



Your First 100 Days

Using what you have, and what
you know, to prepare for the
first 100 days of the new
administration

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Introduction

The first 100 days of the new administration will be an unrelenting stream of bad actions, bad actors, and bad outcomes. How can YOU prepare your social enterprise, non-profit or advocacy organization?

We share your concerns about the incoming administration. We share your desires to keep pushing a proactive and thoughtful agenda, even during a time of great challenge.

Your time is valuable. That's why we've compiled some of our best thoughts to help you lead a communications effort for your organization through this transition.

When you finish this e-book, you will:

- Fearlessly communicate in a time of great chaos
- Think differently about communicating your work to new audiences
- Take specific actions to improve your efforts and empower your allies to do the same

Thank you for being supportive of Full Court Press Communications through the years. Please know we are always here to help you.



Dan Cohen & the Full Court Press Team
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Call to Action

We all face an unprecedented challenge to "Break Through" the media clutter during the first 100 days. Here are a series of tips and advice from the FCP Team.

[Click here to learn more about FCP](#)

3 WAYS TO WIN IN A TRUMP PRESIDENCY

Fight for What Matters & Win

The maxim that all politics is local will take on a new meaning in Trumpland. He is a leader with zero interest in details and his staff will spend four years fighting among themselves, all while Congress attempts to enact an agenda focused on GOP 101 (Tax Cuts, etc). In this environment, how can you win? And how can you prepare yourself and your teams?



Fight and Win Locally: For non-profits and philanthropies, this first means identifying early “wins” to expand on what you’ve accomplished in the last eight years as you prepare for a different policy environment. Then it means pivoting to active defense of what matters most while continuing to relentlessly engage decision-makers on why **your** position is best for them. From 2000-2008, advocates in [California](#) fought and changed policies to provide voluntary, universal preschool at the local level and built towards statewide policy using policy, advocacy and local community wins in spite of a hostile presidency. How can you do the same?

Treasure Old Friends and Make New Ones: Congress and presidencies really only listen when the volume gets loud – as in, “airplane flying over your head” loud. With this in mind, think about how you can mobilize the loudest audience possible, especially those in unlikely places.

This might mean elected officials at the local level, even from other parties, who value what you are doing. This may also mean diversifying your coalition to include new voices. Just last week, major Jewish-American and Muslim-American groups **announced** they would be collaborating more intensely given the current political environment, and this work builds on similar local efforts around the country. Who are some unlikely allies that could open doors for you?

Do Things Not Because they are Easy, but Because They are Hard (Thx JFK!): Grassroots work is the hardest work in public policy. It requires constant engagement and implementation, but it can pay big dividends. With Obamacare in grave danger, consider this: There are approximately 46,000 people in each congressional district who will lose care (20 million people / 435 districts). Any congressional office getting 46,000 phone calls and handwritten notes will notice. If this issue is important to you, get started. If this isn't your issue, how can you dramatically expand your network of support in the next 6 months? What would it take?

Bonus: Take a Break: Beth Kanter and Aliza Sherman in their new book **The Happy, Healthy Nonprofit** urge all us to take a real rest to give our minds a chance to rest and recharge. It has been a stressful election and an even more stressful post-election period. The authors suggest (1) daily breaks, (2) technology breaks, and (3) real vacations with digital detoxing as you seek to recharge for the fights ahead. Once we pass through the first 100 days, be sure to find a moment to recharge your personal and spiritual batteries.

RESILIENCE > CRISIS COMMUNICATIONS

There has to be a better way

Is there a Crisis 2.0? Is there a better way to think about “crisis communications?” Could we instead call it “Resilient Communications?”

The answer is probably yes, but it requires a rethinking of crisis communications. We have an opportunity change our perspective to one of thriving and abundance instead of fear and silence.

When we were expecting our first child, we had two options. We could either childproof the house in advance or invite children to visit and learn from them what we needed to fix. We chose to try the first, but certainly learned from the second.

At FCP, our phone will ring when clients have bad news to share (or minimize) or when they feel their business, organization or philanthropy is threatened by an outside action. It happens a lot, and we are happy to help.

But what if we turned all that around? What if our organization ensured clients and friends were prepared in advance for likely (and unlikely) eventualities? What if we helped clients see the communications opportunities in advance and then used them as a tool to prepare their organization to thrive every day, not just on the days of crisis?

You and I wouldn't be alone. In October 2016, the City of Oakland released its [Resilience Playbook](#) and is one of 100 participating cities in the [100 Resilient Cities](#) network. Pioneered by The Rockefeller Foundation, they describe that the effort aims to help cities become more resilient to the shocks and stresses of the 21st Century.

