



# Communicating Your Cause

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# Why are you here?















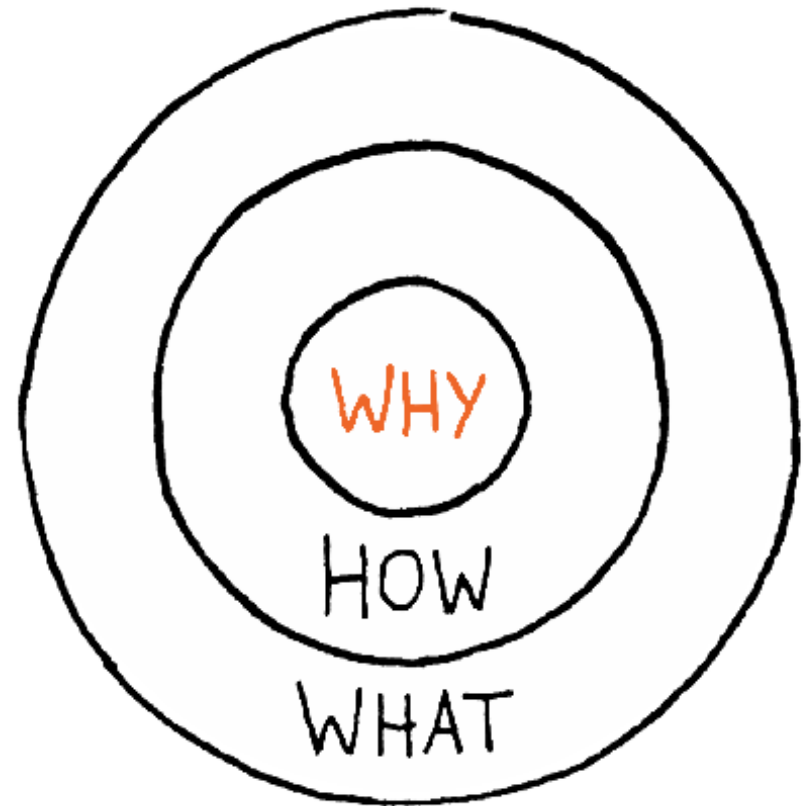
Simon Sinek:

## How great leaders inspire action

TEDxPuget Sound · 18:04 · Filmed Sep 2009

 44 subtitle languages 

 View interactive transcript





# Why communicate?








Communicate to **inform**

Communicate to **engage**

Communicate to **make people act**



# How do you communicate?

Communication Methods	+	-
	<ul style="list-style-type: none"> <li>• Fastest way to communicate</li> <li>• Can be sent to one or more</li> <li>• Can be stored/archived</li> </ul>	<ul style="list-style-type: none"> <li>• Lack personal touch</li> <li>• No guarantee to be read</li> <li>• Can be spammed</li> </ul>
	<ul style="list-style-type: none"> <li>• Allows organization to provide more details, current events, discuss topics of interest to members</li> </ul>	<ul style="list-style-type: none"> <li>• More indirect and impersonal than email</li> <li>• Requires members to seek out the communication</li> </ul>
	<ul style="list-style-type: none"> <li>• Keep members abreast of developments in the organization</li> </ul>	<ul style="list-style-type: none"> <li>• One-sided communication</li> </ul>
	<ul style="list-style-type: none"> <li>• More informal and proactive way to engage members to participate</li> </ul>	<ul style="list-style-type: none"> <li>• Requires members to seek out the communication</li> </ul>
	<ul style="list-style-type: none"> <li>• Best way to engage and inform members</li> <li>• Allows the organization to show personal touch</li> </ul>	<ul style="list-style-type: none"> <li>• Least return on investment in terms of members reached</li> </ul>



# 'Surround Sound' Method





**Drive the  
Green Road**



## Communication Methods:



## Strategy:

Make the event relevant.

### Aquino vows to rebuild RP



Find a champion.



