



Spitfire

First

Edition

™

““ What kind of  
communicating  
organization  
are you? ””

- 1 Clear objectives
- 2 Brand strength
- 3 Segmented audience
- 4 Written plan
- 5 Someone in charge
- 6 Communications on agenda
- 7 Roles are clear
- 8 Internal communications
- 9 Elevator speech
- 10 Tailored messages
- 11 Trained spokespeople
- 12 Stories galore
- 13 Crisis plan
- 14 Track relationships
- 15 Refresh messages/messengers
- 16 Metrics



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## Ground Rules

Listen. Consider. Rate yourself. (Be honest.)

Left column  
gets **1** point.

Middle column  
gets a  $\frac{1}{2}$  point.

Right column  
gets a **0**.

Capture your rating on the worksheet.

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Spitfire First Edition <sup>TM</sup>

## Scoring

Pulitzer

newsworthy

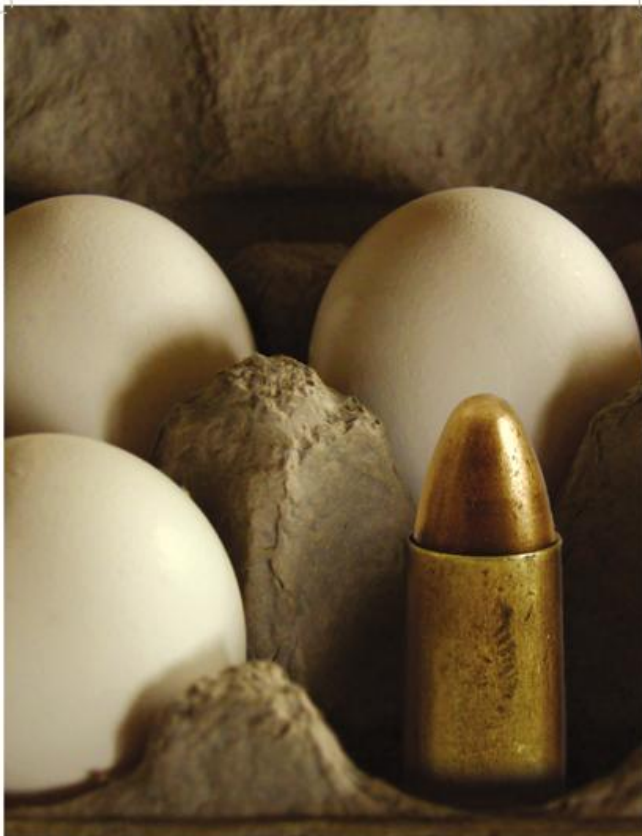
fish wrap

13 - 16 points

7 - 12 points

1 - 6 points

1 : Clear objectives



Why is the egg industry playing Russian roulette with Americans' health?





# 1 : Clear objectives

laser-focused

crystal

precise

concrete

specific

flashlight-focused

fuzzy

vague

almost

squishy

lava-lamp-focused

Raise awareness

negligible

MIA

and by objectives, you  
mean ...?

it's really more about  
being nimble

Rate

Yourself



2 : Brand strength







## 2 : Brand strength

focused

powerful

clear promise

bland

diluted

average joe

confusing

what brand?

on life-support

R.I.P.

Rate Yourself

## 3 : Written plan



## Environmentalists Seek to Wipe Out Plush Toilet Paper

Soft Toilet Paper's Hard on the Earth, But Will We Sit for the Alternative?

By *David A. Fahrenthold*

Washington Post Staff Writer

Thursday, September 24, 2009

ELMWOOD PARK, N.J. -- There is a battle for America's behinds.

### THIS STORY

» [Environmentalists Seek to Wipe Out Plush Toilet Paper](#)

▪ [Paper Money](#)

▪ [dot.comments: The Tissue Issue](#)



00:00

01:39

▶ PLAY



email



get link



get code



It is a fight over toilet paper: the kind that is blanket-fluffy and getting fluffier so fast that manufacturers are running out of synonyms for "soft" (Quilted Northern Ultra Plush is the first big brand to go three-ply and three-adjecive).