Oakland leaders describe the Resilience Playbook as “a call to action designed to tackle Oakland’s most pressing systemic and interdependent economic, social and physical challenges.” Oakland is acknowledging that crises can, will and do happen. But at the same time, these are rooted in longer-term challenges that must be addressed operationally and with communications.

In Oakland, instead of waiting until a natural disaster or community crisis hits to act, the city is instead exploring ways for government to be more responsive, and even anticipate challenges, using big data and resident engagement. Rather than making problems disappear in the media, they are using residents and technology to anticipate them and solve them in the real world.

Now, think about YOUR organization. What are the likely communications challenges ahead? What could you do today to **honor the humanity** of your customers and community?

In your business, rather than waiting for customer complaints, could you enlist customers to lead efforts to provide, gather, and process feedback?

At your university, could you build a sharing culture that values gathering difficult stories in a safe environment instead of going into rapid response mode when the local TV affiliate calls?

In your hospital, could you educate your visitors on the potential health challenges during their stay and make patients your best health and safety ambassadors?

As an auto insurer, could you build and educate a legion of dedicated safety-minded drivers to help shift behavior on the roads?

Crises often bring out the “lawyer” in organizational leadership. Perhaps we can challenge ourselves to call forth our humanity instead by anticipating the difficult challenges our organizations might face.

WIN WITH DATA

Your data tells your story. Is it working?

More and more, we are seeing that data plays a key role in strategic messaging for social change. When developing messaging for our clients, we find it useful to include data points that push their efforts towards success. Building solid messaging with just the right amount of data can influence how successful a campaign or initiative will be.



In the field of education, we are seeing many of our clients rely on key data to ignite shifts in educational policy. With data points, education leaders and advocates are able demonstrate the needs for changes in educational policies, improvements to local schools, and updates to resource allocations.

FCP has been fortunate to work with numerous educational advocacy groups and initiatives. Here are some quick lessons.

\$2.62 for every \$1.00

The David and Lucile Packard Foundation asked FCP to help disseminate the first of its kind report for the RAND Corporation on early-childhood education in California. This effort was in collaboration with education advocates from across the state. Our messaging highlighted that every dollar invested in preschool produced \$2.62 in payback for the public sector. This data point was essential for maximizing our client's messaging impact. Advocates were able to leverage media attention and to succeed at engaging civic and community leaders by making this data point a centerpiece in their messaging.

2.3 Million Degrees

In 2012, we supported California Competes: Higher Education for a Strong Economy in their efforts to release a report that outlined the number of college degrees and technical credentials necessary for California to stay economically viable in a growing global economy. At the core of their messaging was the fact that California needed to increase the number of degrees by 2.3 million by 2025 to remain economically competitive. By honing their talking points on this data point, the organization was able to engage local leaders and change-makers to improve California higher education institutions.

We knew we made an impact when we attended an education conference hosted by an unrelated organization that used the 2.3 million degrees data in their welcoming presentation. Our messaging and key data became a part of the fabric of the educational advocacy conversation.

Only 20%

This year we worked with GO Public Schools West Contra Costa to launch the Black Minds Matter effort, a community conversation to confront that their Black students are being left of the path towards educational excellence. According to the data from the 'Black Minds Matter' report by Education Trust- West, **only 20% of K-2 Black students are expected to become probable readers.** The shocking data points from the report are igniting the community and local media to shine a light on this glaring educational inequity. Recommendations

- Use data points that are compelling and clear. Build data points into the messaging so that it inspires the target audience to make change.
- Be consistent with the data points you want your target audience to remember. Repetition is key.
- Don't overuse data! Pick your data carefully. Create a narrative with the data. Make your key data accessible.

Data is a great tool, especially for our friends involved in educational policy. We know that when data is combined with strong and compelling messaging, even the smallest data points have the potential to help advocates move mountains.

COMPOSITION OF WINNING PHOTOS

Advice from Stephanie Secret, award-winning photojournalist and independent photographer.

When it comes to framing photos, composition and content are key. I often follow the lighting style of what the Dutch Masters set forth. Rule of thirds, frame within a frame, size reference, and bird's eye view are among my favorites. Here are some basic tips.

Framing

The world is full of objects which make perfect natural frames, such as trees, archways and holes. By placing these around the edge of the composition you help to isolate the main subject from the outside world. The result is a more focused image which draws your eye naturally to the main point of interest.

Rule of Thirds

Imagine that your image is divided into nine equal segments by two vertical and two horizontal lines. Try to position the most important elements in your scene along these lines, or at the points where they intersect. Doing so will add balance and interest to your photo. Some cameras even offer an option to superimpose a rule of thirds grid over the LCD screen, making it even easier to use.



