One size does not fit all!
Delivering messages: Loud enough to be heard but not to annoy!
IT ALL BEGINS WITH KNOWING YOUR MEMBERS!
HOW DO THEY PREFER TO GET THEIR INFORMATION?
HOW DO THEY PREFER TO GET THEIR INFORMATION?

1. Snail mail
2. E-mail
3. Text alerts
4. Personal visits
5. Phone calls
6. Website visits
WHAT RELEVANT CHARACTERISTICS DO THEY HAVE IN COMMON?
WHAT RELEVANT CHARACTERISTICS TO THEY HAVE IN COMMON?

1. Business type and structure
2. Size of operation
3. Time as members
4. Location
5. Involvement in the cooperative
WHAT PRIORITIES DO THEY HAVE?
WHAT PRIORITIES DO THEY HAVE?

1. Family
2. Business
3. Cooperative
4. Community
The Attention Span Trilogy
The Attention Span Trilogy

1. Getting members’ attention
2. Keeping members’ attention
3. Earning members’ attention
Targeting messages

1. Is often the most effective
2. Lowers the costs of communicating
3. Is respectful of members’ time and lives