It's a menace, environmental groups say -- and a dark-comedy example of American excess.

The reason, they say, is that plush U.S. toilet paper is usually made by chopping down and grinding up trees that were decades or even a century old. They want Americans, like Europeans, to wipe with tissue made

### TOOLBOX



Resize



Print



E-mail



Yahoo! Buzz

### COMMENT

550

Comments | [View All »](#)

COMMENTS ARE CLOSED

WHO'S BLOGGING

powered by [sphere](#)



### 3 : Written plan

laminated

complete

triple-check

With footnotes

contemplated

On paper?

its somewhere

draft #20

overrated

in my head

back of napkin

waste basket

Rate

Yourself

4 : Someone in charge





## 4 : Someone in charge

Marine Corps

got it

step up

book club

consensus rules

out to lunch

sort of

Democratic Party

mutiny

in a word: No

crazy town

Rate

Yourself

## 5 : Communications on agenda



### Agenda

#### Communications

Upcoming opportunities: Conference in Tahoe

Praise: Michael's tweets

Elevator Speech: Try it

Tools: Framing memo from Frameworks



# 5 : Communications on agenda

automatic

prioritized

constant

continual

episodic

Ad hoc

brief

on-the-fly

spur o moment

no time

Rate Yourself

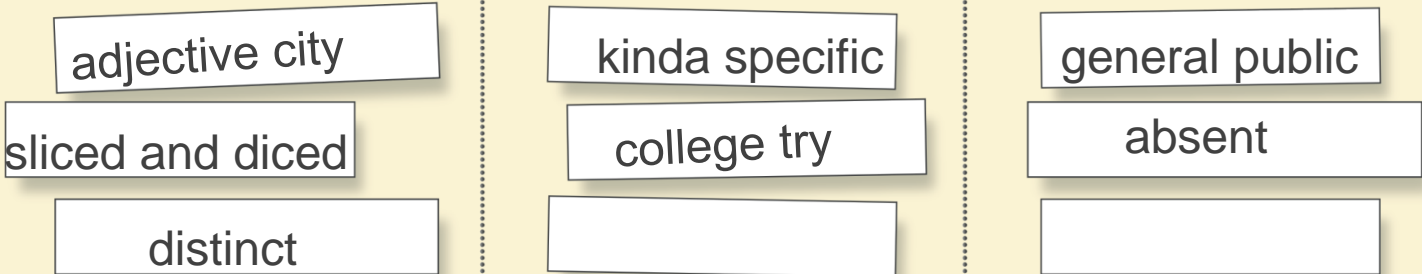


6 : Segmented audiences





# 6 : Segmented audiences



## 7 : Roles are clear



**Ketayoun  
Darvich-Kodjouri**



**Ketayoun Darvich-  
Kodjouri, Board  
member**

- Vice President,  
Spitfire Strategies
- Communications  
Director, Centre for  
Development and  
Population Activities
- Media Campaign  
Manager,  
Communications  
Consortium Media  
Center



**Status:** Board member

**Communications role:** Talk to donors &  
Media outlets about organization

**Needs to know:** Elevator speech, recent  
organizational achievements



# 7 : Roles are clear

|                  |                 |                   |
|------------------|-----------------|-------------------|
| Hubble telescope | polaroid camera | disposable camera |
| team spirit      | Tues & Thurs    | nada              |
| hand in glove    | some            | muddy             |
|                  |                 |                   |

Rate Yourself

## 8 : Internal communications system



“Checklists, often perceived as mundane and bureaucratic, can be game-changing. They provide insurance against **overconfidence** and major mistakes happening.” Heath Brothers, *Switch*



8 : Internal communications system

clear

user-friendly

state-of-the- art

say again

gossip count?

