

How to harness anger with preparation & automation

Five things to do right now

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Should we respond publicly?

Should we respond publicly?

Who makes that call?

What should our response be?

Who makes that call?

Do we have info about this the public should know?

How do we get it?

Are we fundraising off this?

Who makes that call?

Are we looking for unrestricted funding? Or do we need to set up a restricted fund code?

Are we asking supporters to advocate? How?

Who writes the emails, messaging, press release, social media posts? Is it the same person? What if they're sick?

Who acts first, and who needs to wait for someone to finish?

What kind of content does our audience need?

What kind of content can we produce?

How can we acquire people through this?

What do we do with the people we acquire?

*10 days later we launch a
perfect campaign that
does nothing.*

Agenda

01. Naming the problem (That isn't my job right?)
02. Build your welcome(s) now (seriously do it)
03. Leadership buy-in (introducing: dead-hand approval)
04. Know your roles (You! Dial 911!)
05. Know what to de-prioritize (Fancy graphics don't matter)
06. Practice with your team (Skills not drills)

The problem

We started too late, and isn't that the story of the last 20 years? We always start too late.

-Dr. Paul Farmer (1959-2022)

Uncertainty + Laziness

(that's ok)

What does that uncertainty look like?

Is this really a big deal?

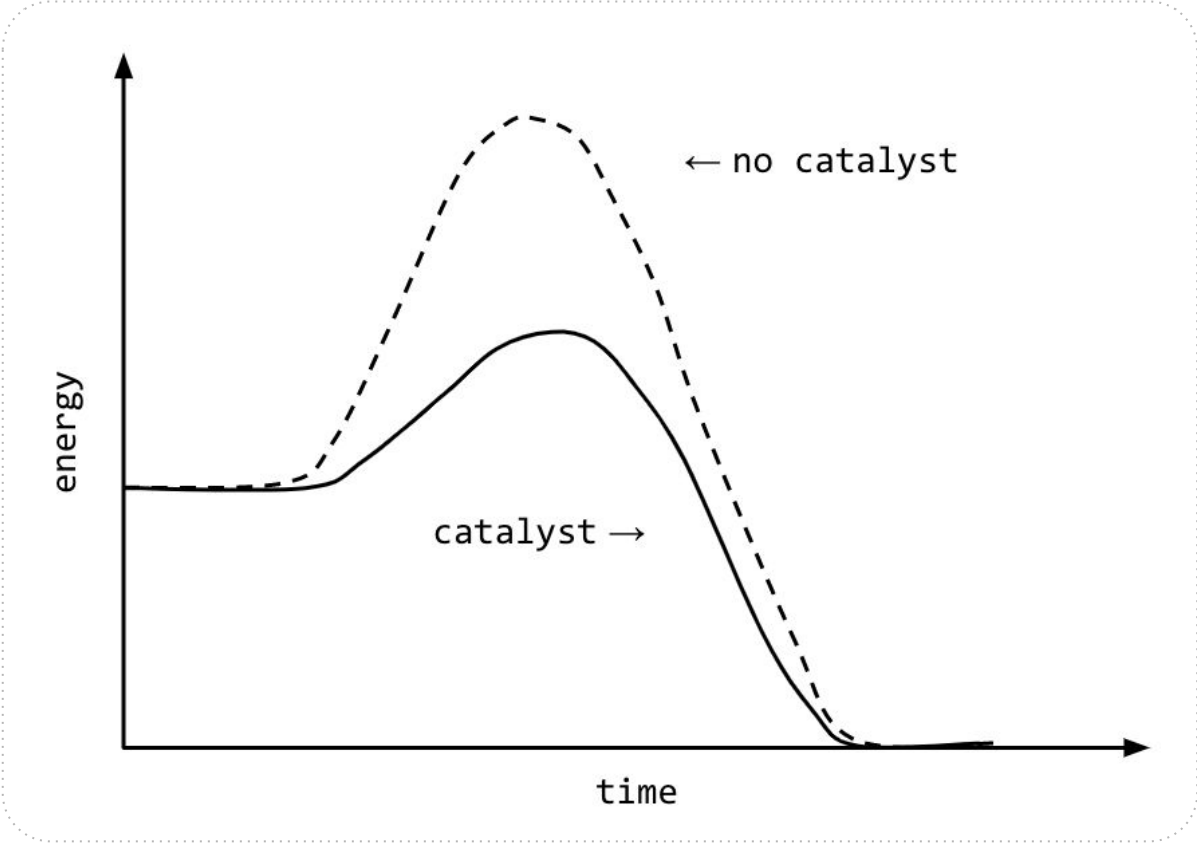
(Maybe it will blow over)

