

Tuesday 1:45 – 4:30 pm / Round Robin Discussions

Communicating Impact

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General

1. What do you think your organization does well when it comes to communicating impact?
2. Who are the main audiences you communicate with?
3. What challenges do you face when it comes to communications?

Data

4. Activity: Community Action Agency secures \$50,000 home repair grant to pair with WAP
 - a. What data/information needs to be gathered?
 - b. How will you make your case?
 - c. What other stakeholders could be approached?
5. Do you know where to go to get data on...
 - a. Energy burden
 - b. Health benefits of weatherization
 - c. General WAP Statistics
 - d. Employment/small businesses supported

Success Stories

6. What kind of system does your organization have to collect/organize/curate success stories?

Social Media/Traditional Media

7. Do you have a dedicated communications staffer? What is your relationship with communications/marketing department?
8. What are your media policies/protocols?

Policy Makers

9. Who handles outreach to policy makers? What is the process for handling information requests?
10. What can you proactively do to build relationships with these decisionmakers?