

## NOT SEXY BUT NECESSARY:

HOW TO IMPROVE INTERNAL  
COMMUNICATIONS TO BETTER  
SHARE YOUR SCIENCE AND IMPACT

Communicating Climate Change  
2024 New Jersey Coastal and Climate Resilience Conference  
Tuesday, March 12, 2024



*Lindsay McNamara*  
Assistant Director  
American Littoral Society



# 1. Communications Calendar

Asana

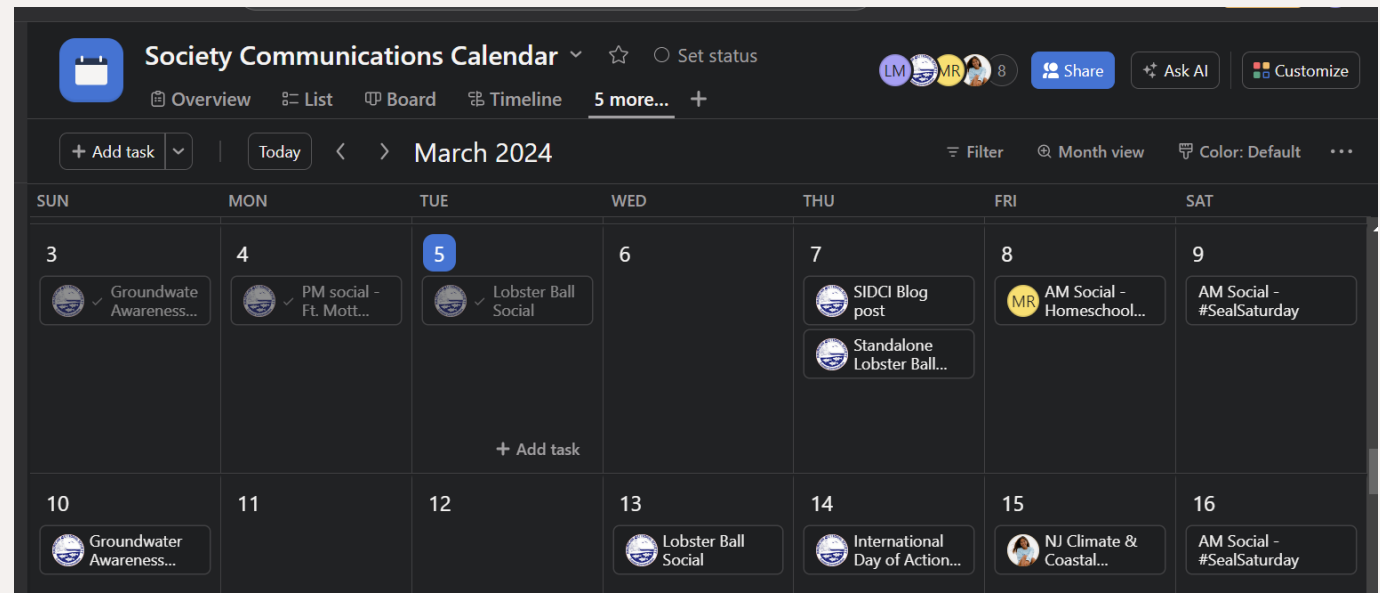
Assign tasks across teams

Build multiple calendars

“Make it real”

