CPAG Communication Campaign Development Process

Question: “How do we access and influence County decision-makers to support UW-Extension?

Opening:
• Pairs brainstorm words that describe ________ Co UWEX
• Share and post on flip-chart paper

What is the message?
• Small groups work to answer the question, “What do we want decision-makers to know about ________ County UW-Extension? (Review materials provided...annual reports, leverage grid, program reports)
• Small groups write messages on flip chart paper
• Large group report-outs and discussion.
  o Identify programming examples that fall under each message point.
• Organize messages by general and program area

Who needs to hear the message and who can help? (worksheet)
• Who are the target individuals?? (County board, co admin...) Of these targets, who are supporters, neutral, non-supporters?
• What are the priorities, “pet issues”, interests, of these target individuals?
• Who are people that influence these people?
• Who are the people most passionate about this issue that would be willing to help?
• Who are the people who oppose our issue, how powerful are they, and what might they do?

What is the plan? (worksheets)
• Organize plan around target individuals and groups
• What are their priorities?
• Which of our messages do they need to hear that relate to their interests?
• How should this message be delivered (specific strategies)?
• Who and how will it be delivered?
• What resources will be needed?
• When will it be done?
• How will the effectiveness be evaluated?

Next steps?