Communicating to Diverse Audiences to Achieve Your Goals

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What do you want to say?
Who do you want to say it to?
How do you say it?

WHAT DO YOU WANT TO SAY?
- Monitoring results
- Progress achieved
- Trends
- Legislative accomplishments
- Growth in the organization
- Kudos

WHO DO YOU WANT TO SAY IT TO?
- Local decision makers
- Local watershed residents
- State decision makers
- Volunteers
- Students

HOW DO YOU SAY IT?
- Give ‘em the who, what, why
- Link it back to the resource
- Put it into context
- Tell a story
- Combine information
- Use maps
- Remember your audience

Put the Data in Context
- Amt of water used, per day, to irrigate the world’s golf courses =
  2.5 billion gallons
- Amt of water it would take, per day, to support 4.7 billion people =
  2.5 billion gallons
Tell a story...

Before...

After...

Show Trends

Combine information

Use maps

Remember your audience