Event/campaign communications

Stop competing with yourself/own organization



# 2. Slack

Free

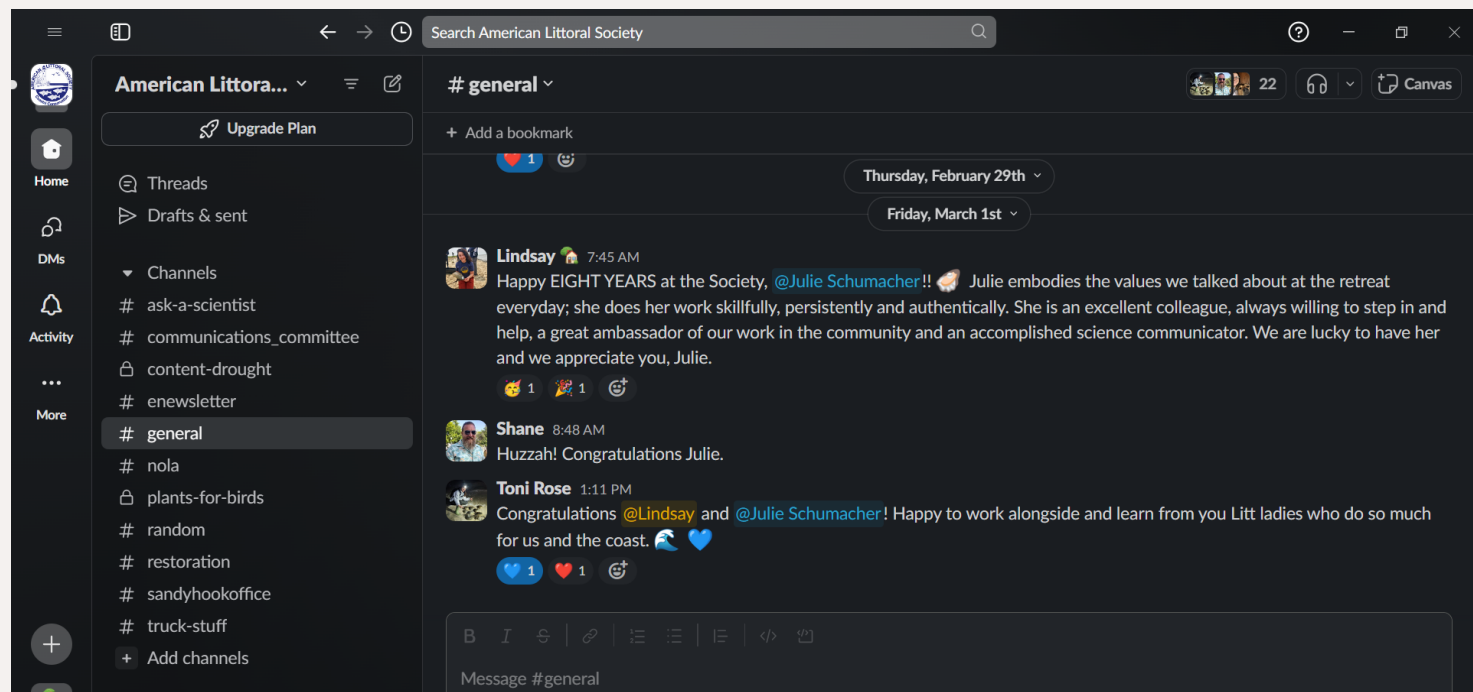
Communicate across offices or from the field

File sharing

Groups and DMs

Best practices

Notifications



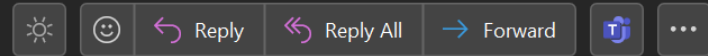
# 3. Big Wins

Re: Three Big Wins: December



Russell Furnari <russell.furnari@gmail.com>

To Lindsay McNamara; Alek Modjeski; Alexandra Kanonik; David Hawkins; Don Riepe; Emily McGuckin; Julie Schumacher; Lisa Scheppke; Lori Singer; Lucia Osborne; Michelle Rebilas; **+21 others**  
Cc Rich Devlin



Mon 1/8/2024 10:28 AM

Hi everyone,

Good morning and Happy Monday! I hope are all enjoying the new year!

As we've mentioned, we are reinstating short monthly updates for our Board and staff. A little different from "Newsflash," I will be sending one email a month featuring three(ish) big wins from the Society.

