



Communications on a Budget

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Comms on a Budget: Overview

- Unified Message
- Free Tools
- (Relatively) Affordable Tools
- Time Investment in Comms
- Where to Get Content: *Seen, Heard, and Represented; C4K Toolkit*
- Questions

Why do we communicate?

- Educate
- Share a Story
- Address/Debunk Opposition



Unified Message: Consistency

- Scattered message isn't a message
- Unified message helps cut through the noise
- Helps people remember and recognize our activism

“Children in court need lawyers of their own. We’re working to make sure they have them.”

The Point vs. Precision

“I walked about a mile.”

vs

“I walked five-thousand, two-hundred, eighty-one point seven-five feet.”

“Children in court need lawyers of their own...”

vs

“Minors between the ages of zero and 18 need independent, client-directed legal representation and guidance when they are in dependency proceedings...”



Free Tools

COMMS ON A BUDGET

Free Tool: Social Media

Consider:

- Audience – Which platforms are they on?
- Content—What are you sharing? Text? Photo? Link? Video?
- Timing—When is your audience online?
- Investment—How much time are you going to put in? What are you good at?

Free Tool: Social Media

Platform	Why you might use it:	Why you might not:
Facebook	Most-used platform, easy to post	Generational audience
Instagram	Popular with young people	Requires images, harder to share links
Twitter/X	Popular among journalists/politicians	Some users abandoned it, rise in offensive posts
TikTok	Popular among young people, high interaction	Videos require time, not available everywhere
LinkedIn	Professional	Socioeconomic divides

<https://sproutsocial.com/insights/social-media-statistics/>

<https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>

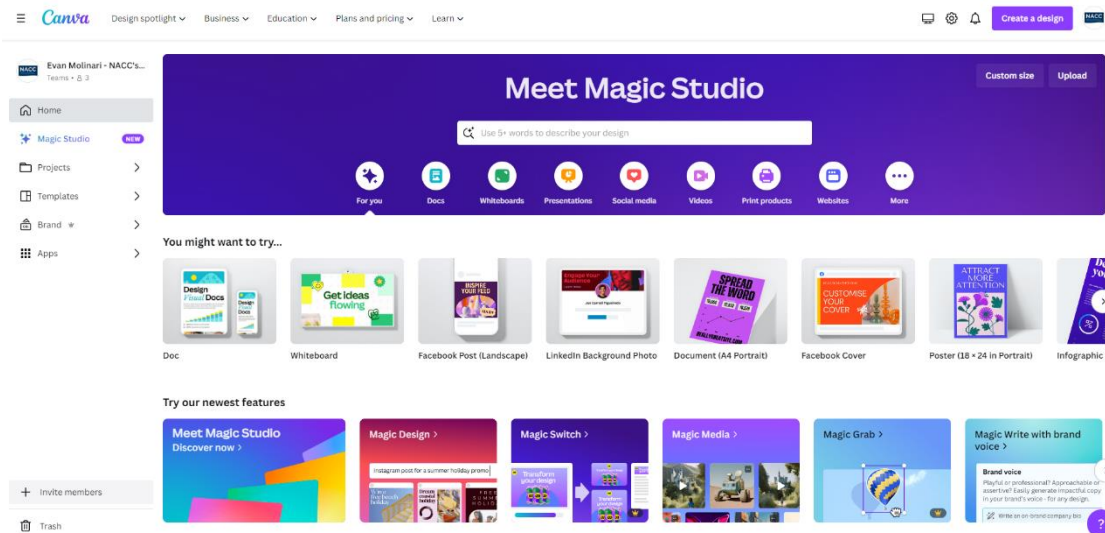
Free Graphics Tool: Canva

- Templates for Social Media, Pre-built Designs, etc.
- Saves Past Projects Online, Various File Types

■ canva.com

Free Stock Photos:

■ <https://unsplash.com/>

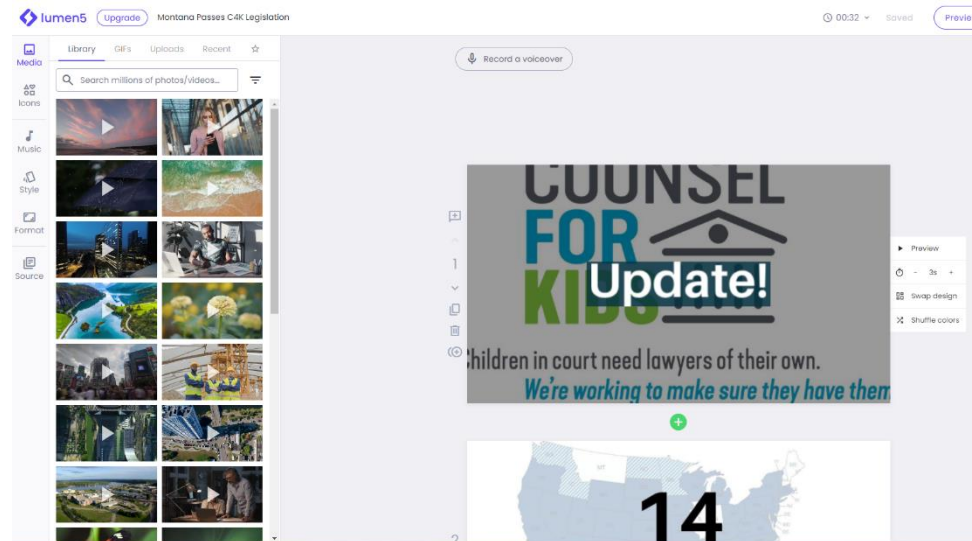


Free Video Tool: Lumen5

Online Video Creator Tool

- Stock Video
- Upload Graphics of Photos
- Text Overlays
- Stock Music

<https://lumen5.com/>



Free Mass Email Tool: Surveys and Spreadsheets

- Collect email addresses via survey
- Column of email addresses
- Copy and paste into the Bcc line
- Address to yourself, or create a free email address for your campaign (and prepare to get a lot of auto replies)

No design, automation, or spam controls (see [can-spam act](#))

Sometimes better than paid platforms for avoiding spam filters.

[Words that Trigger Spam Filter](#)



Affordable Tools

(RELATIVELY)

COMMS ON A BUDGET

Social Media Scheduler: Buffer

- Post to multiple platforms at once
- Schedule posts

Free version— price varies by number of platforms and features:

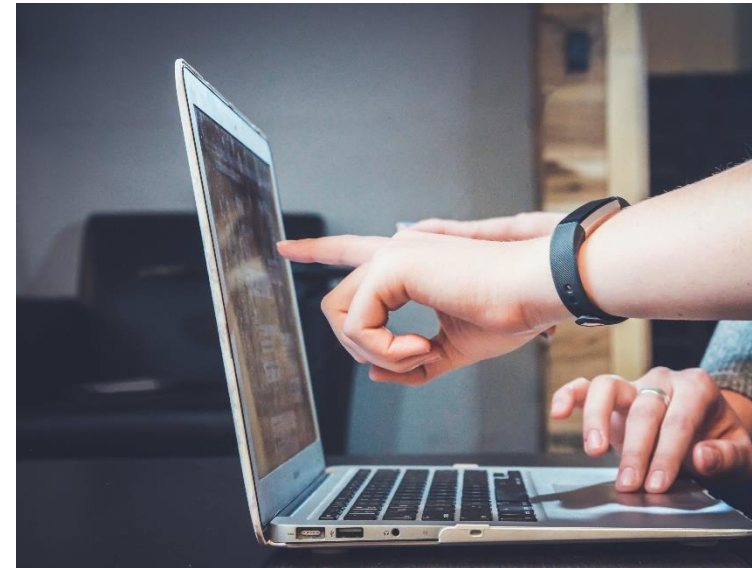
<https://buffer.com/pricing>

Mass Email: Mailchimp

- Design, schedule, and send mass emails
- Manage contact lists
- Automation for more expensive plans

Pricing varies by audience size and features:

<https://mailchimp.com/pricing/marketing/>



Website

Portions of a Website:

- Content Management and Design
- Hosting
- Domain
- Security/Extra Features

Website: GoDaddy

- All portions in one place
- Backup options
- Pre-designed themes
- Relatively affordable

<https://www.godaddy.com/pricing>

<https://www.godaddy.com/websites/best-website-builder>



Time Investment

COMMS ON A BUDGET

Is it worth it?