## Communication Goal:

Entice people to go to the motorshow





## Strategy:

## Appeal to various audiences.

Make people participate in the one-day running event to raise funds for ING Village.

to build homes for the poor and set up learning centers, provided emergency kits, and for the past four years, sponsored Filipino students to represent the company at the Black City Marathon. And for the second year, GNC Bank will hold a marathon to raise more funds to fulfill its building program. "We want to make a difference in one town at a time," says GNC Bank.

All these corporate social responsibility (CSR) programs did go unnoticed, however, when GNC Bank's branch manager Richard Suen in Manila recently announced the Manila branch for creating a new business partner in the Philippines.

He introduced to local investors, says Consuelo Garcia, GNC Bank's country manager in the Philippines.

Very soon, GNC Bank's business units all over the world are invited to come up with volunteering or fundraising activities to be held at the same time as the CSR programs. GNC Investment Management, a subsidiary of GNC Bank, is the first to announce its CSR activities, which include to engage environmental, social and ethical issues in its investment portfolio. GNC Investment Management is one of the only two fully carbon neutral companies in the world. And is a holder of a

**responsibility.** "Our dedication to be an excellent and trustworthy financial institution also includes being a company that takes its responsibilities towards people and the environment seriously. At the end of the day, we would be happy to deliver financial results as well as create a positive impact in the communities," Richter says.

To mark its 20-year commitment of do-

**COMING**

Under the banner C&M program "ING for Something Better," ING Bank and its employees commit to do the right thing for each other and for the planet. "As a financial services company, trust is very important to us and we are committed to addressing the way we select our products and services and how we treat our customers. We are also serious about managing

ING BANK'S regional CEO Vaughn Richtor (right) and ING Bank country manager Zondy Garcia (second from right) get their hands dirty while making a wall for the 2nd ING Village in Calauzan, Laguna.

**Theme** Designed with a Dutch theme complete with a miniature windmill and flowers painted in the ING colors of bright orange and blue, the ING Village in Bacoos became the largest corporate-sponsored program of Habitat in Bacoos. A learning center was also built through the support

"This is how we work at ING. We pool together our expertise and resources, but just in doing business, but also in showing our corporate social responsibility. It's not unusual to see a cross-country collaboration among our executives from ING's international business to come over or consult with us on our pension, health, life insurance and retirement services to over 85 million private, corporate and institutional clients in more than 40 countries. With a diverse workforce of about 107,000 people, ING is dedicated to setting the standard in helping our clients manage their financial future."

Running a marathon (defined as a long-distance running race that stretches 42.195 kilometers, however, it is not for the faint of heart, it is for those who are willing to commit to training, learn the form and build up mileage

And when it comes to marathons, the ING New York City Marathon is considered the Mount Everest of every serious marathon runner. After all, it has been dubbed as the "largest and greatest marathon where the

world comes together," drawing nearly 45,000 runners, more than two million spectators and a worldwide television audience of over 300 million.

**Tip #4: Buddy up.** Get a running partner who will train and prepare for the same marathon race you will join. The race will also be more fun.

To mark its 20<sup>th</sup> year in the Philippines and raise funds for the construction of more homes in its 2<sup>nd</sup> BNG Village in Calapan, Laguna, for *Beneficiaries Affected by the Taal Volcano Eruption*.

**Tip # 3: Be generous to yourself.** Marathon training is tough. But you don't have to be tough on yourself for working hard. Reward yourself every time you reach your training goal every week/month or every race.

**Tip #4: Learn the art of tapering.** Most marathoners begin tapering after their last long run, typically two to four weeks from race day. It

are some tips from the ING-NIT Marathon Web site, as well as from Filipino triathlete Jon Jon Rufino, who ran five of his 12 marathons in the ING-NIT Marathon and has so far finished five Ironman races.