Here's just some of our highlights from December:

- **Education:**
  - The Education Team will be attending the Association of New Jersey Environmental Educators Winter Symposium on Friday January 12. This will be a great opportunity for resource sharing and networking with other local Environmental Education professionals, and to bring new ideas for student and community engagement to the Society.
- **Restoration:**
  - Our Christmas tree recycling campaign is in full swing for the continued marsh restoration at Slade Dale Nature Preserve in Point Pleasant. So far Point Pleasant is providing 300 trees, other individuals are dropping off trees at the Good Shepherd Lutheran Church, and our new friends at Shore River Gardens, a family-owned garden center on the border of Wall/Manasquan, has donated 75 leftover Frazier firs. Christmas just keeps on giving!
- **Delaware Bay:**
  - Our LOI for the NOAA Climate Ready Workforce Challenge was approved! We will be submitting a full proposal to expand and improve on our R-Corps program across all three

# 4. Project Management Tools

Free trials

Asana, Monday.com, Trello, Smartsheet

View: card, calendar, task

Setting tasks, timelines, assigning staff roles

File storage and transfer: Microsoft Suite, Google Drive, Dropbox






# 5. Elevator Pitch

**Is everyone saying the same thing?**

Prompts: Who are we as an org/agency? Why are we here? How are we different from others?

What do what we do? How do we do it? Why do we do it? Who do we do it for? How do we define success?



# 6. Shared Values

- What do we want to do no matter what happens in the world?
- What will we do even if we have a budget of \$0?
- What will it look like for us to be successful in 5 years externally and internally?
- What do you want to be remembered for?

They are the style or flavor or essence we bring to our activities. It can be helpful to think of them as adverbs—words that end in “-ly.”

- Ambitiously
- Cooperatively
- Humbly





# 7. Website Audit

Architecture/Site Map

No Budget

How do you organize and categorize your work?

What's missing?



# 8. Team Bonding

BlueClaws

Shared lunches

Hikes/Bird Walks

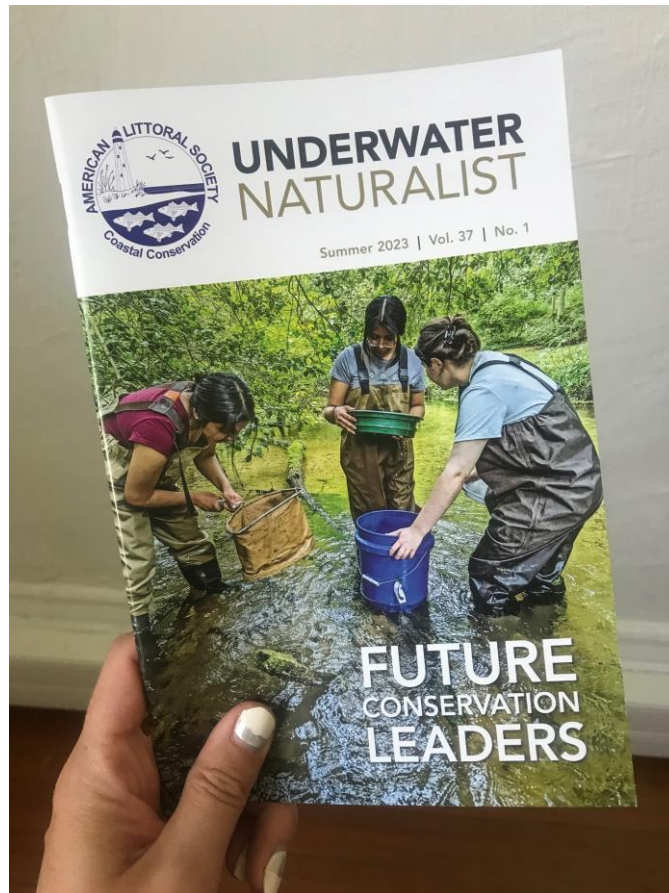
Watching the sunset

Attend a program

NJ School of Conservation



# 9. Communications Products



Are they working for you?

- What is the action you want folx to take?
- Who is your audience?
- How do you measure that action? Clicks, opens?
- How can you make these products **work harder** for you without increasing your budget?
  - Themed publications
  - Split newsletter sends: Events, Field Notes
    - 45% open rate

# 10. Operations

Performance Reviews

Job Descriptions



# Thank you!



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