

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

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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

Recent efforts
to simplify
“Main Street”
messaging



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”

20 WORDS

• **“To accomplish our mission, we will:**

- Encourage cooperation and build leadership 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

67 WORDS TOTAL



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

18 WORDS

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.
 - CARE
 - 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!!!!





amymbarnhart
Portales, New Mexico

amymbarnhart Found in the Portales MainStreet district #gramrocks #texnewmexrocks #rocks #portales #portalesnm #mainstreet #mainstreetamerica #portalesmainstreet

20 likes
MARCH 31

Add a comment...



justvdeb • Follow

justvdeb Thank you to the awesome individual that put these painted rocks around the neighborhood, you made me smile 😊 #rogerspark #goodneighbors #strollingaround #positivevibes #rockmessages ryanbecker112 #joy hidden in the most unsuspecting places.

29 likes
SEPTEMBER 28

Add a comment...





Veronica Barnhart
October 7 · 11

Made my day last week saw this outside of back hospital door but left it there for others to see

Love Comment

47

1 Share 8 Comments

View 2 more comments

Kiki Weston Shyohub Oh that's awesome! I haven't found one yet!
Like Reply · October 7 at 7:15pm

Tara Cummings There is a Facebook page you should post this on. It's called New Mexico Rocks. People paint or decorate the rocks and hide them in town and New Mexico for people to find. You post your finds on there. You can either take the rock or re-did it but either way post a pic.
Like Reply · 1 · October 7 at 7:40pm

Veronica Barnhart Thanks Tara

Write a comment...



alenaplaschinskaya · Follow

We found these rocks on #lakeontario shore today. We took one home, the one with "rocks tell stories". Hope the rest will make somebody else's day... Big thank you to the person who did that! #randomactsofkindness #actsofkindness #messageontherock #rockmessages

make_it_your_own_@hellowonderful_co did this with her kids, painting rainbows for people- it is nice to hear how happy it is for the person who finds them!

27 likes

JANUARY 6, 2016

Add a comment...





Interactive Group Exercise: ROCK MESSAGES

- 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



My NMMS Rock

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



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