According to the ING-NYC Marathon Web site, [www.ingnycmarathon.org](http://www.ingnycmarathon.org), the rule of thumb is to reduce your total mileage by about 25% to 30% during the first week of the taper; then gradually cut back to 30% or 40% of

**Tip # 1: See if you're ready.** Consult a doctor or a family physician and get advice if your body can



## 20 tips for running

**Tip #7: Keep yourself hydrated.** NYC Marathon was chillier than last year, so be prepared and take the time to hydrate. Drink water before, during, and after the race.

[illegible]

Don't drink at every water station you see on the race. You are most likely to get insured if you drink too much! Your urine should be pale yellow. If it's clear, you're overhydrating. If it's dark, you're dehydrated. Don't buy a new pair that you won't wear for the first time during the marathon. You should have broken them in with at least one long run. Your shoes should not interfere with your strides. If you feel you're prone to blisters, wear them before the race. Don't buy a new pair that you won't wear for the first time during the marathon. You should have broken them in with at least one long run. Your shoes should not interfere with your strides. If you feel you're prone to blisters, wear them before the race.

**Tip # 11: Don't forget the bare essentials.** Socks and underwear are often the most overlooked essential items in your closet. "I like to wear white socks and underwear," says Rufino. "I like to wear white socks and underwear."

**Tip # 8: Watch what you wear**  
Clothes make the marathoner. But it doesn't mean you have to splurge or the most expensive running wear is the best for improving your race performance. "The

**TIP # 12: Music to your ears.** If you're in love with your personal music, bring an iPod. But don't bring it. Mr. Ruffalo says, "You can simply bark in the glory of the cheering crowd and the marching bands, which are

Tip # 13: Pack light. If the race event is out of town, make sure to travel light. Essential things to pack

short and full-length pants with targeted compression in certain muscular regions. "While it doesn't make you run faster, it just feels like someone's holding your hand at the end of the marathon. It wants you to keep going," says Dr. Nuss. **Band-Aids and Argybargy** Lubricant that can help you avoid chafing and blisters, leading materials that can calm your nerves while you wait for the start, some pre-race snacks and on-course nutrition like

**Tip # 9: Find out the weather.** Your marathon fashion statement, of course, depends a lot on the weather. Temperature at the recently held NYC

## ing in a marathon

he says. Don't forget to pack clothes to put on after you finish.

**# 14: Don't touch the salt.** Fuel with power gels, energy drink products and salt tabs. Only if your body has not been taking them during training. Your

you'll be turning left and right, which is hard," he says. Get mental support and ask your friends station themselves in the hardest part of the race and cheer you on. "Once you get into Central Park, you'll get motivated

**# 15: Careful with carbs.** Wisdom is to load up on hydrates (carbo-load) two before the race. The new is don't eat more than you're used to eating before a race.

**Tip # 19: Seek help.** If you develop an injury in the days before the race, you may need to seriously consider dropping out. [www.runnersworld.com](http://www.runnersworld.com)

consider whether to compete at all. If you choose to run, readjust your time goals. Big races usually have several aid stations. Approach these stations for medical assistance along the course.

**# 16: Plan your pace.** This is

the most important factor determines your performance. The biggest rookie mistakes is to go too fast in the beginning. "The worst thing is to run fast in the first 21 kilometers and then you gradually cool down and recover faster."

"Running a marathon is all about dedication and commitment. If you're not committed, you won't finish."

It's enough to do a marathon, you are fit enough to climb mountains like Kilimanjaro," says Mr. Rufino, who recently went up the highest mountain in Africa. "You'll finish the race no matter how you look at it."



# Case Study: Grow Membership



## Communication Methods:



## Communication Goal:

Encourage associations and association executives to become a member of PCAA.

## Strategy:



Make PCAA a thought leader.



Provide members with an informative resource material to empower their organization



# 5 Lessons from Communicating

1. Lose your



2. No



needed.

3. Content is



. But context is



4. Communication  
is personal.



5.

**BE  
POSITIVE  
PATIENT &  
PERSISTENT.**

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# QUESTIONS?