Tool/Activity	Strength for me?	Benefits likely?	Costs?	Invest in this tool?
Build a Website				
Create Graphics				
Social Media				
Mass Email				
Write Op-ed				

Is it worth it? - Example

Tool/Activity	Strength for me?	Benefits likely?	Costs?	Invest in this tool?
Build a Website	No	Yes	High	Not now
Create Graphics	Yes	Yes	Canva is free	Yes because free
Social Media	No	Yes	Buffer monthly fee	Yes because saves me time
Mass Email	No	Unclear	High	No - Will stick with free spreadsheet for now
Write Op-ed	Yes	No	Free but time consuming	No – too much time w/o guarantee

Content

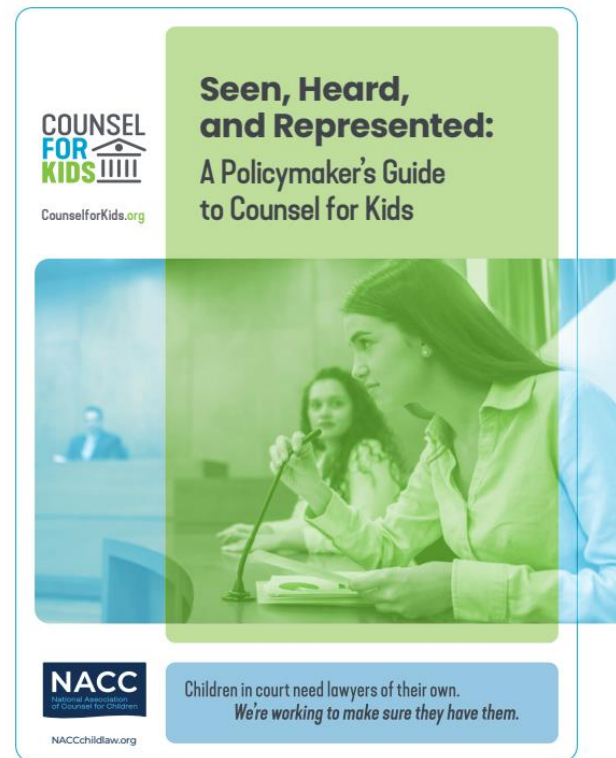
Where do I
get it?



Where to Get More Content

Seen, Heard, and Represented: A Policymaker's Guide to Counsel for Kids

<https://counselforkids.org/wp-content/uploads/2023/04/C4K-PolicyPaper-FINAL-DIGITAL-2.pdf>



Seen, Heard, and Represented

Sections Ripe for Comms:

- Top 5 Priorities for Policymakers
- Fact Patterns
- Attorney Client Relationship Case Study
- Complementary Roles - Lawyers and CASAs
- Delivery Systems
- Funding Sources
- Research on Improved Outcomes
- Model Statute
- A Wise Investment – Costs v Payoffs

Potential Uses:

- Social Media series of posts
- Email campaign demanding legislative action
- Basis for an Op-ed
- Short Lumen5 Video
- Reporter or Legislator Education
- Basis for Conversation with a Legislator
- Graphics or Flyers

Where to Get More Content

CounselforKids.org

- Info Sheet
- Mythbusters
- Attorneys & CASAs
- Promoting Race Equity
- Legislative Champions
- Template

<https://counselforkids.org/toolkit/>

Toolkit



[Information Sheet](#)



[Include Lived Experience Expert](#)



[Appropriations Factsheet](#)



[Mythbusters on Counsel for Kids](#)



[Guide Policy Advocates](#)



[How to Write and Place an Op-ed](#)



[Model Statute](#)



[Right to Counsel Map and Detailed State](#)



[Policy Advocacy Matters Slides](#)

Questions?

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