How do I start?

(Giant burger problem)

Is it really my job?

(Holding out for a hero)



Build your welcome
series' now

01

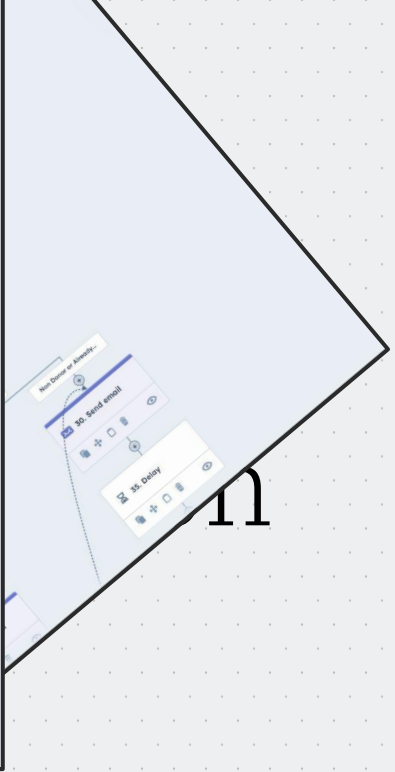
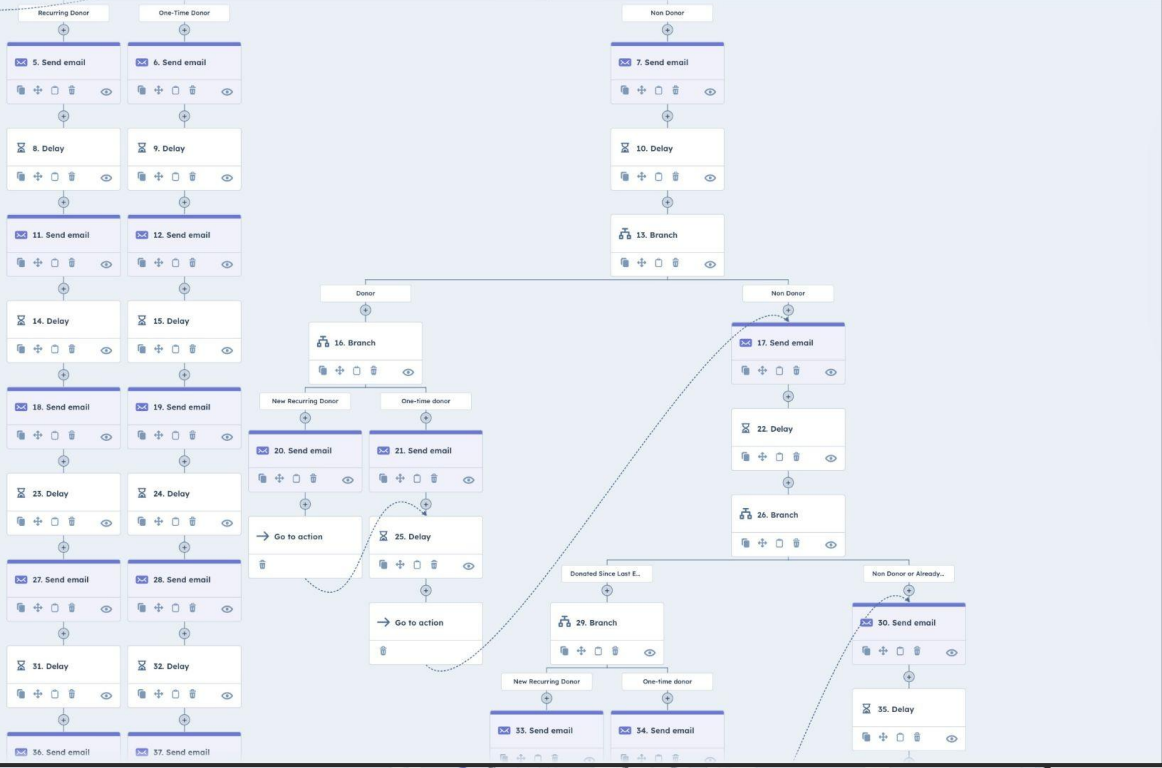
What two things are true for almost every non-profit emergency marketing and communications response?

