

## What is outreach and communications?

Promotion of your campaign through community outreach and communications will build your public visibility and political influence. It will also help recruit new advocates and get the attention of your target.

## Tactics

### Develop an Elevator Pitch

- **Develop talking points:** Take time to develop clear talking points and messaging for your campaign. Refer to the Developing an Elevator Pitch document to help you create compelling messaging.
- **Keep it consistent:** Incorporate the elevator pitch messaging that you developed into all of your campaign communications.

### Engage traditional media

- **Letter-to-the-editor/Op-ed:** Some of the best ways to engage a media outlet are through writing letters-to-the-editor or op-ed columns. Make sure that you look up the word limit at your selected news outlet and map out your key messages before you start writing.
- **Be brief:** Be clear and concise and make sure that your letter has a policy ask.
- **Share:** After your letter gets published, share it with your local group, elected officials, and on social media.

### Engage social media

- **Personal social media:** Sharing information through your own Facebook or Twitter account can be a good way to get the word out about your campaign.
- **Campaign social media:** Once you've built up your base, create a Facebook page, Twitter account, or use another social media platform for your campaign. Ask friends and people you've recruited to "like" it or share it. This creates a dedicated platform for your group to communicate with supporters and potential supporters.
- **Engaging target:** The ability to communicate with your elected official through Twitter and Facebook adds a new means by which to ramp up public pressure.



## Engage through email

- **Collect emails:** Emails offer a quick and easy way to communicate with your base. Collect emails of anyone who would like to stay informed about your campaign.
- **Communicate regularly:** Send out monthly or quarterly emails. You can use free email applications such as MailChimp to send out e-newsletters or Google Groups to provide a platform for online group discussions.

## Write a blog post or newsletter article for Active Trans' website

- **Choose your content:** Promote your campaign, call others to action, or celebrate your victory.
- **Tailor your content:** Blog posts should be 300-400 words; newsletter articles should be 100-150 words.
- **Request action:** Link to your petition, promote an upcoming event, or give people something else to do to get engaged.

## Hold a press conference

- **Before:** Decide on a time and location to hold the press conference. The morning or early afternoon is usually the most opportune time, and the location should be relevant to your goal. Write a press advisory with a brief background of your campaign: what's new, the time and location of the press conference, as well as a contact phone number for the campaign. Gather a diverse group of supporters and prepare two or three of them to speak.
- **During:** Typically, a press conference has an emcee who introduces the topic, speaks on behalf of the whole group, and then introduces the other supporters who share their story or their group's perspective on the goal. The emcee can then facilitate a brief question and answer period before thanking everyone and wrapping up the event.
- **After:** Be sure to follow up with the media outlets that attended your press conference. Share the coverage far and wide: Earned media is incredibly valuable to building the narrative around your campaign.