#### Better Communication Techniques for Enhancing Relationships & Building Capacity

NMMS Fall Leadership Network Meeting Agenda Overview, Developing A Succinct & Effective MainStreet Message, & A Interactive Group Exercise

Amy M. Barnhari

NMMS Revitalization Specialist in Capacity-Building & Fundraising



#### Meeting Agenda Overview

- Intro to Public Speaking
  - With Janet Birkey
- Effective Communication Materials
  - With Elisabeth Jackson, Mary Libby Campbell, Sandy Vigil, Brenda Ferri & Cam Wilde
- Effective Communication with Local Government Partners
  - With Veronica Cordova, Portales Councilwoman; Amanda Colburn, Bernalillo County Community Services; and TBD

- Communicating with Donors
  - With Erinn Burch
- Communicating with colleagues & volunteers based on personality types
  - With Robyne Beaubian
- Building Bridges with Partner Orgs, Property Owners & Business Owners
  - With Bianca Encinias, Brenda Ferri & Linda DeMarino
- Board & Staff Round Tables



Developing a Succinct & Effective MainStreet Message



So how can you simplify your message at the local level?



#### Traditional MainStreet Mission Statements

"To strengthen the downtown as the center of our community through concentrated efforts in organization, promotion, design and economic vitality 6 >

- "To accomplish our mission, Remail:
  - Encourage cooperation and build leaders in the business community
  - Stimulate downtown revitalization and historic preservation
  - Create a positive image for the community by promoting downtown as an exciting place to invest and do business
  - · Improve the design and infrastructure of downtown"



47 WORDS

## How can we simply that?

- Clear
  - Concrete language
  - Keep things simple
  - 8th grade reading level
- Concise
  - No jargon
  - No buzzwords
  - No fluff
  - 5 14 words

- Useful
  - Inform those outside your organization
  - Focus staff and volunteers
  - Guide planning and decisions



## Simpler versions. . .

 To stimulate district revitalization by engaging business leaders, encouraging public and private reinvestment, and leveraging our historic assets.

18 WORDS

- Engage businesses.
- Encourage reinvestment.
- Leverage historic assets.
- Stimulate revitalization.

9 WORDS



# A few more things to consider when developing a simplified mission message. . .

- The Simplest Approach
  - High-level Actions
  - Targeted Beneficiaries
- Example
  - New Mexico MainStreet
    - Engage People
    - Rebuild Places
    - Revitalize Economies

- Other Examples
  - Wounded Warrior Project
    - To honor and empower wounded warriors.
  - CARF
    - To serve individuals and families in the poorest communities in the world

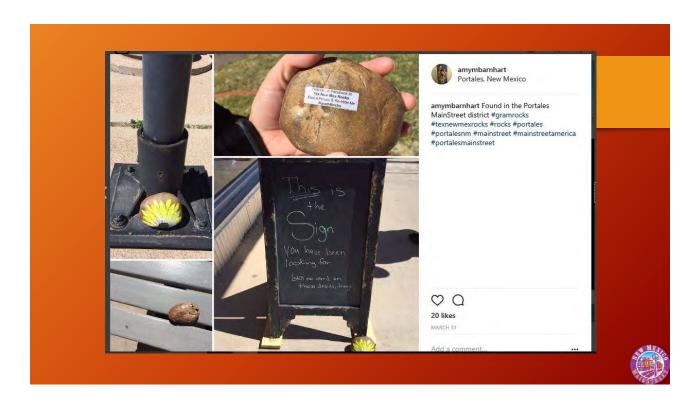
https://topnonprofits.com/examples/nonprofit-mission-statements https://topnonprofits.com/examples/vision-statements/



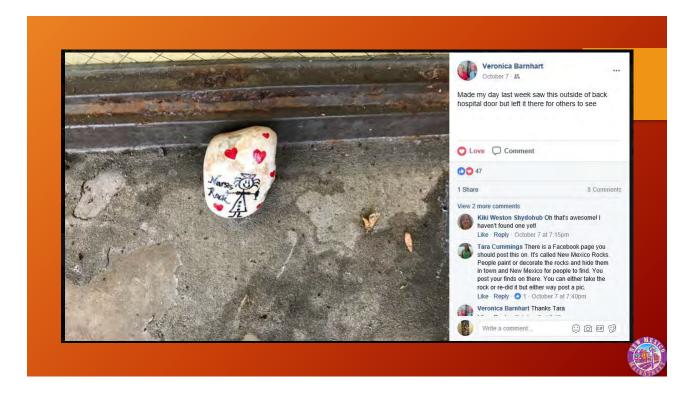
Let's get our MainStreet message across in a fun way!!

Rock Message Exercise!!!!















- Working with the other individuals at your table (up to 6 persons), develop a concise message in approximately 10 words (or less) as to what the "Main Street" program is.
- After you have developed your message, write it on your rock!
- Feel free to add some doodles or illustrations as well.
- If you have room, please include the New Mexico MainStreet hashtags:
  - #nmms
  - #nmmainstreet
  - #newmexicomainstreet





I am possibly the greatest living artist of our time!!



#### Amy M Barnhart, NMMS Revitalization Specialist

773.368.7557, ambconsultingnm@gmail.com