Huge
Acquisition

Terrible
Retention

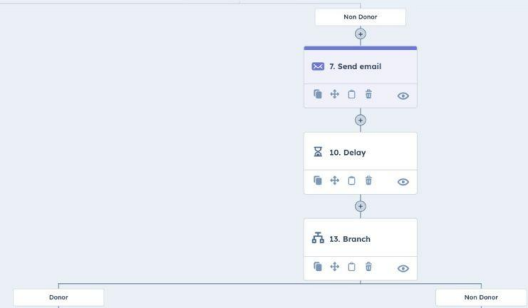
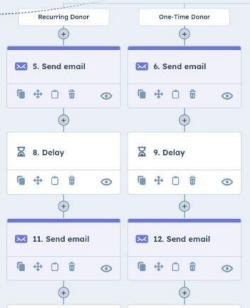
Huge Acquisition





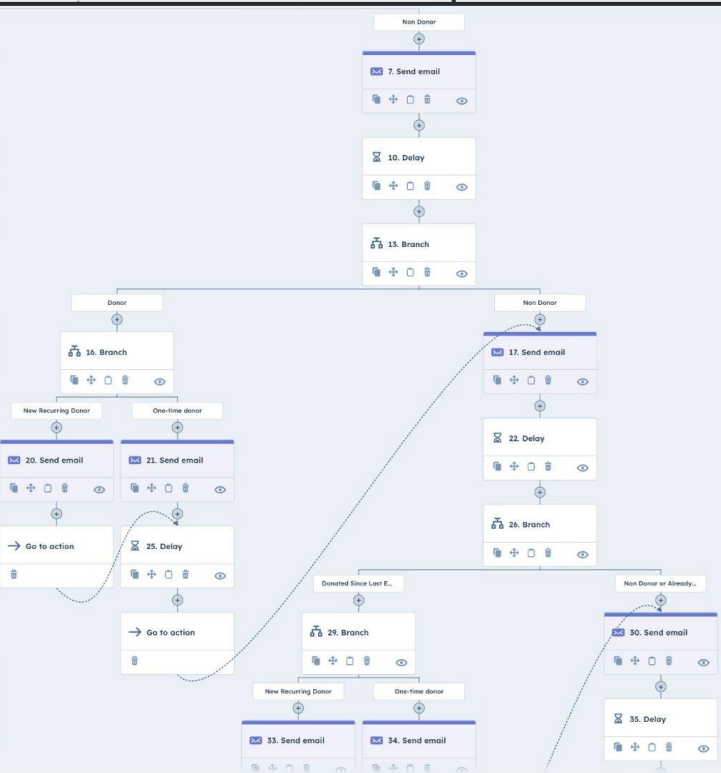
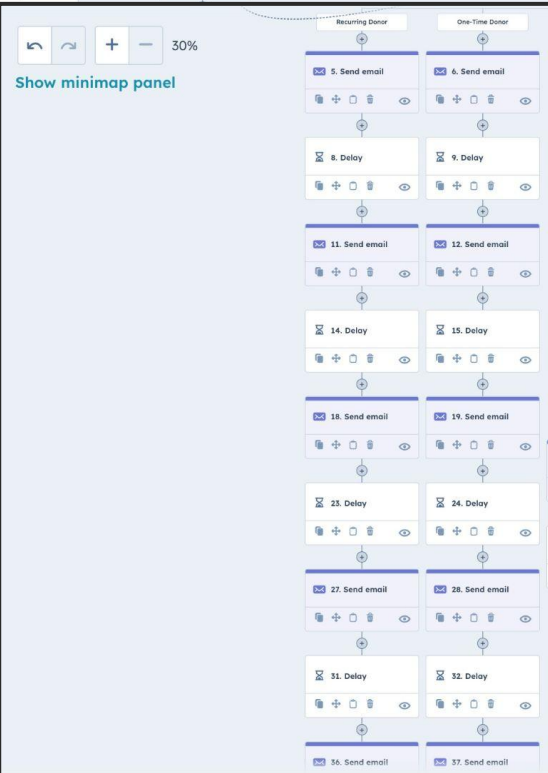
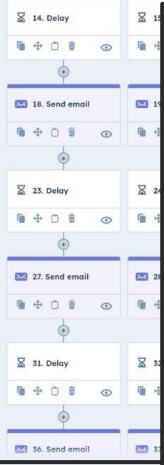
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Show minimap panel