semi-consistent

smoke signals

ESP

carrier pigeon

Rate Yourself

9 : Elevator speech



# The 60 Second Challenge.





# 9 : Elevator speech

|   |  |   |
|---|--|---|
| <p>smooth operator</p> <p>[ ]</p> <p>to the point</p> | <p>[ ]</p> <p>long-winded</p> <p>repetitive</p> <p>nonspecific</p> | <p>jargon-heavy</p> <p>encyclopedic</p> <p>snooze</p> |
|---|--|---|

Rate Yourself

# 10 : Tailored messages



**flex·i·tar·i·an** | fleks.uh.TAYR.ee.un | n.  
someone who substitutes an alternative protein  
for meat, dairy, poultry or fish.

**Be a Flexitarian.**  
It's simple.  
Once a week,  
skip meat.

 Find us on  
**Facebook**  
"Be a Flexitarian"

The advertisement is a vertical rectangular image. The top half shows a close-up of a sandwich with a white filling. Below this is a white text box containing the definition of "flexitarian". The bottom half of the image shows a close-up of a sandwich with a brown patty, lettuce, tomatoes, and other fillings. In the bottom right corner, there is a Facebook logo and the text "Find us on Facebook" and "Be a Flexitarian".



# 10 : Tailored messages

heads nodding

the right tone

bulls-eye

getting close

indirect

bank shot

all about me

who me?

tone deaf

Rate

Yourself

**11** : Trained spokespeople

“‘Killer Whale’ is terrible branding. From now on, people will call you ‘Happy Silly Fun Fish.’”





# 11 : Trained spokespeople

copy that

choir

everyone

I just work here

contender

work-in-progress

policy not practice

rogue

mannequin

gap

Rate

Yourself

12 : Stories galore







# 12 : Stories galore

John Grisham

fairytales

Best seller

Stories for dummies

Get me rewrite

I ♥ Excel

writer's block

Data central

Rate

Yourself



13 : Crisis plan





# 13 : Crisis plan

A-team

boyscout

bring it

swat team

all talk

someday soon

T-ball team

duct tape

hakuna matata

Rate

Yourself

## 14 : Track relationships



## 100 Freshest of 30,384 Trip Reports

|        |  |                    |                   |
|--------|--|--------------------|-------------------|
| Sep 24 | <a href="#">Denny Creek, Melakwa Lake</a>  | Snoqualmie Pass    | TheRN&TheWeim     |
| Sep 23 | <a href="#">Mt. Washington</a>   | Central Cascade    | HikerJim          |
| Sep 22 | <a href="#">Lake Serene - Bridal Veil Falls</a>  | Central Cascades   | justahiker        |
| Sep 22 | <a href="#">Pacific Crest Trail (PCT) Section I - White Pass to Snoqualmie Pass, Cold Creek</a>              | South Cascade      | Karen             |
| Sep 22 | <a href="#">Upper Lena Lake</a>  | Olympics           | love2hike         |
| Sep 22 | <a href="#">Rattlesnake Ledge</a>  | Snoqualmie Pass    | Michael and Linda |
| Sep 22 | <a href="#">Josephine Lake, Pacific Crest Trail (PCT) Section J - Snoqualmie Pass to Stevens Pass - East</a> | Central Cascades   | Janice Van Cleve  |
| Sep 22 | <a href="#">Pacific Crest Trail (PCT) Section I - White Pass to Snoqualmie Pass, Cold Creek</a>              | South Cascade      | Karen             |
| Sep 22 | <a href="#">Panjab</a>   | Eastern Washington | Mary Cooke        |
| Sep 22 | <a href="#">West Defiance - Putrid Pete's Peak</a>   | Snoqualmie Pass    | foxterrierguy     |



