada
- 79% give
- \$831 average annual gift
- 4.5 charities supported



Civics

- Born 1945 and earlier
(age 68+ as of 2013)
- Represent 25% of total giving
- 2.4 million donors in Canada
- 87% give
- \$1,507 average annual gift
- 7 charities supported

Civics Profile

Experienced hard times while growing up which were followed by times of prosperity.

- “Giving Back” is important
- Respects authority and duty
- Expect others to honor their commitments and behave responsibly
- Value due process and fair play
- Top down management style, value hierarchy
- Don't adapt well to change

How to Communicate with Civics

- Use the rules of conduct, respect for authority good manners and formal communications
- Face to face or written communication is preferred - ask their advice
- Present your story in a formal, logical manner
- Don't waste their time
- Like hand-written notes, less email and more personal interaction
- Very Limited online engagement

Baby Boomers

“The American Dream” was promised to them and they pursued it. They are seen as greedy, materialistic and ambitious

- Work long hours and take on responsibility
- “Me” Generation- Very ambitious, works hard and expects much of themselves and others
- Personal Gratification & Personal Growth important
- Wants to “make a difference”

How to Communicate with Baby Boomers

- Provide knowledge. This group likes to understand the big picture and have choices
- Will Fight For A Cause: If you give them a cause they will fight for it
- Consider communicating via social media. Baby boomers use Facebook, LinkedIn, have smartphones, and tablets. They rarely use these devices for texting
- Get consensus-include them or they may get offended

Generation X

Their perceptions are shaped by growing up having to take care of themselves early and watching their politicians lie and their parents get laid off

- Pampered by parents, strong sense of entitlement
- Work/family balance is important to them
- Want to get in, get the work done and move on to the next thing
- Don't understand the optimism of Boomers and Gen Y and are suspicious of boomers values
- Don't trust government and challenge authority

How to Communicate with Generation X

- Steer away from anything that threatens their lifestyle be it political, social or business
- Use email as a primary communication tool
- Talk in short sound bites to keep their attention
- Share information with them on a regular basis and strive to keep them in the loop.
- Use an informal communication style
- Be Blunt/Direct, Immediate, present facts

Millennials (Generation Y)

- They are described as overly self-confident and self-absorbed (The “Selfie Generation”)
- 75% have a profile on social networking sites with 20% posting a video of themselves online
- Millennials’ main sources for news are television (65%) and the Internet (59%)
- 80% sleep with their cell phone next to the bed
- 51% says that volunteerism needs to benefit them professionally

How to Communicate with Millennials

- Let them communicate online through instant messaging, text and email, video conferencing, blogs, and social networks
- Find a way to get them involved and feeling valued, do not talk down to them
- Be humorous
- Be careful about the words you use and the way you say it (they are not good at personal communication because of technical ways of communicating)

Generation Y Vrs Boomer



So What Does All This Mean?



We need to be Chameleons

- We need to use a variety of Communication Methods and Messages to reach various audiences
- Determine what we want to achieve and with who and match the best approach with goals
- Develop a communications plan based on target audience
- Use technology to reach younger audiences
- Be Flexible in approaches

Think about WHO you are trying to connect with and put yourself in their shoes

1. Who is your audience? Perm vrs Seasonal Residents, What Generation?
2. What are their concerns? Why are they important to you?
3. Why should they care about your lake and its issues?
4. What do you want from this audience?
5. What is best way to communicate with them



How We Are Wired?

- Gut reactions in 3 seconds or less
- Emotions process 5x faster than conscious brain
- Emotions make a more lasting connection
- Images process 60,000 times faster than text
- 90% of info brain processes is visual
- Hardwired to process faces

Attention Span is Minimal

- 80% of people are scanning, not reading
- Average time spent reading a newsletter after opening it is only 51 seconds
- People fully read only 19% of newsletters
- Attention span has fallen from 12 seconds in 2000 (around the time mobile took off) to 8 seconds

9 SECONDS



The attention span
of a goldfish

Email Vrs Social Media

- 3x as many email accounts as Twitter + Facebook
- First thing People read in AM (56% of adults) and last thing read in PM
- Harder to tune out — each email is a line item on “to-do” list
- An email subscriber typically represents a bigger commitment than social media subscriber
- Subscribers are 3x more likely to share your content over social media

E-mail Overload

- Over 205 billion emails sent and received per day in 2015
- 180 billion is spam
- Most email is poorly designed and written

*59% of people need to hear something about a specific organization 3-5 times to believe it's likely to be true

*68% of Americans say they base their decision to open an email on the From name



Watersheds Canada

Published by Jorden Keeley [?] · October 17 at 11:12am · 🌐

We urgently need you to vote for us in the Aviva Community Fund competition!

Blinky knows all about the tragic effects of pollution and toxins in the water. While we can't keep nuclear waste or moonshine out of our lakes and rivers, we ARE working everyday to keep toxins like fertilizers and pesticides out of our watersheds to keep them from destroying fish and wildlife habitats.

That's why we need your help! Please vote for us in the Aviva Community Fund competition here: [h... See More](#)



29,492 people reached



▶ \$6.64 Left

👍❤️😂 441

6 Comments 133 Shares

29,492 People Reached

698 Reactions, Comments & Shares

521 👍 Like	416 On Post	105 On Shares
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22 ❤️ Love	18 On Post	4 On Shares
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5 😂 Haha	5 On Post	0 On Shares
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2 😡 Angry	2 On Post	0 On Shares
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14 Comments	9 On Post	5 On Shares
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135 Shares	133 On Post	2 On Shares
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746 Post Clicks

240 Photo Views	116 Link Clicks	390 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page



Watersheds
C A N A D A



Thank You!

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Your Lakes. Your Rivers. Your Future.