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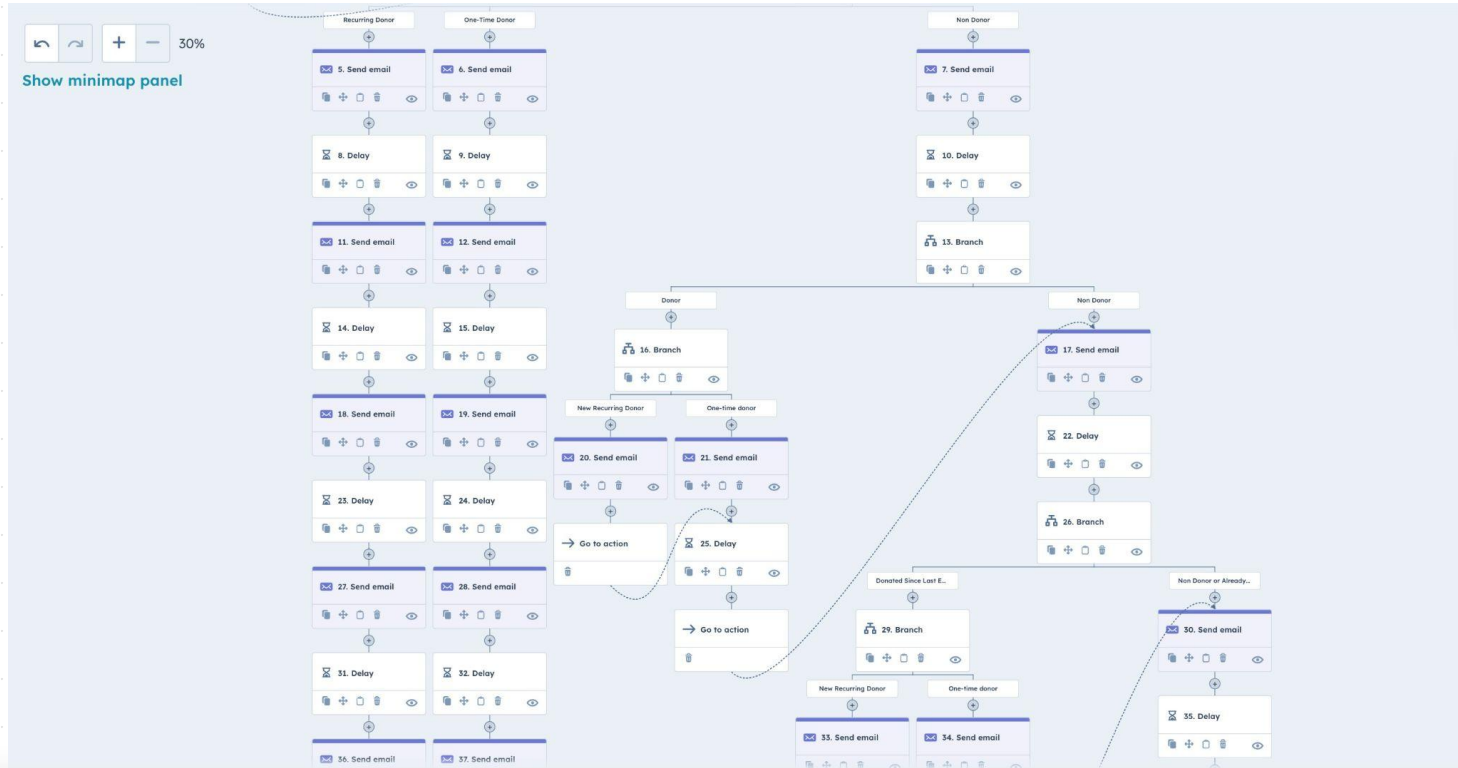