Leading Lines

When we look at a photo our eye is naturally drawn along lines. By thinking about how you place lines in your composition, you can affect the way we view the image, pulling us into the picture, towards the subject, or on a journey “through” the scene. There are many different types of line – straight, diagonal, curvy, zigzag, radial etc – and each can be used to enhance our photo’s composition.



Depth of Field

Because photography is a two-dimensional medium, we have to choose our composition carefully to convey the sense of depth that was present in the actual scene. create depth in a photo by including objects in the foreground, middle ground and background. Another useful composition technique is overlapping, where you deliberately partially obscure one object with another. The human eye naturally recognizes these layers and mentally separates them out, creating an image with more depth.



Remember!

- Silhouettes & repetition
- Striking color / splash of unexpected color/ twilight

You can learn more about Stephanie at: <http://www.stephaniesecret.com>
(all photos courtesy of Stephanie Secret)

EDITORIAL BOARDS

Navigating an old-school institution

Within today's quickly evolving media landscape there are still some institutions haven't changed much. This is very much the case for newspaper editorials. Editorials are produced by a newspaper's editorial board, the group of people who set the direction for a newspaper's opinion pages. These boards evaluate which issues are so important for their readership that they should hear from the newspaper on them. They weigh in on political, health, environmental, and educational issues affecting their communities.

A positive editorial from a newspaper on your issue shows third party validation from a respected community voice. An editorial can plant a flag for your issue that you can refer back to again and again. No other communications tactic provides such specific affirmation and authority for the community you are trying to reach.

When considering an editorial board campaign, there are several important aspects of these boards that can be helpful to keep in mind:

Every newspaper's editorial board looks different.

While editorial boards share the same function, every newspaper's editorial board varies. Smaller editorial boards may include the opinion editor and a member or two of the newspaper's staff, while others include a wider selection of opinion page writers whose beat is drafting editorials. Some include community members selected for their specific voices and backgrounds in the community.

It often helps to place op-eds with the newspaper first.

Placing initial op-eds from an organization or coalition in a particular newspaper can be an important building block in fostering a positive relationship with that newspaper's editorial board. These op-eds can familiarize editorial boards with your issue and introduce your spokespeople.

Be Clear.

Know what you are offering editorial boards when you reach out to them — specifically, expertise and insight into an issue that impacts their community and audience..and then deliver on that.

A major benefit for newspapers in holding editorial board meetings is the opportunity to acquire richer insight and information on an issue, whether it's a piece of federal or state legislation or a local city council project. The spokespeople you select for an editorial board meeting should be able to delve into rich data and information on your topic, and answer high-level questions ranging from technical items to providing a holistic overview of the issue.

The needs of each editorial board will be different

Each editorial board conducts meetings and drafts editorials differently. It helps to learn what warrants an editorial board meeting for a newspaper. If the editorial board seems on the fence about whether to consider your issue – it's often the case that the impact on their audience must be clearly delineated. They might prefer to approach issues from a regional focus or have explicit policies about weighing in on legislation.

It can be helpful to explain the links between your issue and other matters the editorial board is already weighing in on. It's also worth asking if they need materials to share with their board before they'll consider meeting with you, what their board schedule looks like, and how they prefer to meet (webinar, conference call, or an in-person meeting? Those are all options these days).

Now that we've walked through the process for generating editorials, take a look at a few examples of recent editorials in California newspapers:

Los Angeles Times, "The government should expand protections for California's deserts"

San Jose Mercury News, "Health Trust finds a key to ending food insecurity"

Sacramento Bee, "The blueprint for harvesting the sun"

Last but not least: patience is key.

Working with editorial boards involves months of work to create materials, build relationships, schedule meetings, and prep your spokespeople. Editorial boards often have booked schedules and are slammed in advance of elections. Persistent relationship building is the name of the game!

WINNING SOCIAL MEDIA TIPS

A little planning goes a long way. Be ruthless in targeting

- **“Give the people what they want”** Always think first about publishing things that are interesting to your audience. Give them what they need to see or read in order for you to be successful.
- **“Plan ahead”** Explore ways to build your calendar of posts weeks or months at a time.
- **“Take it easy”** Try to be thoughtful about the frequency of your posts. As you post more, Facebook tightens the pipeline of posts pushed to your network. Always go for quality over quantity.
- **“Reuse everything”** Use your content wisely – can you take your newsletter and turn it into 5 or ten powerful tweets? Can you take photos at events and use on Facebook?
- **“Make it easy for others”** Use your wisdom and talents to create social media posts your allies will WANT to use.
- **“Measure twice, cut once”** Always be open to adjusting your content based on your analytics. Utilize all the free analytics provided by Facebook, Hootsuite, and even your email newsletter provider. Learn from what they tell you.
- **“Share, share, share”** Attempt to be ludicrously generous on social media by honoring the hard work of others, allies and peers.
- **“A little bit goes a long way”** Don’t be afraid to invest and boost your Tweets and Facebook posts for higher engagement.
- **“The medium is (absolutely) the message”** **Find the best way to engage your audience and tell your story.** If your story is best conveyed with a photo, utilize Instagram. If it’s best utilized by short sound bites, use Twitter, etc. If you’re trying to influence a small, local community – Facebook may be best. Be ruthless about reaching your target.