## 14 : Track relationships

concierge

stalker

GPS

lo-jack

take a number

first name basis

file is near

zilch

define relationship

not that into you

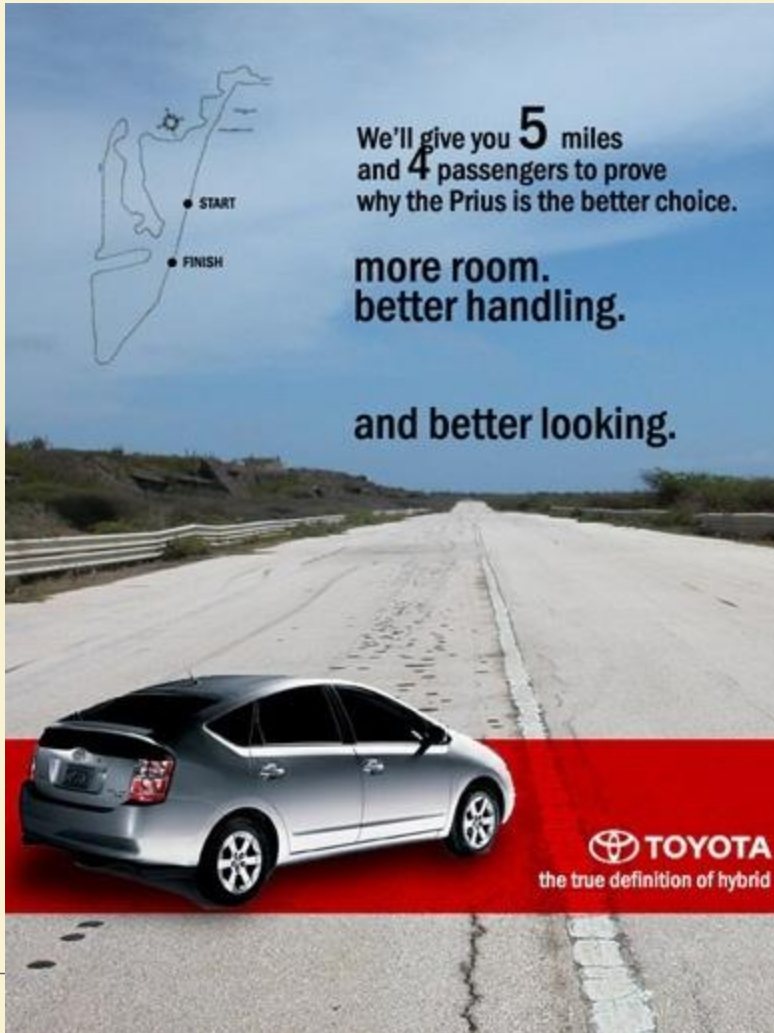
Rate

Yourself

15

: Refresh messages/  
messengers

 Spitfire  
Strategies



We'll give you **5** miles  
and **4** passengers to prove  
why the Prius is the better choice.

more room.  
better handling.

and better looking.

**TOYOTA**  
the true definition of hybrid



**TOYOTA**  
moving forward

**everyone  
deserves  
to be safe.**

**Star Safety System.™**  
Standard on every new Toyota.

No matter who you are or what you drive, everyone deserves to be safe. Which is why Toyota has made the Star Safety System™ standard on every new vehicle. Every model. Every trim level. Toyota is the first full-line manufacturer to make the features of the Star Safety System™ standard on all vehicles. Because nothing is more important to you than your safety. For more on Toyota's safety innovations, visit [toyota.com/safety](http://toyota.com/safety)

**SAFE**

[toyota.com/safety](http://toyota.com/safety)





# 15 : Refresh messages/messengers

fresh

responsive

advance

pokey

why change?

a little inertia

expired

fruitcake

so last year

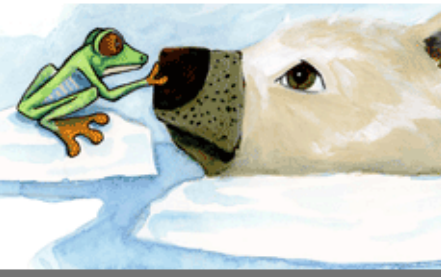
Rate

Yourself

## 16 : Metrics




**frogloop**  
care2's nonprofit online marketing blog



« [Gear Up for Giving: Social Media Tutorials for Nonprofits](#) | [Main](#) | [How a Small Nonprofit Used Social Media & Crowdsourcing to Win the 2009 Global Giving Challenge](#) »