Show minimap panel

Show minimap panel



Don't try to build this during an emergency.



Get sophisticated in the template

Be dumb in the tweaks

1. Make the template structurally personalized, but topically generic.
2. Version your templates by acquisition theme (advocacy, disaster, etc.)
3. Have pre-identified opportunities to tweak, and trust your doers to tweak without approval.

Leadership buy-in

02

Get leaders to agree to stuff now

Then socialize those agreements

1. Create a list of decisions you need to activate an emergency response. Name them.
2. Define an approvals process (and what to do when that process fails). Name the modes.
3. Name types of meetings. E.g. “Desk wipe all hands” “Decision communications” “situation reports” etc.
4. **Use those names during regular operations.**

Know your roles

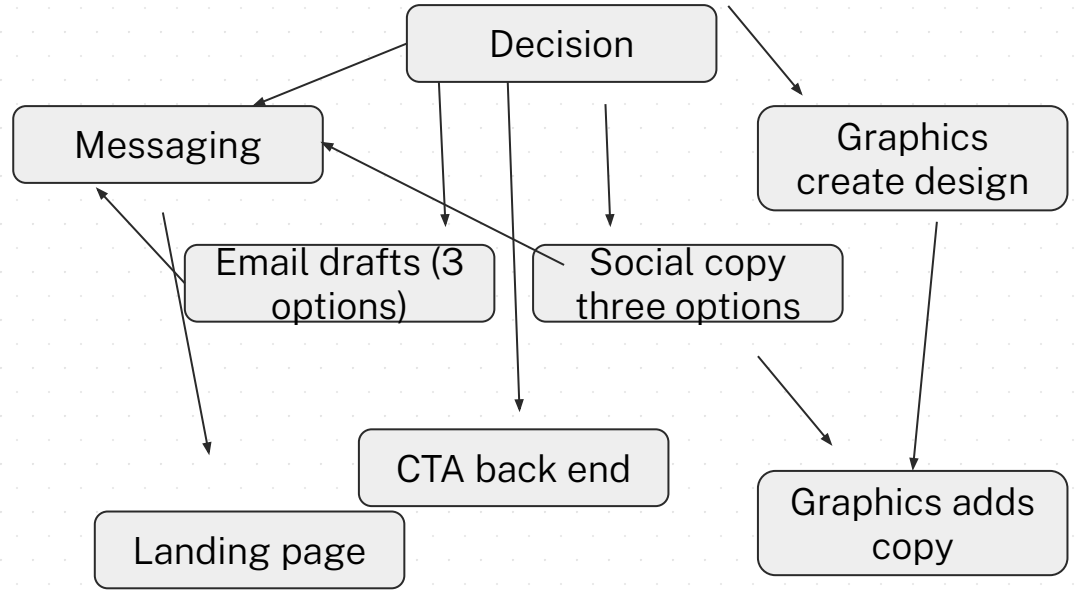
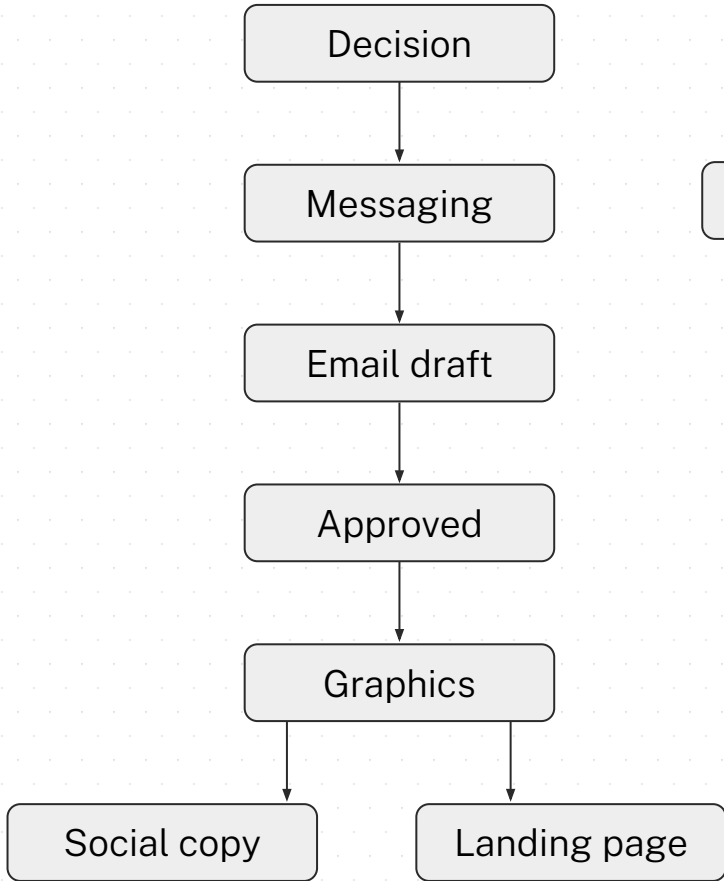
03

Slow, efficient

Tasks in
sequence

Fast, wasteful

Tasks in
parallel



Decide what to
deprioritize

04

Right now

The stuff that does worse
every second later

Messaging

First social posts

First calls to action

First emails

Landing page

Press outreach

Photo curation + graphics production

Begin information + content gathering

Soon

Second wave and follow ups

Video production (direct to camera)

Next four emails

More specific welcome series

Next four social posts

First content delivery

New ads? Mail?

Later

Everything else

Regularly scheduled programming

Medium term projects

Documentation

Project management

Deep reporting

Practice with
your team

05

“You’re not going to write an emergency playbook, and you’re not going to run a drills from that playbook.”



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-Reilly Hay

Enter: Synthetic Responses

An emergency response without the emergency.

Make your regular campaigns multi-channel and multi-task like in an emergency.

Always include an acquisition element.

Don't take shortcuts.

Own your roles, and make sure others own theirs.

Expand your tent and work with other teams

Spin up tracking for every campaign.

Debrief + tweak procedures.

Decide to run some of your campaigns in parallel instead of sequence.

Name and train the understudies

One is zero, two is one, and
three is better.

No mission critical tasks that only one
person knows how to do.

No tasks with multiple owners.

Thank you!



Reilly Hay

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