FIND YOUR NEW STORIES

Tell your most powerful stories in the most powerful ways

We love stories. We love telling them, listening to them and writing them. Why? Stories are a fundamental part of the human experience and one of the most effective ways to communicate information. With that in mind, we're constantly looking for ways to share stories, whether through news coverage or social media.



Do you have a story? Read on for inspiration from FCP's clients and friends and how they are telling stories through op-eds, news articles, a book and social media.

A retired Bureau of Land Management employee writes in the [San Bernardino Sun](#) about why the Desert Renewable Energy Conservation Plan (DRECP) is critical to the future of California's desert. We're inspired by his description of visiting the desert with his family as a child and how the vast beauty of this place led to his 32 year career of public service at the Department of the Interior.

Our friends at Amazon opened up their newest on campus pickup location at UC Berkeley recently. Read about this new place for students to pick up packages, watch movies and more in [Berkeleyside](#). Joseph Greenwell, the associate vice chancellor of student affairs and the dean of students at UC Berkeley, says that the location "benefits everyone — professors on the campus, faculty and staff, as well as community members." The opening also brought back nostalgic memories for the Berkeley alums in our office!

Authors Bryan Schwartz, Jay Sand, and Sandy Carter are featured in **The Jewniverse** about their new book *Scattered Among the Nations: Photographs and Stories of the World's Most Isolated Jewish Communities*. The book features moving stories and photos of the world's most isolated Jewish communities and is the remarkable culmination of 16 years of collaboration between writers and photographers.

Our partners at Santa Clara Valley Open Space Authority continue to innovate with using social media. Photos of stunning **vistas** and fun wildlife like **newts** are bringing local residents closer to the outdoors and garnering thousands of views and hundreds of likes, shares and comments. These images truly capture a story of what's happening in Santa Clara Valley's open spaces. We also appreciate the motivation and inspiration to get outdoors and explore!

Stories are a critical tool to engage audiences that agree with you. Stories can also be a way to humanize your issue among folks that might disagree at a time when empathy is hard to come by.

ON “ENDINGS”

Learn from the endings to prepare for new beginnings

On October 11, 2016, as his days in office moved toward their end date, President Barack Obama issued an [open letter](#) that it's time to go to Mars and time to reinvest in space exploration. Taking an audacious leap into the future is commonplace for Presidents – real and fictional (I see you [Leo McGarry](#)) late in their second terms. But what can we learn from this?



First, its never too late to be ambitious. Nestled in his letter is a realization that this goal builds on years of investment in basic scientific research and a push to increase competition in the aerospace industry. What this says to me, and all of us, is that each day in our current job gives us the opportunity to leverage everything we've done so far. And if you haven't begun investing in your personal or professional future, today is the day to start.

Second, clarity of your ultimate goal matters. The President said in his note, *“We have set a clear goal vital to the next chapter of America's story in space: sending humans to Mars by the 2030s and returning them safely to Earth, with the ultimate ambition to one day remain there for an extended time.”* This builds upon President Kennedy's September 1962 call to send an astronaut to the Moon [“in this decade.”](#) Clear vision of a goal allows an organization to rally all the necessary resources and organizational will to make the goal a reality. In President Obama's case, it's a starting gun on the next space race.

In your case, what are you focusing your efforts and vision toward accomplishing?

Finally, at all costs...be generous. For years, Elon Musk has urged us as a civilization to go to Mars and come back. Its noteworthy that this call to action had an interesting **impact on the aerospace industry**. Musk's investments at SpaceX have coaxed Boeing out of the cave and into the space race. Recently the Boeing leadership announced it would be a Boeing rocket that took us to Mars. Musk's response... "Cool."

If you devoted your life and net worth to a goal, could you be this generous in sharing your glory or your success? As a communicator, are you being generous? Are you giving others access to the platforms you've built (like your social media following?) What would happen if you did?

President Obama imagines a time in the future where he is looking up to the sky with his grandchildren on his shoulders thinking about his impact on humanity and space. In 15 to 20 years, what will you point to?