## Build Your Own Dashboard to Monitor Your Nonprofit's Brand

Wednesday, September 9, 2009 at 11:51AM | by  [Allyson Kapin](#)



As nonprofits get more comfortable integrating social media into their communications outreach, they still face an uphill battle in how to track their brand through a user-friendly dashboard. Sure, there are paid services like [Radian6](#) that will help organizations filter out the noise so you can listen to what different audiences have to say about your brand, but these services can be pricey. What affordable and easy options do nonprofits have to track their brand online in one central space? Carie Lewis of the [Humane Society of the United States](#), pondered this too and came up with a great, free solution using [iGoogle](#). In a nutshell, iGoogle lets you setup your own dashboard to monitor your organization's brand by pulling in several RSS feeds.

Here's a sneak peak of HSUS's dashboard and what they are "listening" for.

Brand mentions of your nonprofit including programs, mission, etc.





# 16 : Metrics

NASA lab

measured

Real #s

H.S. science lab

ball park

thereabouts

yellow lab

numerology

overrated

Rate

Yourself

Rate yourself: 1 point, ½ point or 0.

- |   |   |    |                                      |
|---|---|----|--------------------------------------|
| 1 | Clear objectives _____                  | 9  | Elevator speech _____                |
| 2 | Brand strength _____                    | 10 | Tailored messages _____              |
| 3 | Segmented audience _____                | 11 | Trained spokespeople _____           |
| 4 | Written plan _____                      | 12 | Stories galore _____                 |
| 5 | Someone in charge _____                 | 13 | Crisis plan _____                    |
| 6 | On agenda _____                         | 14 | Track relationships _____            |
| 7 | Roles are clear _____                   | 15 | Refresh messages/<br>messaging _____ |
| 8 | Internal communications<br>system _____ | 16 | Metrics _____                        |

Add it up \_\_\_\_\_



Spitfire First Edition <sup>TM</sup>

## Scoring

Pulitzer

notable

fish wrap

13 - 16 points

7 - 12 points

1 - 6 points

# Resources

- For planning, audience targeting and messaging:  
[www.smartchart.org](http://www.smartchart.org)
- For spokesperson training:  
[www.agoodmanonline.com/publications/how\\_bad\\_presentations\\_happen/index.htm](http://www.agoodmanonline.com/publications/how_bad_presentations_happen/index.htm)
- For storytelling:  
[www.agoodmanonline.com/publications/storytelling/index.html](http://www.agoodmanonline.com/publications/storytelling/index.html)
- For evaluation: Are we there yet? A communications evaluation guide.  
[www.comnetwork.org/resources/research.html](http://www.comnetwork.org/resources/research.html)
- Track relationships:  
[www.groundwire.org](http://www.groundwire.org)

**The End**

rate

yourself

|   | Assessment word                | Score |
|---|--------------------------------|-------|
| 1 | Clear objectives               | _____ |
| 2 | Brand strength                 | _____ |
| 3 | Segmented audience             | _____ |
| 4 | Written plan                   | _____ |
| 5 | Someone in charge              | _____ |
| 6 | On agenda                      | _____ |
| 7 | Roles are clear                | _____ |
| 8 | Internal communications system | _____ |

rate

yourself

|    | Assessment word                 | Score |
|----|---------------------------------|-------|
| 9  | Elevator speech                 | _____ |
| 10 | Tailored messages               | _____ |
| 11 | Trained spokespeople            | _____ |
| 12 | Stories galore                  | _____ |
| 13 | Crisis plan                     | _____ |
| 14 | Track relationships             | _____ |
| 15 | Refresh messages/<br>messengers | _____ |
| 16 | Metrics                         | _____ |